



**CITY AND COUNTY OF SWANSEA**  
**DINAS A SIR ABERTAWE**

**To:**  
**Councillor Francis-Davies**  
**Cabinet member Enterprise,**  
**Development and Regeneration**

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*Dyddiad:*

This is a letter from the Inward Investment Scrutiny Inquiry Panel to the Cabinet Member for Enterprise, Development and Regeneration following the meeting of the Panel on 3 March 2016. It highlights the Panel's discussion and any outcomes arising from the meeting.

Dear Cllr Francis-Davies

### **Inward Investment Scrutiny Inquiry Impact**

We would like to thank you and officers for attending our panel meeting on the 3 March 2016 and for updating us on progress with the outstanding recommendations of those made to Cabinet in relation to inward investment.

We were pleased to hear that major steps forward had been made in relation to inward investment and that the outstanding recommendations made by the Panel had been put in place.

The creation of a regional marketing suite for inward investment inquiries based at the Swansea Bay University Campus was considered a positive move. The idea of a virtual team and marketing manager to take forward inquiries was also seen as an important step forward. We believe that this will go a long way to filling the gap in what the region had lacked previously which was a welcoming 'front of house' available to potential investors. The panel were also pleased to hear that a portfolio of offerings had also been developed.

We would be keen for scrutiny to get feedback in the future when measures for success are developed. The panel members would also like to take up your offer to visit the Marketing Suite and meet the new regional marketing manager.

We do not require a formal response to this letter.

Yours sincerely

**Jeff Jones**  
**Convener of the Inward Investment Scrutiny Inquiry Panel**  
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