



Swansea Bay City Region Joint Committee - 30 July 2024

Meet the City Deal Events 2023/24

Purpose:	To update Joint Committee on the delivery of 4 local Meet the City Deal events during 2023/24
Policy Framework:	Swansea Bay City Region Joint Committee Agreement
Report Author:	Peter Austin, SBCD Business Engagement Manager
Finance Officer:	Chris Moore, Section 151 Officer, SBCR
Legal Officer:	Debbie Smith, Deputy Monitoring Officer, SBCR
For Information	

1. Introduction

- 1.1 The attached report summarises the delivery of a series of 4 locally-focused ‘Meet the City Deal’ events, as recommended in feedback from the 2022 Swansea Bay City Deal (SBCD) Showcase event.
- 1.2 Details include the event preparations and formats, attendee and exhibitor evaluation, and lessons learned to incorporate into future events.
- 1.3 Post event evaluation indicated that the events were well organised and successful based on attendance levels and positive feedback.

2. Background

- 2.1 In March 2022, the SBCD Portfolio Management Office (PoMO) delivered a well-received Showcase Event which celebrated the Portfolio milestone of all 9 City Deal programme and project business cases being approved by UK Government and Welsh Government and the entire Portfolio being in full delivery.
- 2.2 That event hosted over 135 attendees including representatives from both Governments, Local Authorities, the Education and Healthcare Sector, businesses and other public sector bodies.
- 2.3 Feedback from the Showcase event was very positive, with a key recommendation being to host further events across all four Local Authority areas.



2.4 A series of 4 locally focused 'Meet the City Deal' events was delivered by the PoMO in partnership with the Local Authority business support teams between July 2023 and April 2024.

2.5 Key stats:

- 4 events.
- Over 30 Exhibitors.
- 509 registrations.
- Over 296 attendees = 58% of registrations.
- 74% attendees from private sector.
- 20% of attendees supplied survey responses.
- 84% of people surveyed would attend a future SBCD event.
- 80% of attendees found the events useful or very useful.

3. Financial Implications

3.1 The events cost circa £5,000 to deliver, covered by the approved 2023/24 SBCD marketing budget.

4. Legal implications

4.1 There are no legal implications.

5. Alignment to the Well-being of Future Generations (Wales) Act 2015

5.1 The SBCD Portfolio and its constituent programmes / projects are closely aligned to the Well-being of Future Generations (Wales) Act 2015 and the seven well-being goals for Wales. These alignments are outlined in a Portfolio Business Case for the SBCD, as well as in individual programme / project business cases

Background Papers: None

Appendices:

Appendix 1 - Local Meet the City Deal Events 2023/24, Post Event Report.