



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

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

*Please ask for:* Scrutiny  
*Gofynnwch am:*  
*Scrutiny Office Line:* 01792 637256  
*Llinell Uniongyrochol:*  
*e-Mail:* [scrutiny@swansea.gov.uk](mailto:scrutiny@swansea.gov.uk)  
*e-Bost:*  
*Date:* 06 August 2015  
*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 14 July 2015. 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 14 July 2015 and updating us on progress with, and the impact of, recommendations made to Cabinet in relation to inward investment.

You informed us that since the Inquiry report there have been a number of changes to the Swansea Bay City Region Board, including Sir Terry Matthews being appointed as Board Chair and that there is a new approach for developing transformational activity across the City Region, identifying 5 'pillars' of economic momentum – Ideas, Skills, Capital, Opportunities and Infrastructure.

We were pleased to hear that the City Region Board has launched a dual brand identity for key marketing and communication activities and particularly welcomed the branding *Swansea: City of Innovation* which the panel felt to be relevant and current for Swansea.

We recognise that the changes to the Swansea Bay City Region Board have required a redefining in broad terms its economic agenda, establishing of key work streams and support structures, and the identifying some early priority issues and projects. Because of this it has not yet considered setting up a specific protocol for co-ordinating inward investment activity in line with the Scrutiny Panel's recommendations, although we have been informed that there does seem to be potential within the Pillar and Support Groups' structure for such a process to be implemented in the future.

We were pleased to hear that all City Region partners are in agreement that a strong city centre was needed in the region and that is Swansea.

We do wish to emphasise the importance of communicating what and how we are doing in relation to inward investment. Feeling that getting more positive messages

out there is vital. We were also keen to ensure that all developments in Swansea and the City Region are sustainable, even if the Chair of the Board should move on.

The Panel also considered that the importance of Inward Investment was one of the main drivers to attract jobs and so tackle poverty and that the resource allocated to this role was of paramount importance.

We were pleased to hear that 6 of the 12 recommendations had been actioned. We were informed that the remaining 6 are specifically related to the creation of an effective support network and resources to help generate and respond to inward investment enquiries. We were informed that the Swansea Bay City Region Board is requested to schedule a specific discussion on inward investment and to consider creating a City Region inward investment Support Network.

Given this we plan to follow up on the following 6 outstanding recommendations in 6-9 months.

- R3. The City Region develops an effective support network including allocating resources to do proactive work around seeking inward investment.
- R5. A single contact point for business/investment inquiries is introduced.
- R7. Develop measures that will monitor success and that these are monitored on a regional and on a Swansea basis.
- R9. It develops user friendly policies and practices which are welcoming and quick to respond to investor queries
- R10. Take active steps to make better use of social and digital media by developing a digital media strategy around business and investment issues.
- R11. The concept of developing a portfolio of offerings be investigated.

We do not require a formal response to this letter.

Yours sincerely

**Jeff Jones**

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

[Cllr.jeff.jones@swansea.gov.uk](mailto:Cllr.jeff.jones@swansea.gov.uk)