

Response

As a 15 year programme (comprising 11 projects) which provides an opportunity to address persistent challenges such as climate change, poverty, inequality, jobs and skills in a transformational and preventative way, the Swansea Bay City Deal is also in keeping with the approach and ambitions of the Well-being of Future Generations (WCFG) Act. The City Deal is underpinned by a collaborative and forward focused approach and, as such, the WCFG Act five ways of working are inherent to developing and delivering the City Deal. The City Deal is an opportunity for the four local authorities, two local health boards, two universities and the private sector to demonstrate how the five ways of working can be used effectively to ensure major public investment programmes are delivered with long term, sustainable impacts for current and future generations.



Long Term

The SBCR City Deal is a fifteen year programme focused on transforming the regional economy to benefit both current and future generations. Providing vibrant and increasingly specialised business bases across the City Deal sectors and future proofing them through developing next generation digital technologies and relevant skills in the current and future workforce to benefit both citizens and industry sectors growth sectors in the region.



Prevention

The SBCR City Deal aims to prevent further decline of GVA and economic performance in the region through placing the region at the forefront of next generation solution development and commercialisation across the four identified growth sectors of the City Deal. The City Deal will help to prevent high skilled workers and developing businesses from leaving the region in order to secure opportunities befitting their ambitions through providing high value jobs and next generation capacity and infrastructure in the region. In addition a focus on well-being and life science will help to prevent further increases in chronic diseases in the region.



Integration

Together the eleven projects of the SBCR create a smart eco system of future ready industry which supports existing opportunities for growth and supports the strategic vision of creating a super smart innovative region across each City Deal sector. The cross cutting themes of digital and skills development underpin each initiative and therefore the programme as a whole to ensure these aims and ambitions are achievable and sustainable in the long term. Individual projects will be integrated in different ways and to differing extent however all demonstrate clear synergies in their impacts for the region.



Collaboration

The SBCR City Deal is based on a collaborative partnership between various aspects of the public and private sector. This collaboration ranges from financial investment in the City Deal programme to delivery of the individual City Deal projects. Collaboration is crucial to ensuring the intended impact and sustainability of the City Deal is realised.



The SBCR City Deal will work with citizens and communities to ensure the regions residents benefit from the opportunities offered by the City Deal. For example the City Deal, through the skills and talent project, will work with schools to engage and prepare students with the relevant skills to meet demands of the growing regional industries. Likewise the City Deal will involve private sector businesses of all scales to ensure that as the City Deal develops and the projects are delivered the needs of existing and investing industries are effectively met. It is only through involving stakeholders from an early stage that this can be achieved.

Given the breadth of the SBCR City Deal programme it also has significant impact across the seven well-being goals for Wales :

A
Prosperous
Wales

The SBCR City Deal will improve the GVA of the region by 70% with a total £3.3billion GVA impact. It will create 9,465 direct jobs and through the skills and talent initiative will ensure current and future workforces have the necessary skills to fulfil opportunities offered under the City Deal. The City Deal will offer an attractive, innovative and sustainable base for existing and new businesses to prosper and grow generating further job opportunities for local people. In addition a focus on well-being will improve prosperity for all at an individual and community level.

A Resilient
Wales

In focusing on next generation technologies to diversify and grow existing regional industry assets the SBCR will future proof these sectors. Through use of digital technologies the City Deal will create a responsive industry eco-system which will be flexible to the demands of businesses and the labour market and robust yet adaptable against external influences. In addition the City Deal projects will create sustainable product solutions in their specific industry sector and address issues such as fuel poverty and concerns over energy supply, cost and sustainability through focusing on energy efficient production of equipment and exploring new methods of energy generation, storage and release.

A More Equal
Wales

The SBCR City Deal will put the region back on equal footing with the rest of the UK in terms of GVA output and ensure it is globally competitive in the four City Deal growth industries. In focusing on economic growth, job generation, skills development, infrastructure and well-being the City Deal provides equal opportunities for business, citizens and communities of the region to flourish.

A Healthier
Wales

A focus on life science and well-being will generate new technologies, applications and service delivery models which will maximise the physical and mental well-being of citizens and communities. It will increase knowledge and understanding of key life science and well-being challenges affecting the regions population and beyond and develop effective next generation solutions which can be tested in real terms. In addition the creation of high level sustainable employment opportunities and increase in economic growth across the programme reflects the recognised connection between “improved wealth and improved health and well-being”.

A Wales of
Cohesive
Communities

Through increased digital infrastructure the SBCR will ensure communities and businesses are connected to each other and beyond the region. Establishing next generation, sustainable industry with high value jobs and economic impact will create viable and vibrant environments which attract inward investment and an attractive living environment.

A Wales of
Vibrant
Culture &
Thriving
Welsh
Language

The SBCR City Deal will use digital technologies to accelerate and diversify creative industries, which promote Welsh culture, language and heritage making these aspects more widely accessible to citizens within and beyond the region.

A Globally
Responsible
Wales

The SBCR City Deal will put the regional growth industries of manufacturing, life science well-being, energy and digital technology at the forefront of next generation production and services. These industries, through the City Deal, will develop knowledge and commercial products, which provide solutions to some of the most pressing issues of our time such as fuel poverty and energy production, storage and supply. These issues not only our region but are globally significant and these solutions will therefore be transferrable across the UK and the World.