



Swansea Bay City Region Joint Committee - 9 December 2021

Swansea Bay City Deal Showcase Event

Purpose:	To update Joint Committee on proposals for a SBCD Showcase Event in 2022
Policy Framework:	Swansea Bay City Deal
Report Author:	Peter Austin SBCD Business Engagement Manager
Finance Officer:	Chris Moore, Section 151 Officer, SBCD
Legal Officer:	Tracey Meredith, Monitoring Officer, SBCD
For Information	

1. Introduction

The SBCD PoMO is proposing to hold a showcase event to celebrate the progress made by the SBCD Portfolio's constituent programmes and projects with all business cases being approved by both UK Government and Welsh Government.

It is proposed that the event is held in Q1 next year, probably early February. This is important as it falls far enough away from local govt elections in May and the pre-election period and provides the opportunity to acknowledge the contribution of existing elected members should anything change in May.

It is proposed that the event will be a live attendance event, formatted as a "meet the project" showcase event, similar to the 2018 launch event but this time with more focus on procurement pipeline and promotion of assets, investment opportunities and how businesses can be involved.

This proposal is caveated by noting that the situation regarding COVID-19 restrictions may have bearing on its delivery.

The attached outline proposal Appendix A gives more information

2. Financial Implications

The cost of the event will be covered by the Portfolio marketing budget. Primary costs (yet to be established) will be:

- The venue. Likely to be Parc y Scarlets or Swansea.com Stadium or other high-profile venue as the Swansea Arena will not be available at the planned time.
- Refreshment costs
- Design and production of updated promotional material.

3. Legal implications

There are no legal implications.

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

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 A: Swansea Bay City Deal Showcase event outline proposal
