



Swansea Bay City Deal

Showcase Event Report

March 3rd 2022, Parc Y Scarlets

Written by:

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Event Summary



185 attendees,
including Project teams



50% of attendees from
private sector



19% of attendees sent
survey responses



100% of people surveyed
wanted would attend a
future SBCD event



Event rated as 8.3/10 with
37% people surveyed
scoring it 10/10



“The progress made by the Swansea Bay City Deal in the past year is truly inspiring, all projects have made significant advancement, and this is to be applauded given the difficult economic and social climate of recent times. The buzz at the event was palpable and the Leaders of each respective Council and political partners did well to convey that the future is bright, and direction of travel is onwards for the region.”

Adrian Sutton, Managing Director Vortex, part of Marston Holdings

1. Introduction

This report summarises the Swansea Bay City Deal (SBCD) event, which includes the preparations, running of the event, it's evaluation by attendees and presenters and lessons learned to incorporate into future events.

The event evaluation indicates that the event was timely, well organised and a resounding success based on attendance levels and positive feedback.

2. Purpose of the Event

The SBCD Showcase event was run to:

- Acknowledge and celebrate that the SBCD Portfolio has been approved by both the Welsh Government and UK Government and is in full delivery through the nine headline programmes and projects
- Provide insights into the portfolio with an emphasis on the opportunities for businesses and other key stakeholders to be informed and involved during delivery
- Allow all guests to network and discuss their roles, organisations and future opportunities



“It was great to be at the Swansea Bay City Deal showcase event. Excellent to hear that the funding has now been allocated, and all nine projects have now been approved. We are proud to be part of these projects driving economic development and growth.”

Russell Greenslade, Chief Executive, Swansea Business Improvement District (BID)

3. Attendance Numbers and Invites



185 people attended the SBCD Showcase event, which comprised of 165 delegates from the private, public and not for profit sectors and 20 delegates from the SBCD project teams and the Portfolio Management Office.

- 50% of attendees were from private sector
- 21% of attendees were from education sector
- 21% of attendees were from public or other sector associated with projects

309 invitations were issued with 212 registrations. The invitations were compiled from a combination of Portfolio stakeholders, governance groups, programme and project nominees and key regional businesses and business representative organisations. Each project and programme had the opportunity to provide up to 15 invitees.

Ministers from both UK Government and Welsh Government were invited with attendance at the event from Minister David TC Davies MP and Minister Rebecca Evans MS. Both of which spoke at the event.

Eventbrite used for the management and monitoring of invitees.

3. Date and Venue

The half day event took place between 9am and 2pm on Thursday 3rd March 2022. The date was chosen by factoring in the:

- Availability of UK Government and Welsh Government Ministers
- Availability of the Chairs of Joint Committee, Programme Board and Economic Strategy Board (ESB)
- Pre-Election Period restrictions from the 18th March – 6th May 2022
- Availability of a suitable venue

A save the date flyer was sent to the SBCD governance group members, including ESB and project leads and Senior Responsible Owners on the 16th December 2021. Noting that the only significant clash was Pembrokeshire County Council as they had full Council on the same date which meant the Leader and Chief Executive were unable to attend.

The chosen venue was Parc Y Scarlets in Llanelli.

Factors considered in the shortlisting and chosen venue included availability on the 3rd March, ability to accommodate and cater for 200+ attendees with Covid compliancy, cost, facilities to host the breakout sessions and regionally accessible.

The shortlisted options on this basis were Parc Y Scarlets and the Swansea.com stadium.



Wow!, what an incredible event!

The City Deal development, as Cllr Rob Stewart Leader of Swansea Council calls it, is in the “sexy phase”.

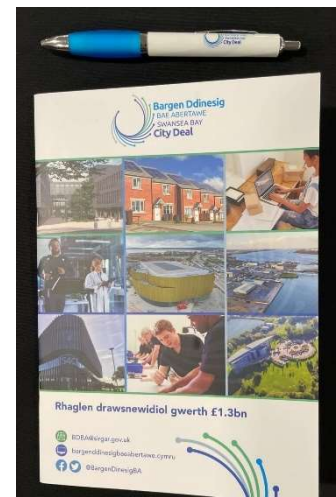
Bernie Davies, Owner, Introbiz

4. Fulfilment Requirements

The fulfilment used to service the event and future events included:

- Portfolio Brochure: Bilingual document with summary of each programme and project, as well as a progress update to date.
- Pull-up Banners: One for the overall City Deal and for each of the 9 programmes and projects.
- Lanyards: Branded with SBCD to hold the delegates name badges.
- Pens: Ballpoint pens branded with SBCD.

Carmarthenshire County Council Graphics department was the chosen supplier for graphic design and production. The SBCD Communications and Marketing Officer led the design and production of the fulfilment items liaising with the project leads for narrative, content and approval.



“What a great turnout for the Swansea Bay City Deal event. It was fantastic to hear about the various projects across the region and we are looking forward to the future.”

Nick Gorvett, Partnerships Manager, 2B Enterprising

5. Event Format

The showcase event was a live physical event within the region and was delivered in four key sections during the five-hour event:

- **Networking:** All nine projects and programmes were set out in the main room as a marketplace approach where attendees were able to visit each stand to engage and ask questions. SBCD colleagues were available in the registration, breaks and lunchtime networking sessions
- **Headline speakers:** Councillor Emlyn Dole, Councillor Rob Stewart, Minister David TC Davies, Minister Rebecca Evans and Chris Foxall
- **Project/programme updates:** Jon Burnes compèred the sessions with a representative from each project and programme providing a five-minute overview
- **Breakout sessions:** Three parallel breakout sessions were run for Skills and Talent, Social Value and Floating Offshore Wind. Further details can be found below

Due to uncertainty in the run up to the even on Covid restrictions a contingency was in place to run the event digitally through a platform called Remo, which was kindly supported by the Wales Co-operative.

A decision was made to make the event as PowerPoint light as possible. Several projects produced and shared video footage of their projects and programmes.

6. Breakout Sessions

Three breakout sessions were run in parallel at the SBCD Showcase event:

- a) Skills & Talent Initiative
- b) Social Value
- c) Floating Offshore Wind (FLOW)



Skills and Talent

This session, delivered by the Regional Learning and Skills Partnership (RLSP), discussed future skills needs and potential delivery models, as this regional project is a golden thread across the portfolio. Topics covered included what the programme aims to deliver, the process to be followed and current status.

The presentation also covered the recently completed skills barometer, the projected key growth areas over the next 10 years and introduced the skills and talent fund.

Social Value

This session, delivered by the Wales Co-op, was titled “What is Social Value and how does it relate to economic regeneration and the foundational economy?”

Panellists chosen from the worlds of construction, SMEs and social business discussed how to maximise the social value of the investments in the region.

The session considered the meaning of social value, approaches to delivery and the positive impact it can have on communities.

Floating Offshore Wind (FLOW)

This session, delivered by Celtic Sea Power discussed the importance and potential of FLOW to the region. It discussed:

- The opportunities for the offshore renewable sector
- Explained the Celtic Sea developer’s alliance and the Celtic Sea Cluster
- The potential for creating a sustainable regional industry from industrial scale FLOW

The table below summarises the number of attendees at each breakout session:

Title	Number of Attendees
Skills and Talent	50
Social Value	32
Floating Offshore Wind (FLOW)	28
Total	110

“An enjoyable and very informative conference one which showed such a variety of projects in particular Pembroke Dock Marine’s green energy and engineering, Homes as Power Stations which could be invaluable in future energy generation and the Digital Infrastructure which is vital South Wales technology development.”

Huw Bala, Project Manager, Tinopolis

7. COVID Precautions

Throughout the planning and running of the event, the PoMO ensured that Covid restrictions and guidelines were followed. The PoMO worked with Carmarthenshire County Council Health and Safety team and Parc y Scarlets, and an event Covid risk assessment was prepared. Caveated by the ongoing announcements from Welsh Government, the assessment considered (not exclusively):

- Ideas to preventing overcrowding
- Access to the event and breakout rooms
- Seating arrangements
- Room flow
- Catering arrangements

Attendees were advised to take a Covid test before attending and not to attend if this was positive or if they had any of the recognised symptoms. Two registered attendees informed us of a positive test and forwarded their apologies.

“Attending the City Deal Showcase Event was a fantastic opportunity to catch up on the excellent progress made on the deal so far and it’s great to hear that all of the projects have now been approved. I’m looking forward to seeing the plans come into reality and the growth and regeneration it will bring to the region.”

Sharon Adams, Commercial Manager, Port of Milford Haven

8. Event Costs

The following table shows the breakdown of the associated event costs:

Item	Quantity	Cost
Venue	1	£7,350
Graphic design	1	£1,845
Brochure print*	1000	£586
Pop up stands*	10	£1,000
Pens*	1000	£744
Lanyards*	300	£605
TOTAL		£12,130

*Promotional materials that will be used for multiple events

9. Event Feedback and Evaluation

Event feedback has been very positive with attendees expressing gratitude for the event taking place in person, rather than digital and highlighting that it feels like we're getting back to a sense of normality following the lifting of Covid restrictions.

The evaluation of the event was done in three parts:

- a) Project leads feedback
- b) Social media feedback (LinkedIn)
- c) Post Event Evaluation Survey

9.1. Project Leads Feedback

Seven project representatives fed back on the event. A summary of their responses to a short survey included:

- Overall, the event was deemed a success with terms such as timely, professional, positive atmosphere and seamless delivery
- The arrangements leading up to the event were largely positive. The only consideration was clarity on what projects were to present, sharing the agenda and invitee list with all project leads prior to the event
- The positives about the event included project and programme updates, networking face to face and the food
- One respondent commented on what could be improved which related to limiting numbers of attendees from each organisation and more consideration given for mobility at the venue
- One respondent commented that in future events it would be better to have a more frequent sight on the attendees during the planning process
- The majority had the opportunity to make new contacts at the event and some which have already led to follow up meetings
- Suggestions for future events included fewer presentations, invite more private sector organisations, more details on individual projects, more breakout session options, more focused areas and success stories
- One respondent suggested running an annual event
- All respondents thought Parc Y Scarlets was a suitable venue
- All respondents thought the breakout sessions were useful and informative

9.2. Social Media Feedback (LinkedIn)

The report has quotes from attendees throughout highlighting feedback on the event. In addition, below are a few further comments that were taken from LinkedIn:

"Many thanks for the kind invitation to the event and apologies that I couldn't stay for the workshops. Very impressed with the scale & scope of the presentations. Lots to digest. Please keep me in mind for any future updates."

Lawrence Bailly, Owner, Whiterock

“Great to see so many! And the progress! Well done all!”

James Davies, CEO, Industry Wales

“Fantastic to hear an update on the Swansea Bay city deal! Congratulations on all the approved projects.”

Jo Price, Nations Manager, Wales Institute of Directors

“It was great to see so many people at the Swansea Bay City Deal event today. Excellent projects being undertaken and in the pipeline within South Wales.”

Kelly Meredith-Jones, Business Development Manager, Knights Brown

9.3. Post Event Evaluation Survey

The post event survey was sent to everyone that attended the event. It contained 16 questions that would determine what attendees thought about the event and guide us for future event planning.















The survey had a 19% response rate or 31 out of the 165 attendees.

Summarised qualitative feedback included:

- Excellent session - great to meet people, learn more and take away new ideas
- Excellently planned event
- Good level of attendance, hectic schedule, and good information and presentations.
- Got important and useful info but would have liked more time to network with others. especially RLSP employers
- Great venue and location. Speakers and updates along with the breakout sessions were very informative
- It was a great event - and my first in-person one since the pandemic. Great content and opportunities to network
- It was a great event - well done
- More time for networking would have been good
- Overall, I found everything good but my expectations in the breakout session wasn't what I expected
- The only reason I didn't score this question higher is on the basis that I would have liked to attend more than one break out session, as they were all very interesting topics
- This was organised well and had a cross section of key stakeholders which encourage conversation and understanding. Well done everyone
- Very useful and well run

City Deal funding opportunities Support **update** future
projects information **Networking** understand city deal awareness
understanding

Below are the key quantitative outcomes from the survey:

 <p>19% response rate</p>	 <p>Rated event as 8.3/10 with 37% scoring 10/10</p>
 <p>35% Private 32% Public 13% Education</p>	 <p>100% wanted to attend a future SBCD event</p>
 <p>47% wanted to find out about the projects</p>	 <p>Rated 4.4/5 for project updates</p>
 <p>31% wanted to network</p>	 <p>Rated 4.2/5 for networking opportunities</p>
 <p>Rated 4.5/5 for headline speakers</p>	 <p>74% rated 8+ on how useful the event was</p>
 <p>Rated 4.2/5 for breakout session</p>	 <p>Rated 4.4/5 for event duration</p>
 <p>74% rated the venue as 5/5</p>	 <p>Rated 4.6/5 for the location</p>

10. Lessons Learned

Following preparations, feedback and evaluations, the subsequent lessons learned will be considered for future SBCD run events:

- 10.1. Consider recording the sessions for people to view after the event or as a live stream
- 10.2. Consider a mix of digital and physical events to respond to the needs of the target audiences
- 10.3. Invite a wider audience and include members of the public (noting the Showcase was invitation-only by design)
- 10.4. Consider regionally hosted SBCD events to encourage more local focus and attendance across the region
- 10.5. Be more realistic when ordering food – not everyone stayed for lunch
- 10.6. Sending an agenda to all registered participants and having them available on each table (was considered but didn't do)
- 10.7. Allow more time to run breakout sessions in sequence, rather than parallel, so that people can attend more than one session
- 10.8. Allow more time for networking or to catch up with the project leads
- 10.9. Engage and raise awareness at early as possible to avoid clashes of key events and meetings on the same day e.g., Pembrokeshire County Council Cabinet meeting and The Swansea Arena launch – noting the Arena launch date was decided after the Showcase save the date flier being issued
- 10.10. Ask key representatives and presenters to commit as early as possible
- 10.11. Encourage project teams to be more proactive when planning events