

South West Wales Corporate Joint Committee (SWWCJC)

Private Sector Advisory Board

Terms of Reference (ToR)

Attendees

The following shall attend the Advisory Board:

- Private Sector representatives
- Chief Executive of the South West Wales Corporate Joint Committee (SWWCJC) (Chair) or their nominated representative
- Regional Directors of Constituent Councils with responsibility for SWWCJC areas (in order to provide advice/guidance to the Chief Executive of the SWWCJC)
- Officer representative of National Park Authorities where matters under discussion relate to strategic planning
- Any invitees of the Chief Executive
- Head of Policy and Business Administration of the South West Wales Corporate Joint Committee (SWWCJC)

In the event that an individual is unable to attend notification should be provided to the Chief Executive (via the Democratic Services section) at the first opportunity.

Chair

The Chair of the Advisory Board shall be agreed by the Advisory Board and shall be approved on an annual basis by the Advisory Board

The Chair of the Advisory Board shall be co-opted to the Corporate Joint Committee in a non-voting capacity on an annual basis, with such term of appointment to last for one year and subject to renewal at the discretion of the Corporate Joint Committee.

Frequency of Meetings

The Advisory Board shall meet every quarter subject to any additional meetings that shall be called to address specific matters.

Where a special meeting is required, this will be convened by the Chief Executive of the Corporate Joint Committee.

Unless notified to the contrary, all meetings shall take place remotely via Microsoft TEAMS



Purpose of Advisory Board

The purpose of the Advisory Board is:

- a) To maintain a close advisory partnership with the Swansea Bay City Region and the Executives of all organisations involved in the Corporate Joint Committee that supports the regions strategic development planning, transport planning, economic well-being and energy.
- b) To provide external market insight and specific knowledge on key topics and initiatives, and intelligence, to support the Corporate Joint Committee and alignment to national, regional and local strategy.
- c) To form strategic tasks groups when required to provide focussed advice, particularly around stimulus funding opportunities such as Innovate UK or a Regional Strategic Fund.
- d) To provide market, network, investment and funding introductions.
- e) To ensure collaborations add value and maximise potential with involvement and linkages amongst key stakeholders.
- f) To engage with existing and potential stakeholders and partners to identify market opportunities and risks.
- g) To ensure clear and transparent communications with the governance arrangements and external bodies.
- h) To act as regional ambassadors for the Corporate Joint Committee to raise and promote the profile of the region at a national level and within the business community.
- i) To provide advice and guidance throughout the development of regional strategy and key investment initiatives.
- j) To provide thought, leadership, insight and intelligence across the region and in relation to external markets and political policy environments.

Private Sector Representatives shall be entitled to attend any sub-committee of the Corporate Joint Committee to contribute (in a non-voting capacity) at the request of the Chief Executive of the Corporate Joint Committee.

Conflict of Interest

All private sector representatives shall sign an Advisors Agreement. This is to ensure that the advisory role does not result in undue influence from the private sector advisors over the strategic direction of travel for the region, which could in turn provide an advantage to organisations associated with the private sector advisors.

For the avoidance of doubt where there is a conflict between these terms of reference and any legislative provision or guidance issued by the UK or Welsh Governments, those legislative provisions and guidance shall take precedence.



Minutes

The minute taker will minute the meeting and a copy of the minutes will be forwarded to all members of the Corporate Joint Committee and the Chief Executive of the authorities comprising the Corporate Joint Committee and formally noted at future meetings of the Corporate Joint Committee.

Minutes will be retained in accordance with the relevant requirements that apply to record retention.

Minutes will be an overview of the items discussed and any action arising accordingly.

