

South West Wales Corporate Joint Committee (SWWCJC)

Private Sector Advisory Board – Advisor Role

Guidance and Specification

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Glossary

SWWCJC

South West Wales Corporate Joint Committee

SWWCJC PSAB

South West Wales Corporate Joint Committee Private Sector Advisory Board

ESB

Economic Strategy Board

South West Wales Corporate Joint Committee (SWWCJC)

Private Sector Advisory Board – Advisor Role

Guidance and Specification

Background

The Local Government and Elections (Wales) Act 2021 (the LGE Act) created the framework for a consistent mechanism for regional collaboration between local government authorities, namely Corporate Joint Committees (CJCs). The LGE Act provides for the establishment of CJCs through Regulations (CJC Establishment Regulations).

CJCs will exercise functions relating to strategic development planning and regional transport planning. They will also be able to do things to promote the economic well-being of their areas. In contrast to other joint committee arrangements, CJCs are separate corporate bodies that can employ staff, hold assets and budgets, and undertake functions.

The South West Wales Corporate Joint Committee (SWWCJC) aims to deliver their vision for South West Wales 2035.

Over the next five years, it will build on strong regional partnership arrangements already in place to make progress in key areas including:

- Further developing regional strategic planning for transport;
- Delivering regional aspirations for energy and economic development, and
- Preparations for the region's first ever strategic development plan.

Three well-being objectives have been set to guide the initial work, although these will be reviewed as its work matures to ensure they're continuously fit for purpose. The well-being objectives are set out below for ease of reference:

- **Objective 1 Regional Economic Delivery Plan and Regional Energy Strategy**
To collaboratively deliver the Regional Economic Delivery Plan and Regional Energy Strategy thereby improving the decarbonised economic well-being of South West Wales for our future generations.
- **Objective 2 Regional Transport Plan for South West Wales**
To produce a Regional Transport Plan for South West Wales that is founded on collaboration and enables the delivery of a transport system which is good for our current and future generations of people and communities, good for our environment and good for our economy and places (rural and urban).
- **Objective 3 Strategic Development Plan for South West Wales**
To produce a sound, deliverable, co-ordinated and locally distinctive Strategic Development Plan for South West Wales which is founded on stakeholder engagement and collaboration and which clearly sets out the scale and location of future growth for our future generations.

Governance

The South West Wales Corporate Joint Committee (SWWCJC) comprises of Carmarthenshire County Council, the City and County of Swansea Council, Pembrokeshire County Council and Neath Port Talbot County Borough Council. In respect of some development planning functions, both Pembrokeshire National Park and Bannau Bryncheiniog National Park are also members.

The members of the South West Wales Corporate Joint Committee (SWWCJC) include: the Executive Leaders of Carmarthenshire County Council, Neath Port Talbot County Borough Council, Pembrokeshire County Council, City and County of Swansea along with a member of the Bannau Bryncheiniog National Park Authority and Pembrokeshire Coast National Park Authorities.

The South West Wales Corporate Joint Committee (SWWCJC) first met in January 2022 and in October 2022 it agreed an approach for the appointment of private sector representatives to an Advisory Board, along with the granting of co-opted status to the chair of this advisory board onto the South West Wales CJC on a non-voting basis subject to receipt of a signed co-option agreement. Terms of Reference were approved at SWWCJC held on 7th October 2022 [Advisers Report.pdf \(npt.gov.uk\)](#).

The Joint Working Agreement for the Swansea Bay City Deal required the establishment of an Economic Strategy Board (ESB), membership of which had to be agreed by both the UK and Welsh Governments. The membership of the ESB was agreed in November 2017. The seven ESB members are interested in wider involvement in the SWWCJC's activities and will therefore form the core of the advisory board for the SWWCJC. However, the SWWCJC has identified a need to expand representation – most notably in respect of transport, planning & land use and energy expertise, as well as other additional areas, including (but not limited to) the construction, digital, creative and tourism sectors.

Role of the SWWCJC Private Sector Advisory Board (PSAB)

The purpose is as follows:

- a) To maintain a close advisory partnership with the Swansea Bay City Region and the Executives of all organisations involved in the SWWCJC that supports the regions strategic development planning, transport planning, economic well-being and energy through established subcommittees.
- b) To provide external market insight and specific knowledge on key topics and initiatives, and intelligence, to support the SWWCJC 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 SWWCJC 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 SWWCJC to contribute (in a non-voting capacity) at the request of the Chief Executive of the SWWCJC.

The Role of Private Sector Advisory Board Member

The South West Wales Corporate Joint Committee (SWWCJC) are seeking to appoint up to twelve members forming the Private Sector Advisory Board (PSAB) to support the vision for South West Wales 2035.

Selection Criteria

All expressions of interest will be assessed against the following criteria:

Essential Experience, Skills and Attributes

- Knowledge and experience in Transport, Planning & Land Use and Energy. We would also be interested in hearing from you if you have a specialism in additional areas, including (but not limited to) the construction, digital, creative and tourism sectors.
- Strong private sector experience.
- Strong leadership and partnership ethos
- Demonstrate an understanding of the wider strategic environment and take account of this when making recommendations.
- The ability to convey complex messages to a variety of audiences.

The SWWCJC recognises the importance of developing and growing the Welsh language and welcomes applications from candidates who can demonstrate their capability to work in either English or Welsh.

Meeting Schedules

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

Remuneration

Appointed advisors and co-optees would be non-remunerated posts but would be able to claim expenses such as travelling expenses, which are within the SWWCJC budget, however, it is anticipated that the majority of such meetings will take place virtually. The SWWCJC has an expenses protocol in place.

Training and advisors agreement

A targeted / bespoke training package will be provided by the SWWCJC. Measures are needed to ensure that any conflict of interest that might arise from an advisory role is properly managed and administered. Accordingly, all private sector representatives will be asked to sign an Advisor Agreement obliging them to comply with the basic principles of the Members Code of Conduct that co-opted members must agree to.

Selection Process

Applications will be considered by a panel of representatives, and subsequently interviewed by stakeholders and officers of the SWWCJC. A report will be produced to the SWWCJC to then confirm overall appointments.

It is intended that the recruitment process is concluded by mid September 2024.