

## Appendix C Private Sector Advisory Board (PSAB) Complete list of Advisors

### Summary

Following the shortlisting exercise undertaken whereby the shortlist panel (CEO of SWWCJC, Deputy CEO's, Representatives from the Bannau Brycheiniog National Park, Pembrokeshire Coast National Park and SWWCJC Statutory Officers) has reviewed each EoI to inform and advise the South West Wales Corporate Joint Committee (SWWCJC) on suitable appointments.

The panel acknowledged that in addition to the functions identified in current terms of reference of the PSAB, the PSAB function should also support the South West Wales Corporate Joint Committee (SWWCJC) to develop a Business Engagement Strategy and associate framework.

The List of Appointments contained within this document was reviewed and endorsed for appointment at the SWWCJC on 22<sup>nd</sup> October 2024, permitting offers of appointment (subject to the Advisor Agreement).

### Appendix C Private Sector Advisory Board (PSAB) Complete list of Advisors

Ref.	Advisor Detail	Region / Constituent Authority	Sector Specialism	Organisation	Relevant SWWCJC Function/s	Recommended for Appointment
1	Chris Foxall	South West Wales Region	Manufacturing - Hydrogen Powered Fuel, Cell Electric Vehicles	River Simple	Regional Energy and Regional Transport	Appointed – Existing Member
2	Ed Tomp	South West Wales Region	Manufacturing - Energy Sector	Valero	Economic Wellbeing and Development Regional Energy	Appointed – Existing Member
3	Nigel Short	South West Wales Region	Manufacturing - Alcohol, Housing Development	Penderyn Distillery / Scarlets	Economic Wellbeing and Development	Appointed – Existing Member
4	James Davies	South West Wales Region	Manufacturing – Cars	Industry Wales	Regional Energy and Regional Transport	Appointed – Existing Member
5	Simon Holt	South West Wales Region	Health	Retired Health Specialist	Economic Wellbeing and Development	Appointed – Existing Member
6	Lucy Cohen	South West Wales Region	Finance and Small Business Support	Mazuma	Economic Wellbeing and Development	Appointed – Existing Member
7	Andrew Crompton	Carmarthenshire	Private Sector Planning, Construction, Sustainable Development Commercial and Residential	Crompton Land & Development Limited	Strategic Planning and Land Use	Yes – Subject to Advisor Agreement
8	Bev Fowles	Swansea	Bus	South Wales Transport (Neath) Ltd Coach & Bus Association Cymru	Regional Transport	Yes – Subject to Advisor Agreement
9	Dr Ben Reynolds	Swansea	Urban Regeneration and Economy	Urban Foundry Ltd	Strategic Planning and Land Use	Yes – Subject to Advisor Agreement
10	Prof Mark Barry	Cardiff/ Swansea	Transport – Metro, Energy, Strategic Planning and Land Use	M&G Barry Consulting Ltd, Cardiff University, School of Geography and Planning	Regional Transport, Energy and Strategic Planning and Land Use	Yes – Subject to Advisor Agreement

11	Noel Powell	Cardiff	Energy and Utilities	SSE Utility Solutions Ltd, T/A SSE Energy Solutions	Energy	Yes – Subject to Advisor Agreement
12	Tim James	Pembrokeshire	Energy	Celtic Sea Power Ltd	Energy	Yes – Subject to Advisor Agreement
13	Adrian Lort-Phillips	Pembrokeshire	Energy	The Message	Energy	Yes – Subject to Advisor Agreement
14	Mark John	Cardiff / Swansea/ Pembrokeshire	Economic, Digital and Creative industries	Tramsheds Tech	Economic Wellbeing and Development	Yes – Subject to Advisor Agreement
15	Ian Morgan	Carmarthenshire	Construction, Development	Kartay Holdings/Morganstone/Westacre Homes	Strategic Planning and Land Use Economic Wellbeing and Development	Yes – Subject to Advisor Agreement
16	Stephen Dobbyne	Warrington	Telecommunications and sales	ITS Technology Group	As required	Yes – Subject to Advisor Agreement
17	Steven J Edwards	Pembrokeshire	Energy and Ports	Milford Haven Port Authority (at the time) Director Compliance and External Affairs at Green GEN Cymru)	Regional Transport and Energy	Yes – Subject to Advisor Agreement
18	Stephen Hughes	Bridgend	Energy	Batri Limited	Regional Transport and Energy	Yes – Subject to Advisor Agreement
19	Will Lloyd Davies	Carmarthenshire	Surveyors and Development	Arbenigol Ltd	Strategic Planning and Land Use Economic Wellbeing and Development	Yes – Subject to Advisor Agreement
20	Wezley Morgan	Swansea	Architectural	Starki Limited	Strategic Planning and Land Use Economic Wellbeing and Development	Yes – Subject to Advisor Agreement