

Appendix 1: Bid Strategic Outline

The content of the developing Growth Deal Bid follows the vision and strategy adopted by regional partners in 2016. The **four core themes** of the Bid are: -

- Strategic sites for employment and housing;
- Transport infrastructure and services;
- Business innovation and growth; and
- Skills, workless-ness and social reform.

The Bid Team is working on a unifying theme and narrative for the presentation of the Bid to Ministers.

The Growth Deal Bid is **complementary to and will support**:-

- UK and Welsh Government economic and social policy;
- UK Government policy to develop the competitiveness of economy of the Union post BREXIT negotiations;
- Welsh Government policy for regional governance and devolution;
- the UK Government Industrial Strategy;
- the UK Government and Welsh Government Sector Plans specifically for nuclear, energy, manufacturing (Automotive and Aerospace) and digital;
- the Wales Infrastructure Plan; and
- Cross-border planning and connectivity e.g. Growth Track 360 and elements of the Cheshire and Warrington Local Enterprise Partnership Devolution Deal.

The **strategic outcomes** of the Growth Deal Bid might include:-

- Enhanced site values for strategic employment and housing sites;
- Strategic site readiness/development status;
- Transport access e.g. reduce travel times to strategic employment sites; Transport usage figures to demonstrate modal switch to public transport;
- Business investment; Business growth; Business performance;
- Employment figures by type/sector/value – new and protected;
- Skills figures – by type/sector/level – against the targets of the regional skills strategy;
- Reductions in workless-ness and benefits dependency;
- Average income rates including household income;
- Regional Gross Added value (GVA);
- Sustainable housing growth figures; and
- Alternative and renewable energy supply production and carbon reduction.

The **particular characteristics** which give strength to our regional Bid include: -

- Development of key sectors as part of the UK and global economy
 - Low Carbon Energy and Nuclear Energy,
 - Advanced Manufacturing
 - Digital and Creative
- Connectivity – both physical and digital – to the wider UK economy

- Support to sustained indigenous business growth
- Sustainable development of a region with unique characteristics
 - Growth which is inclusive and has benefits for all parts of society
 - Growth which promotes social reform in areas including worklessness
- 'Green Growth' which promotes and enables
 - Sustainable planning including multi-modal public transport
 - Low carbon energy industries
 - The complementary growth of foundation economies including tourism and agriculture.

Work is on-going with the expert support of the Business School, Bangor University, to develop the set of **performance measures and outcome-based targets** drawing on econometric data and evidence. Measures and targets are likely to be set which are (1) shorter term (2) cumulative and medium-term and (3) longitudinal.

As part of the Bid the region will be asking for **devolved functions and powers** from both governments. This is work in progress and is a sensitive area of negotiations with both Governments. Examples include: -

- Transport commissioning and operational powers and functions;
- Management of regional support to business sectors for marketing, growth and exporting strategy;
- A retention of a share of national non-domestic rate (business rates) growth for investment in the strategy as part of the collective local government financial contribution; and
- A partnership role with the Department for Work and Pensions in managing back to work programmes.

The eventual recommended set of devolution 'asks' will be shared in full with the partner councils, and other partners, for formal approval prior to the Heads of Terms stage.

For North Wales, both Government expect that there is **close joint strategic planning** with the immediate North West of England and with the wider Northern Powerhouse network. Our vision and strategy builds on the strong alliances and joint planning both within the region, through the work of the North Wales Economic Ambition Board and the cross-border partnerships such as the Mersey Dee Alliance. The latter has facilitated joint working with the Cheshire and Warrington Local Enterprise Partnership, Merseytravel, and the wider Northern Powerhouse Network. The growth bids from North Wales and the Cheshire and Warrington LEP are being developed in parallel and there is a co-dependency for their success.

North Wales is also making contributions to the wider strategy of the **Northern Powerhouse** network, for example the nomination of prime strategic sites for business growth and inward investment. Road and rail infrastructure and connectivity, and wider transport planning, including bus routes, are central to the North Wales Growth Strategy. The Growth Track 360 plan makes the case for cross-border rail investment and is progressing through the Governmental case-making and decision-making stages.

Both the UK and Welsh Governments will seek the close involvement of the **private sector and Higher Education (HE) and Further Education (FE)** partners in the development of proposals. Proposals which can evidence the support of the private sector and leverage private sector investment are being encouraged by both governments. The North Wales Business Council is fully involved in the development of the Growth Deal Bid.

The UK Government will expect the Welsh Government to match its **investment** in North Wales. The two governments will negotiate their shares of investment in the North Wales Growth Deal.