

## Appendix 4

# The North Wales Growth Bid and the Well-Being of Future Generations

## Purpose

The North Wales Growth Bid will launch North Wales on the road to become a model “future economy”, smart, connected and sustainable.

## The Bid and the Well-Being Principles

The bid work has been conducted in accord with the well-being goals

Councils have worked together collectively and have also worked closely with representatives of the private sector, Universities and Further Education Colleges.

The Growth Bid takes forward priorities from the North Wales Growth Vision and is informed by long-term strategic thinking that is intended to secure a prosperous North Wales with a sustainable regional economy that can retain more talented young people in good jobs located in the region.

The Growth Vision and the supporting Growth Bid is designed to address deep-seated structural issues that affect the North Wales economy and show them themselves in low relative levels of productivity and competitiveness evidenced by a regional GVA of around 72.8% of the UK average in 2015.

The Growth Vision and the Growth Bid are evidence of the region working together to address this problem to improve the economy and prevent the problem getting worse.

The causes of the region’s economic issues stem from low wages, which relate to both skill levels and demand for labour. Much of the region suffers from geographic peripherality and there is also a degree of political peripherality arising from being relatively remote from the political centres in both Cardiff and London.

The Growth Bid therefore aims to reverse relative economic decline in the region compared to growth in the UK economy.

## Bid Summary

The bid aims to: -

1. Develop land earmarked for employment and enable job creation. This will include improving digital connectivity.
2. Target growth in high value sectors, encouraging development land to be utilised for firms operating in the target, high value sectors of: -
  - Advanced Manufacturing

- Supporting low carbon energy production
- Creative and digital
- Professional Services

There will also be proposals to support high-end tourism.

3. Improve the targeting of skills development and seek to match the supply of young people to the best jobs available in the region
4. Improve support to business, both in terms of advice and enabling firms to access innovative types of production, e.g. additive manufacturing, marine engineering innovation, nuclear engineering innovation.

Proposals from Universities and Further Education colleges will be fundamental to delivering innovation to businesses based in the region and wishing to locate in North Wales.

The region will also seek greater influence over Welsh Government Services supporting business in the region.

5. The Bid's proposals will be linked to improved transport connectivity to be delivered by the Welsh and UK Government's independently of the Growth Bid: -
  - The short-term proposals of the North Wales and Mersey Dee Rail Task Force (Growth Track 360) for both improved services via the Wales and Borderlands Franchise and rail infrastructure improvements to enable more services from North Wales to Manchester, Liverpool and London.
  - Planned highways improvements by the Welsh Government, e.g. the 3<sup>rd</sup> Menai Crossing, the A494/A55 and Caernarfon/Bontnewydd By-pass.

These transport proposals will support development of the economy and link to improved bus services which will form part of the bid and link to integrated transport hubs around key railway stations potentially including new stations serving major employment centres.

6. There is an aspiration to develop proposals enabling the integration of DWP, Welsh Government and Local Authority Programmes seeking to help disadvantaged groups into employment.

## How the Bid will Meet Well-Being Goals

The overall package aims to: -

Make North Wales more prosperous and resilient by: -

- Increasing GVA through job creation (20,000+ new jobs from the development of the property portfolio)
- Increasing wage levels and household income through creating more jobs and improving the level of jobs available in high value sectors (including high-end tourism)
- Increasing the percentage of people economically active in the region

- Improving transport enabling people to commute more easily in the region,
- Reducing the need for people to leave the region to find good employment
- Better aligning the supply of labour to demand, particularly of that of new entrants to the labour market.

### Make North Wales More Cohesive and Equal

The bid is consciously seeking to ensure a distribution of benefits across the region, so employment development sites are located throughout North Wales

The aspiration to integrate schemes to reduce poverty (DWP and WG) and improve access to employment will enable those currently without work to begin earning again and improve equality and cohesion outcomes across the region.

Likewise transport developments will include schemes to reduce transport barriers to accessing employment.

The planned increase in regional GVA may make North Wales more equal with the rest of the UK's GVA per head.

### Make North Wales Healthier

Improving employment opportunities and reducing worklessness is likely to improve health as there is a link between better health and employment.

Likewise, a more prosperous region is likely to improve health outcomes based on past linkages between good household income levels and good health.

### Protect the Welsh Language and Culture

The Bid's proposals aim to be scaleable and sensitive to differential appetites for development and population growth across the region.

By improving access to good jobs across the region and improving the potential for commuting it is hoped that more people, particularly the young, will stay in the region with benefits for the maintenance of Welsh Culture and Language.

### North Wales - Globally Responsible

The Bid will include proposals to: -

- Expand and develop low carbon energy production
- Encourage more people to travel by public transport rather than in the private car

The bid is also looking at the deployment of new technologies in buses and trains used in the region that will reduce carbon production compared to current practice.

These elements of the bid will help protect and improve the environment.