

Ambition North Wales

Business Advisory Board Proposal

Status and Purpose

The Business Advisory Board will serve as an advisory body, represent the collective voice of businesses and employers across North Wales. Its primary purpose is to provide independent advice, support, guidance, and constructive challenge to Ambition North Wales (for the North Wales Corporate Joint Committee). The Board will work collaboratively with officers of the Corporate Joint Committee (CJC) on relevant matters relating to economic well-being, transport, and planning.

Aims

The Business Advisory Board will align its work with the overarching aims of Ambition North Wales, focusing on driving regional success through shared priorities.

The key aims of Ambition North Wales are to:

- Build a more vibrant, sustainable, and resilient economy in North Wales.
- Leverage regional strengths to boost productivity, tackle long-term challenges, and remove economic barriers, delivering inclusive growth for all.
- Promote scalable, inclusive and sustainable growth in alignment with the principles and goals of The Wellbeing of Future Generation (Wales) Act 2015

Remit and Responsibilities

The Board will provide the following:

- **Strategic advice:** Offer strategic private sector advice and guidance to Ambition North Wales on matters relating to economic growth including economic well-being, transport, planning and skills development in the region.
- **Project and Investment Review:**
 - Review and challenge project and investment proposals, including Growth Deal projects, to ensure alignment with agreed objectives and the delivery of tangible benefits to the region.
 - Focus on project concepts, business/sector needs, and delivery/benefit realisation rather than assessing the technical quality of business cases.
- **Priority Setting and Funding Support:** Assist Ambition North Wales in identifying priority projects for the region and exploring potential funding sources to support their delivery.
- **Private Sector Investment:** Provide advice on attracting and leveraging private sector investment into North Wales, including facilitating introductions to potential investors and creating opportunities for collaboration.
- **Promotion and Engagement:**
 - Support the promotion of existing initiatives, such as the Growth Deal, and foster engagement and participation from all key sectors in the development and delivery of regional initiatives.
- **Market Intelligence and Impact Evaluation:**
 - Independently gather and share market intelligence, evidence, and analysis to inform the work of Ambition North Wales.
 - Contribute to monitoring progress and evaluating the impact of regional projects and initiatives.
- **Advocacy:** Advocate for the work of Ambition North Wales within professional networks and beyond, leveraging all appropriate channels to raise the region's profile and attract opportunities.

Frequency of Meetings

The Business Advisory Board will meet bi-monthly, aligned with the schedule of the Economic Wellbeing Sub-Committee. Every alternate meeting will be held in person at a central location within North Wales. Meeting dates and times will be agreed upon in advance through a 12-month forward plan developed in consultation with the Chair.

Additional meetings, if required, will be conducted virtually.

Agendas outlining the items for discussion will be agreed between the Chair, Vice-Chair and Portfolio Director and will be circulated to members by the Portfolio Management Office no later than three clear working days prior to the meeting. (except in cases of urgency)

Secretariat

The secretariat role is provided by the Portfolio Management Office on behalf of Ambition North Wales.

Reporting

The Chair of the Business Advisory Board will submit a bi-annual report to the CJC detailing achievements, challenges, issues, and suggestions over the relevant period.

The views of the Business Advisory Board in relation to project/investment proposals and any other areas of specific consultation or engagement undertaken will be fully considered by Ambition North Wales when making decisions.

Chair and Vice-Chair

Ambition North Wales is seeking to appoint two Non-Executive Advisors to act as advisors to the Economic Wellbeing Sub-Committee. It is proposed that these two individuals initially act as Chair and Vice-Chair of the Business Advisory Board.

The Chair and Vice-Chair will work closely with the Chief Executive of Ambition North Wales, Portfolio Director and the Economic Wellbeing Sub-Committee, providing high-quality, relevant advice aligned with the Board's purpose and responsibilities.

In their roles, the Chair and Vice-Chair will represent the views and priorities of the Business Advisory Board to the CJC and will lead the forum in fostering and maintaining strong, collaborative relationships between Ambition North Wales, its Sub-Committees and the private sector.

Membership

The Business Advisory Board will comprise of approximately 10-15 members and is expected to reflect the diversity of North Wales's economy and population. Members should possess an outward-looking perspective and be well-connected beyond the North Wales region, enabling them to bring valuable expertise and potential investment into the area. Members will be appointed on two-year terms, with no individual (other than the Chair or Vice-Chair) serving more than two consecutive terms. Membership is voluntary and unpaid.

The board operates on a voluntary basis and membership collectively should:

- Represent the key sectors within the North Wales economy, with a minimum of one representative for each Growth Deal programme.

- Provide a balance between representatives of large enterprises and small and medium-sized enterprises (SMEs).
- Achieve geographical representation, ensuring members are drawn from across the whole of North Wales.
- Reflect the demographics of North Wales, striving for a diverse and inclusive membership.
- Include representation from the social enterprise, third/voluntary sectors.
- Incorporate representatives from other key regional business bodies.
- Include a representative from the Regional Skills Partnership.
- Include a political representative from Ambition North Wales.

An indicative membership is set out below alongside the appointment process. This may be amended from time to time with the agreement of the Economic Wellbeing sub-committee.

Membership	Appointment Process
Chair and Vice-Chair of Business Advisory Board	Appointed as Non-Executive Advisors by Ambition North Wales/CJC.
Ambition North Wales/CJC representatives (x2)	Chair and Vice Chair of the Economic Wellbeing sub-committee (tbc)
Business representatives (x8)	4 representatives to be appointed via public recruitment process by the CJC Chief Executive. 4 representatives to be directly appointed by the CJC Chief Executive.
Regional Skills Partnership (x2)	Chair of Regional Skills Partnership and one nominated business representative from the partnership to be appointed by the CJC Chief Executive.
Other key regional business bodies (x3) e.g. North Wales Business Council, West Cheshire and North Wales Chamber of Commerce, Investment Zone (TBC)	Nominations to be invited and then appointed by the CJC Chief Executive.

For those representative to be appointed by public recruitment process this will include an open call for applications will be used to seek CVs from suitable candidates. These will be assessed by Ambition North Wales against the criteria above and will take into considerations any gaps on the Board at the time of recruitment.

All appointments apart from those appointed/nominated by the CJC as set out above will be made by the CJC Chief Executive. In making these appointments, the CJC Chief Executive will consult with the Growth Deal SRO, Portfolio Director, Monitoring Officer as well as the Chair and Vice-Chair of the Business Advisory Board.

Members will be required to update their details with Ambition North Wales on a quarterly basis, including and membership may be terminated where individuals' circumstances change or a significant conflict or matter impacting on the reputation of Ambition North Wales is disclosed.

Code of Conduct and Confidentiality

All Business Advisory Board members will be required to agree to a Code of Conduct and Confidentiality statement setting out the expectations of the Board as representatives of Ambition North Wales and how to deal with any confidential information that may be shared with them during their time on the Board. This model is currently in place for the existing Business Delivery Board.

Conflict of Interest

The Business Delivery Board will be part of the governance arrangements for the economic wellbeing function of Ambition North Wales. It is expected that all members will be of good standing and will conduct themselves in a way which supports and maintains the reputation of Ambition North Wales, its members and partners and do not bring them into disrepute.

All Business Advisory Board members will be required to agree to and comply with a Conflicts of Interests Policy and Confidentiality statement setting out the expectations of the Board as representatives of Ambition North Wales and how to deal with any confidential information that may be shared with them during their time on the Board. This model is currently in place for the existing Business Delivery Board.

Budget

A limited budget will be agreed annually between Ambition North Wales, the Chair and Vice-Chair based on an agreed proposal to support any events or pieces of work the Board may wish to have commissioned in line with the terms of reference. Any work to be commissioned will need to be agreed with the Portfolio Director in advance and will be procured or commissioned by the Portfolio Management Office on behalf of the Business Advisory Board.