

ECONOMIC DEVELOPMENT DIRECTORATE: OVERVIEW

Purpose of Report

1. To provide Members with an overview of the Economic Development Directorate areas that fall within the responsibilities of this Committee. The overview will include key areas of work, challenges for 2022-23, and future priorities.

Scope of Scrutiny

2. The Committee's Terms of Reference give responsibility for scrutinising most of the services provided by the Economic Development Directorate, *except for* Health & Safety, Strategic Estates, and Property Services, which fall within the remit of the Policy Review & Performance Scrutiny Committee, and Recycling Neighbourhood Services, which fall within the remit of the Environmental Scrutiny Committee.
3. This item enables Members to gain an understanding of:
 - The operation of the Economic Development Directorate
 - the Directorate's contribution to delivering the Council's priorities
 - the challenges facing the Directorate in 2022-23, and
 - future priorities for the service area.
4. This item also enables Members to engage in discussion with the Director of Economic Development, Neil Hanratty, to explore areas of particular interest.

Background

5. The work of the Council's Directorates is shaped by the following key documents that set out the priorities for the Council:
 - Wellbeing of Future Generations (Wales) Act 2015 – *requires local authorities to adopt well-being objectives and work in accordance with the Act*
 - 'Cardiff Well Being Plan 2018-2023' – *Cardiff Public Service Board's Local Wellbeing Plan*
 - Capital Ambition – *the Administration's five-year political ambition for Cardiff to become a greener, fairer, and stronger capital city*
 - Corporate Plan 2022-25 – *translates Administration's priorities into deliverable objectives.*

6. Cardiff's Well Being Plan 2018-2023 sets out seven well-being objectives, which have been adopted by the Council:
 - Cardiff is a great place to grow up
 - Cardiff is a great place to grow older
 - Supporting people out of poverty
 - Safe, confident, and empowered communities
 - A capital city that works for Wales
 - Cardiff grows in a resilient way
 - Modernising and integrating our public services

7. The Council's Corporate Plan¹ sets out the steps that will be taken to achieve the seven Well-being Objectives, and how progress is measured. It also explains how these link to the following four Key Priorities:
 - Working for Cardiff
 - Working for Wales
 - Working for the Future
 - Working for Public Services

8. The Corporate Plan also sets out how the Administration's priorities for Cardiff will be achieved, providing clarity on what will be delivered and by when.

¹ Here is a link to the Corporate Plan: [Corporate Plan \(cardiff.gov.uk\)](https://www.cardiff.gov.uk/corporate-plan)

Economic Development Directorate - Overview

9. The Economic Development Directorate includes the following Service Areas that fall within the remit of this Committee:

- Economic Development
- Major Projects
- Parks, Sport, Harbour Authority & Leisure
- Culture, Venues & Events
- Shared Regulatory Services.

10. A brief overview of each of these areas is shown below:

Economic Development and Major Projects

- Cardiff City-Region - *including strategic partnerships such as City Deal, and Western Gateway.*
- Business Support / Business Development - *providing advice, support, access to finance and property, and provision of Council workshops.*
- Inward Investment & City Marketing - *promoting the city as an inward investment location and working directly with investors to create new employment opportunities.*
- City Centre Management - *day to day management of city centre, business engagement and co-ordination of Council resources.*
- Major Projects - *Atlantic Wharf, International Sports Village, Metro Central, Canal Quarter, Dumballs Road.*

Parks, Sport, Harbour Authority & Leisure

- Parks and open spaces - *15 Green Flag parks, park ranger services, volunteer networks, Bute Park Nursery and Education Centre.*
- Sport - *Outdoor Sport facilities, Playgrounds, Exercise Referral Scheme.*
- Leisure Services - *Greenwich Leisure Limited (GLL-Better) operate 8 leisure centres on behalf of the Council. Channel View Leisure Centre is managed in-house.*
- Cardiff Harbour Authority - *Cardiff Bay Barrage, the freshwater Bay and waterfront, Flat Holm Island, White Water Rafting Centre, and Water Quality Management.*

Culture, Venues & Events

- Cultural Venues - *Cardiff Castle/ St David's Hall/ New Theatre/ City Hall/ Cardiff Museum etc.*
- Major Events - *Supporting the delivery of national and international sporting and cultural events including Cardiff Marathon.*
- Tourism - *Tourism marketing, Visit Cardiff Network, Convention Bureau.*

Shared Regulatory Services

- Shared Regulatory Services - *Trading Standards - provided in a joint working arrangement between Bridgend, Cardiff, and the Vale of Glamorgan Councils.*

11. For further background information, the draft Economic Development Directorate Delivery Plan 2022-23 is attached at **Appendix A**. This provides information on the areas covered, the actions scheduled and key performance measures.

Way Forward

12. Neil Hanratty (Director of Economic Development) will provide an introductory overview of the Directorate areas that fall within this Committee's terms of reference and the key challenges facing the Economic Development Directorate during the coming year. His presentation is attached at **Appendix B**. He will then be available to answer Members' questions.

13. Members may wish to explore the following areas:

- The main areas of work for 2022-23 and how these were identified
- The key challenges facing the Directorate
- How the Directorate is planning for the future, and
- Views on where scrutiny could assist.

Legal Implications

14. The Scrutiny Committee is empowered to enquire, consider, review, and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct legal implications. However, legal implications may arise if and when the matters under review are implemented with or

without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any legal implications arising from those recommendations. All decisions taken by or on behalf of the Council must (a) be within the legal powers of the Council; (b) comply with any procedural requirement imposed by law; (c) be within the powers of the body or person exercising powers on behalf of the Council; (d) be undertaken in accordance with the procedural requirements imposed by the Council e.g. Scrutiny Procedure Rules; (e) be fully and properly informed; (f) be properly motivated; (g) be taken having regard to the Council's fiduciary duty to its taxpayers; and (h) be reasonable and proper in all the circumstances.

Financial Implications

15. The Scrutiny Committee is empowered to enquire, consider, review, and recommend but not to make policy decisions. As the recommendations in this report are to consider and review matters there are no direct financial implications at this stage in relation to any of the work programme. However, financial implications may arise if and when the matters under review are implemented with or without any modifications. Any report with recommendations for decision that goes to Cabinet/Council will set out any financial implications arising from those recommendations.

RECOMMENDATIONS

The Committee is recommended to:

- i. consider the information in this report, the appendices and provided at the meeting
- ii. decide whether it wishes to make any comments or recommendations to the relevant Cabinet Member and Officers, and
- iii. discuss whether any of the issues raised should be considered as part of the Committee's development of its work programme for 2022/23.

DAVINA FIORE
Director of Governance and Legal Services
15 June 2022