

**FLINTSHIRE COUNTY COUNCIL**

**REPORT TO:**           **CABINET**

**DATE:**                 **TUESDAY, 18 SEPTEMBER 2012**

**REPORT BY:**         **CHIEF EXECUTIVE & DIRECTOR OF ENVIRONMENT**

**SUBJECT:**           **REGIONAL STRATEGY FOR ECONOMIC AMBITION**

**1.00**   **PURPOSE OF REPORT**

1.01    To adopt the regional Economic Ambition Strategy for North Wales

**2.00**   **BACKGROUND**

2.01    The local government family and partners, supported by Welsh Government, has prioritised the protection, promotion and development of the North Wales economy and its key economic sectors for regional collaboration. Work to achieve this commitment has led to the publication of the attached strategy document *Economic Ambition - A Strategy for Change*.

**3.00**   **CONSIDERATIONS**

3.01    In committing informally to the Strategy at Project Board level senior Council member and officers have stressed that for the Strategy to be effective the following conditions will need to be set:-

- the region should concentrate on the sectors where it has strengths and there is some shared benefit. The project will concentrate on advanced manufacturing and energy by agreement
- it should be accepted that the region is diverse and that there will be differential benefit from the strategy county by county. The region should capitalise on its strengths even if the benefit from sector protection and growth is not equally shared
- the strategy needs to be action-orientated
- Welsh Government need to be fully supportive so that there is no conflict of objectives or economic promotion and investment
- the region should capitalise on the opportunity of the three new enterprise zones within the strategy
- the Deeside 'brand' should not be diluted in a regional offering and Flintshire will continue to market our sector base and sites competitively
- Deeside should be seen as the regional market leader offering job intake and procurement benefits for the region

3.02    The Cabinet is recommended to join its five neighbouring Councils in committing to the partnership and supporting the strategy.

**4.00 RECOMMENDATIONS**

4.01 That the Cabinet join its five neighbouring Councils in committing to the partnership and supporting the strategy.

4.02 That the Council be represented by the Cabinet Member for Regeneration, Enterprise & Leisure with the recommendation to the Project Board that all Council leaders have a standing invitation to attend and participate as non-voting members.

**5.00 FINANCIAL IMPLICATIONS**

5.01 None directly

**6.00 ANTI POVERTY IMPACT**

6.01 None directly

**7.00 ENVIRONMENTAL IMPACT**

7.01 None directly

**8.00 EQUALITIES IMPACT**

8.01 None directly

**9.00 PERSONNEL IMPLICATIONS**

9.01 None directly

**10.00 CONSULTATION REQUIRED**

10.01 None directly

**11.00 CONSULTATION UNDERTAKEN**

11.01 None directly

**12.00 APPENDICES**

12.01 None

**LOCAL GOVERNMENT (ACCESS TO INFORMATION ACT) 1985  
BACKGROUND DOCUMENTS**

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