

## **COUNCIL FOR ECONOMIC RENEWAL SECTOR PANEL PLANS**

### **1. INTRODUCTION**

1. Six of the sector panels have produced initial advice to the Minister for Business, Enterprise, Technology and Science, on strategic priorities for their sector. On outline for each are provided below. The summary advice for each sector is available on the Business Wales website:  
<http://business.wales.gov.uk>

### **2. SUMMARY ADVICE FROM SECTOR PANELS**

#### **Summary Advice from the Advanced Materials and Manufacturing (AM&M) Sector Panel**

2. The Panel has suggested five key priorities that to deliver maximum impact for the sector by collectively providing Wales with a distinct competitive edge: These are:
  - Skills
  - Research, Development, Innovation and Design (RDID)
  - Globalisation and Growth
  - Finance for Growth
  - Capacity Building.

#### **Summary Advice from the Sector Panel from the Creative Industries Sector Panel**

3. Seven priorities have been suggested which will help to set the strategic direction for Welsh Government provision, alongside the ongoing implementation of the recommendations made in “The Heart of Digital Wales: A Review of the Creative Industries for the Welsh Assembly Government” (Hargreaves 2010). These are:
  - Focus resources businesses selling or licencing products and services to markets outside Wales.
  - Training and education aligned to the needs of business and the digital economy.
  - Leverage the maximum European and UK support available
  - Accelerate the growth of digital media businesses in Wales.
  - Maximise the impact of public sector procurement.
  - Encourage Wales’ Public Service Broadcasters to provide the maximum economic advantages to Wales that can be practically achieved.
  - Monitor sector economic activity to inform policy.

### **Summary Advice from the Energy and Environment Sector Panel**

4. The Panel has identified six enablers for growth categorised into influencing and direct Intervention.
5. Influencing – the role for Welsh Government with decision makers and promoting the needs of Welsh Businesses:
  - Access to Finance;
  - Strategic infrastructure for growth – the grid
  - Regulatory Framework – including planning.
6. Direct Intervention - facilitate growth of domestic businesses and maximise impacts of large projects particularly for job creation and local procurement
  - Skills
  - Procurement and Supply Chain Development
  - Innovation and Research & Development.

### **Summary Advice from the Finance and Professional Services (F&PS) Sector Panel**

7. The Panel has suggested three priorities:
  - Sell Wales's business propositions to the world and particularly London.
  - Provide training support to improve the rich pool of professionals available for fast growing businesses.
  - Improve access to Private Sector Finance to help fund business growth.

### **Summary Advice from the ICT Sector Panel**

8. ICT is a key enabler for growth across all industries and sectors. The priorities for growing the sector concern the impact and contribution that the sector can have on the development of other key sectors. There are four suggested key priorities:
  - Drive exploitation of Welsh ICT assets to ensure that there is high 'take up' and the benefits from these significant, existing / future investments are optimised for Wales.
  - Forge greater links between suppliers and users of ICT products and services with the aim of bringing groups together to drive greater awareness, demand, innovation, take up and productivity.
  - Enhance Wales' reputation as a place to do business by exploiting, for the benefit of the Welsh ICT sector, the policy levers that WG has at its disposal with initial focus on public sector procurement.
  - Drive an increase in R&D and Innovation activity.

### **Summary Advice from the Life Sciences Sector Panel**

9. The Sector Panel has suggested seven strategic priorities which Wales should measure itself robustly against past performance and competitor regions:
  - Create an ecosystem for Life Sciences businesses in Wales which is vibrant and dynamic;
  - Physically bring people together as often as is possible, to provide focus and build interaction and networks;
  - Ensure adequate finance so that business can grow from start-up to global reach without leaving Wales;
  - Improve the perception of Wales as an advantageous location in which to start and grow Life Sciences businesses and projects.
  - Present a clear, credible and persuasive vision;
  - Focus on where and how government can intervene most effectively;
  - Focus clearly on business growth and commercial success.

### **3. UPDATE ON THE THREE NEW PRIORITY SECTORS:**

Three new priority sectors were announced by the Minister in 2011. These three sectors will build on the current six priority sectors that we are support to help Welsh businesses grow and created the jobs needed for the future development of our economy.

#### **Tourism Sector Panel**

10. Wales' national tourism strategy *Achieving Our Potential 2006-2013* (launched by Ministers) remains the key policy and strategy document for the tourism sector. The Strategy identifies five strategic challenges for the tourism industry in Wales.
  - Brand
  - Quality of Accommodation and Attractions
  - Accessibility; and
  - Skill Levels
  - Partnership
11. The Tourism Sector Panel will be reviewing the strategy over the coming months The Panel has met three times and largely been receiving information on the activities of Visit Wales particularly in relation to its Marketing campaigns and target markets and its product development work including Visit Wales' Tourism Investment Support Scheme.

#### **Food and Farming Sector Panel**

12. The Food & Farming Sector Panel held its first meeting on 24<sup>th</sup> November 2011. The Panel expressed broad support with the current Food Strategy

and will focus their efforts on driving the development of a strategic priorities document.

13. The second meeting took place on 16<sup>th</sup> February 2012 to consider a draft of the strategic priorities document.
14. The Panel's forward work programme includes current business support structures, public procurement, and promotion / branding awareness.

### **Construction Panel**

15. All priority Sector Panel members have been appointed and initial informal briefings with panel members have been undertaken by BETS officials. There have been specific meetings held with David Joyce (Chair of the Panel) to explore the early work of the Construction Sector Panel and Sector Team.
16. The first meeting of the Construction Panel was held on 18<sup>th</sup> January 2012. The meeting provided the Panel members a good understanding of the perceptions, concerns and priorities for the industry's development in Wales, with a view of delivering clear recommendations and actions, based on good evidence.

### **4. NEXT STEPS**

17. Officials have been considering the draft advice from the Sector Panels. In addition, the Deputy Minister for Skills was provided with the summary advice for all six sectors and individual Cabinet Ministers were invited to comment on those where they had an interest in the sector. These comments are now being considered as part of the development process.
18. A further update will be provided at the Council meeting and the views of Council Members are welcomed.