



31 JANUARY 2021

**FULL BUSINESS CASE FOR MEDIA.CYMRU – STRENGTH IN PLACES
FUNDING AWARD**

**REPORT OF CARDIFF CAPITAL REGION DIRECTOR AND HEAD OF
DIGITAL AND DATA INNOVATION**

AGENDA ITEM 6

Appendix 1 to this report is exempt from publication because it contains information of the kind described in paragraph 16 (information in respect of which a claim to legal professional privilege could be maintained in legal proceedings) of part 4 of Schedule 12A to the Local Government Act 1972

Reason for this Report

1. To provide an update on the media.cymru proposal being progressed through the Investment & Intervention Framework and seek Regional Cabinet's approval of the proposed Full Business Case.

Background

2. The attached proposal was shared with Regional Cabinet at its briefing session on 17th January 2022 and updates on the position regarding CCR's required co-investment contribution to the successful media.cymru Strength in Places (SIPF) funding bid. This was first reported to Regional Cabinet in December 2020 with the successful announcement on the media.cymru consortium bid to SIPF in May 2021, with several briefings following this to Investment Panel, REGP, Programme Board and to briefing sessions of Regional Cabinet.
3. In-line with CCR's proportionate approach to business case development, the Full Business Case represents a combined Outline/Full Business Case. This amalgamation is a proportionate reflection of the proposal's scale, complexity and value.
4. media.cymru is a unique £50m initiative to transform the Cardiff Capital Region's media sector into a global hub for media innovation and production ensuring it becomes a major driver of the region's economy.

5. It was the subject of a successful £22.25m UKRI Strength in Places Fund (SIPF) bid in May 2021, securing £28m of co-funding and in-kind support from Innovate UK and Research England.
6. The consortium consists of 24 partners - broadcasters, media and technology companies, studios, universities and collaborating partners.
7. By 2026 the intervention is forecast to triple productivity growth rates, leading to 2,000 additional direct full-time employees, 8% annual growth in new companies and lead to a £20k increase in R&D spend per company, generating an additional £236 million in direct GVA.

Proposal

8. Cardiff University is the lead partner of the media.cymru Consortium. The media.cymru Consortium is made up of media and technology companies, broadcasters, universities, and regional/devolved government.
9. Its purpose is to deliver ambitious strategic interventions to make the Cardiff Capital Region's media sector an international media hub and a major driver for inclusive and sustainable economic growth.
10. media.cymru builds on the success of the South Wales media sector, crafting ambitious, strategic interventions in infrastructure, R,D&I and skills to drive inclusive and sustainable economic growth in the Cardiff Capital Region.
11. media.cymru is a unique initiative that reflects a regional sector made up of more than 1,300 SMEs. It is a multi-faceted Consortium (with 24 partners), combining, for the first time, broadcasters and larger SMEs (Great Point Media, BBC, S4C, Channel 4, Boom/ITV, Rondo), media technology companies (Gorilla, Dragon Digital, Object Matrix), local leadership (Cardiff Capital Region, Welsh Government), research institutions (Cardiff University, University of South Wales, Cardiff Metropolitan University) and companies well positioned to address key sectoral challenges (such as Cardiff Productions, Ffilm Cymru Wales, Wales Interactive) or build R&D/commercialisation capacity (Seren Stiwdio, Alacrity Foundation). Together, they bring £28m of investment to match the £22.25m from the Strength in Places fund.
12. The ambition will be achieved through a series of targeted Work Packages designed to transform the region's media sector infrastructure, create systematic uplift for hundreds of SMEs in the region, and extend existing strengths and R,D&I capacity to address global challenges. The proposal is set out in full in the attached exempt Full Business Case (FBC) at Appendix 1.
13. Building on CCR's strengths as the third largest media cluster in the UK, media.cymru will:
 - create a future-focused infrastructure in virtual production, remote editing, connectivity and storage to drive efficiencies and respond to industry demands;
 - operate a Research & Development ecosystem in the region's media cluster and upskill its workforce to produce a pipeline of innovative companies and talent;
 - address a series of key challenges facing the global media sector that can be scaled and commercialised.

14. media.cymru's interventions are sectoral and systemic. They build on regional strengths and attract significant new investment. They are designed to promote the research, development, innovation, commercialisation and future-focused skills, making the region a global hub for media innovation and production.

Strategic Alignment

15. The media.cymru Consortium's purpose is to deliver ambitious strategic interventions to make the Cardiff Capital Region's media sector an international media hub and a major driver for inclusive and sustainable economic growth.
16. The media sector in CCR has been identified as a priority sector that could drive productivity and accelerate growth in the Welsh economy. The region's media sector's comparative advantage is based on the significant presence in the region of UK broadcasters, major studios, and a strong independent production sector exporting high value content to global markets.
17. The region's media economy is based on a cluster of independent SMEs and freelancers (98% of creative companies in Wales are small, a third of the workforce are freelance). It faces competition from highly integrated global companies with greater capacity to invest in R,D&I in a fast-moving digital media sector. This lack of capacity reduces productivity.
18. In order to create significant economic uplift and increase productivity, as well as enable CCR's media cluster to compete in the UK & globally, systemic investment and support is required to transform the sector into a global media hub and a major driver for inclusive and sustainable regional economic growth.
19. media.cymru builds on 'Clwstwr', the first UKRI and Welsh Government funded programme to systematically expand R&D capacity in the Welsh media sector. The Clwstwr project has curated more than 65 R&D projects with Welsh companies, fostering learning and expertise in: engaging with the region's independent media companies to stimulate R&D; developing R&D approaches to address all aspects of media production from format creation to post-production; assessing 'what works' in promoting regional media innovation; developing financially robust, compliant systems and processes.
20. The proposal is also tightly aligned to CCR's core objectives of Innovation, Infrastructure & Challenge.
21. Media.cymru will develop a regional Research, Development & Innovation ecosystem that will embed innovation in the media cluster and upskill its workforce. The projects that will be executed (as detailed in the Work Packages) promote the research, development, innovation, commercialisation and future-focused skills. This will create a highly curated innovation pipeline for the media sector.
22. Likewise, it will drive the development of robust, future-focused infrastructure that creates economic uplift for the region's SMEs, including a new world-class virtual production studio to be used for commercial productions and R&D. A focus will be the transfer and scaling of new and emerging technologies from a lab environment to practical implementation

23. There will also be a series of programmes to address key challenges for the Welsh, UK and global media sectors, including making Wales a testbed for carbon neutral media production and exploiting the expertise in bilingual production to reach new markets.

Outcomes

24. CCR is already recognised as a hub for the media sector and the Bazalgette Review in 2017 identified Cardiff as one of the UK's largest media production centres. In the period since there has been significant additional growth, with productivity rising by 4.6% per annum - although a lack of media sector investment and innovation mean productivity rates are below the UK average.
25. The media.cymru programme is designed to boost the regional growth rate and increase productivity to the UK average (currently £232K in output per worker). It aims to triple productivity growth rates (by 2026), leading to 2,000 additional direct full-time employees and an additional £236 million in direct GVA.
26. Media.cymru will create considerable indirect and spillover impacts. Indirect impact is created through associated supply chain activities (communications, retail, caterers, carpenters and coders, for example) and from increased spending power, which is estimated to double direct GVA. By 2026, there will be 8% annual growth in new companies and £20K additional yearly R&D spending per firm.
27. Likewise, economic uplift will be driven by skills development – particularly around R&D, commercialisation and new technologies. Despite the recent growth in employment, CCR struggles to retain local talent, with the Welsh student retention rate at only 62% (the lowest in the UK). The inclusive talent /skills strategy fuses industry with training providers to retain talent aligned with industry needs and create new knowledge in the region. media.cymru aims to enable 80% student retention rates in the region; create 60 new workshops, courses and events; and create five international peer-reviewed academic journal publications.
28. In relation to workforce diversity, the growing international market for content means minority audiences become global, taking on a more commercial size and scale. Diverse workforces are more innovative, and diversity is also a priority for content commissioners like BBC and Channel 4. Employment in the media sector does not represent Cardiff's (18% non-white) population.
29. The proposal incorporates a range of industry-led strategies for increasing diversity and inclusion, in terms of BAME representation (Channel 4, Cardiff Productions, Ffilm Cymru), socio-economic factors (Rondo, Boom, Cardiff Productions Ffilm Cymru) and neuro-diversity (Unquiet Media). This will enable an increase diversity in the local media workforce to 12% BAME/ representation of other minorities in the workforce.
30. media.cymru will position Wales as an exemplar in reaching carbon neutral targets set by Albert (the UK industry standard for sustainable media). This is increasingly expected by international companies commissioning work and by government. Ffilm Cymru, Albert, Natural Resources Wales, Good Energy and the Consortium companies will innovate approaches to greening production. A target has been set of a 50% reduction in GHG emissions in the regional media sector by 2029.

Other Considerations

31. media.cymru was previously tabled and the proposed CCR contribution approved in December 2020. The SIPF bid was approved in May 2021 and there was excellent feedback from the UKRI convened Assessment Panel on the strength of the bid.
32. Although the SIPF award is not contingent on CCR funding, the award was made on the basis that the CCR funding would be approved. The loss of this contribution significantly weakens programme delivery and, indeed, will put benefit realisation at significant risk.
33. Necessary due diligence and contracts with UKRI are scheduled for conclusion in January 2021. In the interim, the consortium of 24 partners was formed by the Clwstwr team at Cardiff University. This is an impressive consortium with the majority of the region's large media organisations. Commitment has been secured from other funding partners (UKRI & Welsh Government).
34. Likewise, all participating Consortium members have signed the Consortium Agreement and the scheduled start date is January 2022. On this basis, the payment schedule may be amended for eligible costs in financial year 2021/22.
35. Heads of Terms are included in the FBC, which will form the basis of the Grant Agreement and have been agreed by the lead partner, Cardiff University.
36. CCR are working with Pinsent Masons and Cardiff University on developing the detail around compliance with the Subsidy Control Framework and, while this is not as yet concluded, there are currently no concerns with regard to the compatibility of the project with UK subsidy control law. The Grant Agreement and award will be subject to the University complying with the Subsidy Control Framework.

Risks

37. The FBC sets out some of key risks, and considerations for CCR to consider. A key risk that must be considered is the management of a consortium of 24 partners – with the risk of conflicting priorities, loss of focus or interest, disagreements about direction. To that end, the FBC outlines stringent Governance that has been emplaced to keep partners aligned and focussed on outcomes.
38. A secondary risk to this is unexpected changes to major consortium partners, such as, takeovers, mergers, financial difficulties. An example of this is the recently announced freeze of the Licence Fee, which could impact BBC operations and output, given their position as the largest media sector employer with 1,200 employees in the region. In this case, there has been a swift response from media.cymru, working with Creative Wales and CCR to understand impact and potential mitigation.
39. Likewise, there are ambitious goals around commercialisation of R&D, such as company creation and increased R&D spend. This is being addresses through Work Package 2, which aims to build a financially sustainable business ecosystem. Robust monitoring and ongoing review and evaluation will form a key element of CCR's ongoing role in the programme.

Financial Implications

40. The CCR contribution takes the form of a grant payment of £3m to media.cymru which will be paid to Cardiff University in its capacity as Lead Partner. These funds will be recorded against Cardiff University (£2.5m for R&D) and University of South Wales (£0.5m for skills). An additional £0.5m public sector funding is recorded against Cardiff University from Welsh Government.
41. Overall funding profile is detailed below:

UKRI (Strength in Places Fund)	£22.5m
Welsh Government	£0.5m
Cash match funding from consortium partners	£9.52m
In-kind support	£15m
CCR contribution	£3m
Total	£50.52m

42. The full breakdown of Consortium members financial contribution and overall grant drawdown is detailed in the FBC. The CCR contribution stands at 6% of the overall programme funding and was critical in securing UKRI funding.
43. The programme spend profile and management of the funding will be monitored through gateways and media.cymru meeting agreed milestones.
44. The proposed spend profile for the CCR contribution is detailed below:

2022/23	£0.558m
2023/24	£0.725m
2024/25	£0.725m
2025/26	£0.725m
2026/27	£0.267m
Total	£3m

If there are eligible costs for financial year 2021/22, these may be brought forward from 2022/23.

Legal Implications

45. Cardiff Council, acting as the Accountable Body for CCR can rely upon section 2 of the Local Government Act 2000 (“the Well-being Power”) to provide the grant and enter into the Grant Agreement with Cardiff Council for and on behalf of CCR,
46. The grant is intended to contribute to the success of media.cymru, which, based on its aims and plans will help to promote and improve both social and economic well-being in the CCR region.

Procurement

47. Cardiff Council will make the grant available to Cardiff University and the Public Contract Regulations 2015 will therefore not apply to the grant itself.

48. Cardiff Council will not be procuring any works or services for the Project; however, it is acknowledged that certain services may need to be procured by Cardiff University to achieve the outcomes and objectives for the project.
49. Cardiff University will be responsible for procuring such services at such time. Cardiff University will be responsible for ensuring that such arrangements comply with the Public Contract Regulations 2015 at the relevant time and failure to do so will result in suspension, withdrawal, or reclaim of the CCR grant.

Subsidy Control Framework

50. The CCR grant will be subject to the Subsidy Control Framework. At this relatively early stage of the project, Cardiff University is still developing the detail around how the UKRI and CCR grants will be deployed in a UK Subsidy Control compliant manner. It is acknowledged that a solution will be provided on an individual project-by-project basis for the relevant workstreams under the project.
51. CCR can take comfort from the fact that the Grant Agreement will obligate Cardiff University to comply with the UK Subsidy Control Framework and any failure to do so will entitle Cardiff Council to terminate the Grant Agreement, suspend, withdraw or reclaim the grant.

Well-being of Future Generations (Wales) Act 2015

52. In developing the proposal and in considering its endorsement regard should be had, amongst other matters, to:
 - a) the Welsh Language (Wales) Measure 2011 and the Welsh Language Standards;
 - b) public sector duties under the Equalities Act 2010 (including specific Welsh public sector duties). Pursuant to these legal duties Councils must in making decisions have due regard to the need to (1) eliminate unlawful discrimination, (2) advance equality of opportunity and (3) foster good relations on the basis of protected characteristics. Protected characteristics are: a. age; b. gender reassignment; c. sex; d. race – including ethnic or national origin, colour or nationality; e. disability; f. pregnancy and maternity; g. marriage and civil partnership; h. sexual orientation; i. religion or belief – including lack of belief, and;
 - c) the Well-being of Future Generations (Wales) Act 2015. The Well-being of Future Generations (Wales) Act 2015 ('the Act') is about improving the social, economic, environmental and cultural well-being of Wales. The Act places a 'well-being duty' on public bodies aimed at achieving 7 national well-being goals for Wales - a Wales that is prosperous, resilient, healthier, more equal, has cohesive communities, a vibrant culture and thriving Welsh language and is globally responsible. In discharging their respective duties under the Act, each public body listed in the Act (which includes the Councils comprising the CCRC) must set and published wellbeing objectives. These objectives will show how each public body will work to achieve the vision for Wales set out in the national wellbeing goals. When exercising its functions, the Regional Cabinet should consider how the proposed decision will contribute towards meeting the wellbeing objectives set by each Council and in so doing achieve the national wellbeing goals. The wellbeing duty

also requires the Councils to act in accordance with a 'sustainable development principle'. This principle requires the Councils to act in a way which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

Put simply, this means that Regional Cabinet must take account of the impact of their decisions on people living their lives in Wales in the future. In doing so, Regional Cabinet must:

- look to the long term;
- focus on prevention by understanding the root causes of problems;
- deliver an integrated approach to achieving the 7 national well-being goals;
- work in collaboration with others to find shared sustainable solutions;
- involve people from all sections of the community in the decisions which affect them.

53. Regional Cabinet must be satisfied that the proposed decision accords with the principles above. To assist Regional Cabinet to consider the duties under the Act in respect of the decision sought, an assessment has been undertaken, which is attached at Appendix 2.

Equality Act 2010

54. In considering this matter, regard should be had, amongst other matters, to the Councils' duties under the Equality Act 2010. Pursuant to these legal duties the Regional Cabinet must in making decisions have due regard to the need to (1) eliminate unlawful discrimination (2) advance equality of opportunity and (3) foster good relations on the basis of protected characteristics. Protected characteristics are:

- age;
- gender reassignment;
- sex;
- race – including ethnic or national origin, colour or nationality;
- disability;
- pregnancy and maternity;
- marriage and civil partnership;
- sexual orientation;
- religion or belief – including lack of belief.

RECOMMENDATIONS

55. It is recommended that the Cardiff Capital Region Regional Cabinet:

- (1) supports the recommendation to approve the Full Business Case attached at Appendix 1 and in doing so approves the £3m grant per the schedule;
- (2) delegates authority to the City Deal Director, in consultation with the Cabinet Chair, Section 151 Officer and Monitoring Officer to finalise the commercial arrangements and transaction documentation, in respect of:
 1. finalising the terms of the Grant Agreement in accordance with the terms of the Heads of Terms (as included in the FBC);
 2. entering into the Grant Agreement and releasing the grant to Cardiff University in accordance with its terms; and
 3. deployment of all appropriate monitoring and evaluation arrangements.

Kellie Beirne and Colan Mehaffey
Director and Head of Digital & Data Innovation
Cardiff Capital Region
31 January 2022

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Appendices

Appendix 1 **EXEMPT** Final Business Case

Appendix 2 Well-being of Future Generations Assessment

Future Generations Assessment Evaluation

(includes Equalities and Sustainability Impact Assessments)

Name of the Officer completing the evaluation: Kellie Beirne Phone no: 07826 919286 E-mail: kellie.beirne@cardiff.gov.uk	Please give a brief description of the aims of the proposal media.cymru consortium proposal to deliver strategic interventions and growth for Cardiff Capital Region’s media sector
Proposal: media.cymru Full Business Case	Date Future Generations Evaluation form completed: 31 January 2022

1. Does your proposal deliver any of the well-being goals below? Please explain the impact (positive and negative) you expect, together with suggestions of how to mitigate negative impacts or better contribute to the goal.

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
A prosperous Wales Efficient use of resources, skilled, educated people, generates wealth, provides jobs	media.cymru is a unique £50m initiative to transform the Cardiff Capital Region’s media sector into a global hub for media innovation and production ensuring it becomes a major driver of the region’s economy.	The media.cymru agreed reporting mechanism has a number of KPIs related to economic benefit that will be monitored and ensure the programme responds appropriately
A resilient Wales Maintain and enhance biodiversity and ecosystems that support resilience and can adapt to change (e.g. climate change)	Media.cymru has a key focus on future infrastructure – for example virtual production – that reduces the environmental impact of production.	

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
<p>A healthier Wales People’s physical and mental wellbeing is maximized and health impacts are understood</p>	<p>The proposal includes a Work Package that incorporates virtual production in healthcare: An R&D programme led by Rescape, in partnership with Welsh hospitals and care homes, to develop their prototypes for the use of immersive media for patient care.</p>	<p>Further opportunities will be explored as this Work Package progresses and during the five-year programme.</p>
<p>A Wales of cohesive communities Communities are attractive, viable, safe and well connected</p>	<p>To spread the benefits of innovation, a new style of flexible media R,D&I hubs will be developed across the region, creating use cases that highlight how emerging technology can unlock commercial opportunities.</p>	
<p>A globally responsible Wales Taking account of impact on global well-being when considering local social, economic and environmental wellbeing</p>	<p>media.cymru will position Wales as an exemplar in reaching carbon neutral targets set by Albert (the UK industry standard for sustainable media). Ffilm Cymru, Albert, Natural Resources Wales, Good Energy and the Consortium companies will innovate approaches to greening production.</p>	<p>Media.cymru performance will be monitored against relevant KPIs for the programme to ensure that it is responding appropriately.</p>
<p>A Wales of vibrant culture and thriving Welsh language Culture, heritage and Welsh language are promoted and protected. People are encouraged to do sport, art and recreation</p>	<p>Media.cymru has a specific Work Package that capitalizes on Wales’s position as the UK’s centre for bilingual TV/film production. S4C will develop bilingual content platforms with a focus on significantly increasing market share for Welsh content.</p>	
<p>A more equal Wales People can fulfil their potential no matter what their background or circumstances</p>	<p>A coordinated research-led skills strategy (led by University of South Wales) links training providers with industry needs and infrastructure. The focus will</p>	

Well Being Goal	Does the proposal contribute to this goal? Describe the positive and negative impacts.	What actions have been/will be taken to mitigate any negative impacts or better contribute to positive impacts?
	be on talent attraction, development and retention to support emerging formats and technologies, with a dedicated outreach across the region and to all demographics.	

2. How has your proposal embedded and prioritized the sustainable governance principles in its development?

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Balancing short term need with long term and planning for the future</p> <p>Long Term</p>	The programme is over 5 years and focused on long-term outcomes for the media sector and benefits that can be realised for the region and nation.	Stringent gateways and reviews form part of the Grant Agreements for media.cymru
 <p>Working together with other partners to deliver objectives</p> <p>Collaboration</p>	The consortium consists of 24 partners - broadcasters, media and technology companies, studios, universities and collaborating partners.	Consortium Members have a shared agreement to ensure representative voices across organisations.
 <p>Involving those with an interest and seeking their views</p> <p>Involvement</p>	Media.cymru has regular engagement point with stakeholders and, as a UKRI, CCR and WG funded programme, is required to demonstrate this	How we work with 'unsuccessful companies' to signpost support and further direct them to other opportunities
 <p>Putting resources into preventing problems occurring or getting worse</p> <p>Prevention</p>	The focus of this is around providing economic support and resilience measures which will support local economies in the area hit hardest by the economic fallout of COVID-19 – public transport, food, tourism and retail/ leisure and hospitality	As the programme develops, if further interventions are needed and become apparent this will inform wider parts of CCR policy.

Sustainable Development Principle	Does your proposal demonstrate you have met this principle? If yes, describe how. If not explain why.	Are there any additional actions to be taken to mitigate any negative impacts or better contribute to positive impacts?
 <p>Considering impact on all wellbeing goals together and on other bodies</p>	<p>There is strong alignment with WFG and wellbeing goals as well as the five ways of working. It focuses releasing inclusive economic benefits, leading to 2,000 additional direct full-time employees, 8% annual growth in new companies and lead to a £20k increase in R&D spend per company, generating an additional £236 million in direct GVA.</p>	

3. Are your proposals going to affect any people or groups of people with protected characteristics? Please explain the impact, the evidence you have used and any action you are taking below.

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Age	<p>The programme seeks to address issues around equality, diversity and inclusion in the media sector. Employment in the media sector does not represent Cardiff's (18% non-white) population. The proposal incorporates a range of industry-led strategies for increasing diversity and inclusion, in terms of BAME representation, socio-economic factors, including age, and neurodiversity. A specific Work Package, 'Diversifying production and new audiences' addresses both the production and consumption aspect of the media sector across protected characteristics,</p>	As per 'positive' comment	Ongoing monitoring against specific KPIs related to the Work Package will identify if interventions are providing positive impact and what further/ remediating actions may need to be taken.
Disability	As above	As above	

Protected Characteristics	Describe any positive impacts your proposal has on the protected characteristic	Describe any negative impacts your proposal has on the protected characteristic	What has been/will be done to mitigate any negative impacts or better contribute to positive impacts?
Gender reassignment	As above	As above	
Marriage or civil partnership	As above	As above	
Pregnancy or maternity	As above	As above	
Race	As above	As above	
Religion or Belief	As above	As above	
Sex	As above	As above	
Sexual Orientation	As above	As above	
Welsh Language	Adding to the above noted, media.cymru has a specific Work Package that capitalises on Wales's position as the UK's centre for bilingual TV/film production. S4C will develop bilingual content platforms with a focus on significantly increasing market share for Welsh content.		

4. Safeguarding & Corporate Parenting. Are your proposals going to affect either of these responsibilities?

	Describe any positive impacts your proposal has on safeguarding and corporate parenting	Describe any negative impacts your proposal has on safeguarding and corporate parenting	What will you do/ have you done to mitigate any negative impacts or better contribute to positive impacts?
Safeguarding	Not directly relevant.		
Corporate Parenting	Not directly relevant but the programme aims to create 2,000 jobs in the region and also address socio-economic inequality in the sector.		

5. What evidence and data has informed the development of your proposal?

A full range of sources and research are available at <https://clwstwr.org.uk/publications>

These include:

- Diversity
- Industries Reports
- Policy Briefings
- Future Skills & Innovation
- Economic Analysis

6. SUMMARY: As a result of completing this form, what are the main positive and negative impacts of your proposal, how have they informed/changed the development of the proposal so far and what will you be doing in future?

We have reviewed the UKRI bid and this is tightly aligned with WFG and there will be tight monitoring of outputs accordingly.

7. MONITORING: The impacts of this proposal will need to be monitored and reviewed. Please specify the date at which you will evaluate the impact, and where you will report the results of the review.

The impacts of this proposal will be evaluated on:

Impacts will be monitored quarterly, with a full report annually and at gateway reviews from 2022-27, as agreed with co-funders Welsh Government & UKRI.