

Mid and West Wales
Economic Forum

Canolbarth a Gorllewin
Fforwm Economaidd

A handwritten signature in black ink, reading 'Eluned Morgan'.

Aelod Cynulliad Dros Canolbarth a Gorllewin Cymru
Assembly Member for Mid and West Wales

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Economic Forum

Fforwm Economaidd

Cynllun Datblygu Economaidd ar gyfer Cymru Wledig (EDPRW)

Mae gan Lywodraeth Cymru nifer o strategaethau i wella datblygiad economaidd. Mae rhai yn cynnig dulliau gweithredu penodol ar gyfer sectorau penodol ac mae rhai yn gweithredu ar sail lle, sy'n seiliedig ar y model Dinas-Ranbarth.

Er hynny, nid oes strategaeth sy'n cwmpasu ardaloedd helaeth o'r Gymru wledig yn benodol. Credwn fod angen datblygu polisi newydd sy'n deall nad yw'r model Dinas-Ranbarth yn berthnasol i ardaloedd helaeth o'r Gymru wledig. Yn ogystal, mae modd nodi nifer o faterion a fydd yn effeithio ar economi wledig Cymru yn dilyn y bleidlais i adael yr Undeb Ewropeaidd.

Mae'r ansicrwydd o ran dyfodol hirdymor amaethyddiaeth – sector pwysig i'r Gymru wledig yn dilyn y bleidlais uchod - yn awgrymu bod angen i ni ddechrau paratoi yn awr ar gyfer dull newydd sy'n canolbwyntio ar ychwanegu gwerth ac sy'n ehangu'r drafodaeth i gynnwys y diwydiant bwyd a diod ehangach.

Ar hyd y blynyddoedd mae llawer o sectorau wedi cael cymorth economaidd drwy fentrau Cyllid Ewropeaidd. Bydd colli'r cymorth ychwanegol hwn yn cael effaith fwy hirdymor os na ddaw cymorth arall yn ei le, ac os bydd cymorth o'r fath ar gael, rhaid iddo fod yn seiliedig ar angen sydd wedi'i nodi'n glir yn y Canolbarth a'r Gorllewin.

Mae'r heriau economaidd ar gyfer y Gymru wledig yn fawr ac yn amrywiol. Yn eu plith mae cyfraddau cynhyrchiant isel, swyddi tâl isel, gwendidau yn y seilwaith drafnidiaeth a TG, prinder cartrefi fforddiadwy, a phoblogaeth sy'n heneiddio. Oherwydd diffyg cyfleoedd gwaith amrywiol, rydym yn colli rhai o'n pobl ddisgleiriaf sy'n teimlo bod rhaid iddyn nhw adael er mwyn dod o hyd i waith. Er mwyn datblygu economi fwy cytbwys a chynaliadwy, dim ond rhai yn unig o'r materion sydd angen sylw yw'r rhain.

Mae Eluned Morgan, Aelod Cynulliad y Canolbarth a'r Gorllewin, wedi gwahodd criw o unigolion dawnus, sydd â hanes o gyflawni yn y Gymru wledig, i ddod at ei gilydd i ddarbwyll Llywodraeth Cymru o'r angen am Gynllun Datblygu Economaidd manwl i Gymru Wledig.

Bydd y grŵp yn ymdrechu i beidio â dyblygu gwaith sydd eisoes ar droed gan Lywodraeth Cymru, awdurdodau lleol, y Dinas-Ranbarth a sefydliadau eraill sydd wedi ymrwymo i ddatblygiad economaidd yn yr ardal.

Bydd y grŵp yn nodi sectorau allweddol y dylai'r Cynllun Datblygu Gwledig ganolbwyntio arnynt, ac yn dadlau y dylai Llywodraeth Cymru weithredu'r cynigion yn y cynllun.

Ym mis Ebrill 2017, bydd y grŵp yn gwahodd Gweinidog yr Economi i gefn gwlad Cymru i gyflwyno'r cynllun. Bydd y cynllun yn cynnwys targedau mesuradwy penodol.



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Economic Forum

Fforwm Economaidd

Economic Development Plan for Rural Wales (EDPRW)

The Welsh Government have a number of strategies to enhance economic development. There is a sector specific approach in addition to a place based approach founded on the City Region model.

There is however no strategy which specifically covers vast areas of rural Wales. We believe that there is a need to develop a new policy which reflects the different needs of economic development in rural Wales. There are a number of issues which will need to be reassessed in the rural economy following the vote on BREXIT.

The insecurity in terms of the long term future of agriculture – an important sector for rural Wales suggest that we need to start preparing now for a new approach which focuses on added value and broadens the debate to include the wider food and drink industry. There is also a need to enhance the quality of tourism and to underline the need for specific skills in this area.

Many sectors have over the years received economic support through European Funding initiatives. The loss of this additional support will have a severe long term impact if it is not be replaced.

The economic challenges for rural Wales are large and varied. These include low productivity rates, low paid jobs, a low skills base, transport and IT infrastructure weaknesses, a lack of affordable homes, and an ageing population. Due to a lack of varied employment opportunities there is a loss of some of our brightest people who feel they need to leave in order to find work. In order to build a balanced and more sustainable economy these are just some of the issues that need to be addressed.

Eluned Morgan Assembly Member for Mid and West Wales has invited a group of accomplished individuals together, who have a track record of delivery in rural Wales, to help make the case to the Welsh Government for the need to elaborate an Economic Development Plan for Rural Wales.

The group will endeavour not to re-invent the wheel and to duplicate work already underway by the Welsh Government, local authorities, the City Region and other organisations committed to economic development in the area. They will identify key sectors on which the Rural Development Plan should focus, and make the case for the proposals within the plan to be enacted by Welsh Government.

In April 2017 the group will invite the Economy Minister to rural Wales to present the plan. The plan will contain specific measurable targets.



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Mid and West

Canolbarth a Gorllewin

Economic Forum

Fforwm Economaidd

Aelodaeth Membership

Eluned Morgan

Assembly Member for Mid and West Wales

Eluned Morgan is a Labour Assembly Member for Mid and West Wales. Before this, she served in the European Parliament for three terms having been elected in 1994 as the youngest MEP.

In November 2011 she was granted a life peerage as Baroness Morgan of Ely and served as Shadow Minister for Foreign Affairs and Wales. She was also a Director of Business Development for SWALEC (SSE) in Wales and developed the SWALEC Smart Centre based in Treforest.

Susan Balsom

Director, Cambrian Mountains CIC, Trustee Artes Mundi

Sue Balsom founded FBA (now Four Cymru) Wales's leading bilingual integrated marketing communications business. Since 1989 the company has contributed £21+m to the Aberystwyth economy, employing 20+ staff in design, branding, PR, publishing and digital.

Public/voluntary work includes board membership of the WDA; Finance Wales; The Prince's Trust (PTC); BBC; OFCOM. Also the National Assembly's Review of Bilingual Services and the Welsh Government Microbusiness Task & Finish group.

As Chair of PTC Sue raised £1+m (match-funded to £3m) to help disadvantaged young people start businesses. She is currently Director of the Cambrian Mountains CIC, a not-for-profit rural enterprise inspired by HRH The Prince of Wales. She was Trustee of the Centre for Alternative Technology for 20 years and is currently a Trustee of Artes Mundi.

Other accolades: Welsh Woman of the Year 2004; Cabinet Office Ambassador for Diversity; Fellow Institute of Welsh Affairs and RSA; High Sheriff (in Nomination) Dyfed 2017-18.



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Mid and West

Canolbarth a Gorllewin

Economic Forum

Fforwm Economaidd

Melanie Doel

Chair, Brecon Beacons National Park Authority

A highly experienced journalist and broadcaster Mel Doel is well known across Wales after reporting for BBC Wales on all aspects of Welsh life and interviewing key decision makers for more than thirty years. For ten years she presented BBC Wales' Rural Affairs programme "Country Focus". A regular face on BBC Wales Today she also broadcast extensively on Radio 4 and BBC's World Service working in Uganda, Italy, Spain and the Orkney Isles on assignments.

She is the author of "Is it still raining in Aberfan?" – and was shortlisted for a Royal Television Award for coverage of the 40th anniversary.

Mel is Currently Chairman of the Brecon Beacons National Park authority, Executive Chair of National Parks Wales and Deputy Chair National Parks UK, and sits on the Welsh Government's Working group considering the future of Welsh landscapes. She now runs a Media Consultancy business with clients including the Welsh Government, Care and Social Services Inspectorate Wales and Health inspectorate Wales and she travels extensively across Wales training local authorities on webcasting.

Professor Medwin Hughes DL DPhil DPS FRSA

Vice Chancellor, University of Wales Trinity St. David

Professor Medwin Hughes is the Vice-Chancellor of the University of Wales Trinity Saint David, a university created under Wales's oldest university Royal Charter, through the merger of the University of Wales, Lampeter and Trinity University College in 2010 and Swansea Metropolitan University in 2013. Professor Hughes oversaw the full merger of the institution into UWTSD (with Coleg Sir Gâr and Coleg Ceredigion).

Professor Medwin Hughes became Principal of Trinity College in September 2000 and led the University to the successful bids for taught degree awarding powers and subsequently university college status. He had previously undertaken lectureships and research roles at Trinity College, Cardiff University and the North East Institute of Higher Education, now known as Glyndŵr University.

Professor Hughes, born in Llangefni, Anglesey, is a graduate of Aberystwyth University and Jesus College, Oxford. He is a former Deputy Chair of the Welsh Language Board and has served on many Advisory Committees of the Welsh Assembly Government and the Council of Europe in respect of educational matters. He is a former member of the Duke of Edinburgh Award Board for Wales, and is the former chairman of Kaleidoscope UK, a charity working with individuals and families involved with the mis-use of drugs and alcohol.

He is the High Sheriff of Dyfed for 2016-17. He also serves as a Deputy Lieutenant of the County of Dyfed, and is a Fellow of the Learned Society of Wales and of the Royal Society of Arts.



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Mid and West

Canolbarth a Gorllewin

Economic Forum

Fforwm Economaidd

John Idris Jones

Chair, Snowdonia Enterprise Advisory Board

Biography to follow

Stan McIlvenny OBE, MSc., PG Dip Corp Gov., PG Dip Business & Executive Coaching; CMILT.

Chair, Milford Haven Waterway Enterprise Zone

Stan is a Marine Engineer with extensive experience on crude oil, oil product, gas tankers and RO-RO vessels. He has 25 years' experience in the port industry as CEO and Company Secretary.

He holds an MSc in Corporate Leadership from Edinburgh Napier University, a 2nd Class in Marine Engineering from Ulster Polytechnic (University of Ulster) a Post Graduate Diploma in Corporate Governance; a Post Graduate Diploma in Business & Executive Coaching, both from Smurfit Business School, University College Dublin. He is a Chartered Member of the Institute of Logistics & Transport.

In 2003 he was awarded an OBE for services to Economic Development in Northern Ireland.

He is currently Chairman of the Haven Waterway Enterprise Zone, Chairman of Warrenpoint Harbour Authority and a member of the Stakeholder and Accountability Committee, a sub-committee of the board of Milford Haven Port Authority. He is a Governor of Pembrokeshire College.

William McNamara

CEO, Bluestone National Park Resort, Pembrokeshire

William McNamara is a Pembrokeshire born entrepreneur who first diversified from farming in 1987. William created Oakwood Theme Park, positioned as one of the top ten theme parks in the UK, before leaving the business in 2002 to develop Bluestone National Park Resort.

Bluestone is now a recognised Welsh icon attracting over 140,000 staying guests per year plus a further 120,000 day visitors to Blue Lagoon Waterpark. Bluestone has won several national environmental awards, a Gold Award Investors in People, and received a Corporate Health Award.

Bluestone employs close to 700 people and is one of Wales' premier hospitality businesses.



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Mid and West

Canolbarth a Gorllewin

Economic Forum

Fforwm Economaidd

Glen Peters

Managing Director, Western Solar Ltd

Glen Peters was schooled in India, studied chemistry in London and did his PhD at Henley Management college.

He has worked in the energy sector for 40 years, initially with British Gas and latterly with PwC where he was a senior partner until 2010.

He set up Western Solar Ltd to develop a business focussed on renewables based in North Pembrokeshire. In his spare time he runs Menter Rhosygilwen, an arts and performance charity.

Huw Thomas, Puffin Produce

Managing Director, Puffin Produce, Haverfordwest

Huw Thomas has a wide ranging knowledge of the food supply chain from primary agriculture, through processing, to the interface with the major retailers. He has worked in farming, research and government - and is currently Managing Director of the successful fresh produce business, Puffin Produce, based in Pembrokeshire.

Huw is a dairy farmer's son from Pembrokeshire, who returned to the County to run Puffin following twenty years in agriculture related roles throughout the UK. This includes ten years as a research scientist at the Department of Genetics, University of Cambridge, followed by a spell in the Agri-Food Strategy Team of the Welsh Development Agency and Welsh Government. Prior to his current role, Huw spent three years as Head of Strategy and Market Information at DairyCo.

Puffin has grown rapidly but sustainably since Huw joined the business seven years ago. Turnover has grown from £9m to £25m and employee number from 45 to 135. Puffin now has established long term supply relationships with Asda, Tesco, JS, Morrisons, Waitrose, Coop and M&S – and has over the past four years developed a brand 'Blas Y Tir' that has retail sales of over £1m per month. The brand is now recognised and bought regularly by 35% of Welsh shoppers.

Puffin achieved PGI status for Pembrokeshire Earlies in December 2013, raising sales by a factor of x15 over the past three seasons. To deal with the rapid growth of the Puffin business, Huw and his team have implemented a £15m capex programme that has built one of the most efficient potato factories in the UK.



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Mid and West

Canolbarth a Gorllewin

Economic Forum

Fforwm Economaidd

Stephen Thornton

Public Affairs Manager, Valero Pembroke Refinery

Stephen is currently Public Affairs Manager at Valero Pembroke Refinery and has been in post for four years. He also chairs The Pembroke Chamber of Trade.

Previously, he has been Director of External Affairs for the Royal Institution of Chartered Surveyors with responsibility across four administrations. Stephen has also worked in Parliament for the Liberal Democrats and served in the armed forces. He is a Fellow of the Royal Society of Arts and has a Master's degree in Legal and Political Theory.

Professor Elizabeth Treasure

Vice Chancellor, Aberystwyth University

Professor Elizabeth Treasure will commence as Vice-chancellor of Aberystwyth University in April. She is currently Deputy Vice-chancellor at Cardiff University and an Independent Member of Cardiff and Vale Health Board.

Elizabeth, originally from Glasgow, trained as a dentist in Birmingham and undertook a range of NHS and university roles in the Midlands and New Zealand before joining Cardiff. She has researched and published in the area of dental public health. Elizabeth is very excited about joining Aberystwyth. She is particularly committed to ensuring that the university plays its full role in helping drive economic renewal in the region.

Eirwen Williams

Director, Menter a Busnes

Eirwen Williams is a Director of Menter a Busnes, an economic development company established in 1989. She manages a team of 60 employees and a further 25 self-employed staff across Wales.

In 2011 and again in 2015 she was responsible for leading the successful bid to deliver an integrated Farming Connect project on behalf of Welsh Government and she has successfully implemented and developed a cohesive and multi stranded project. As part of the programme she is responsible for designing and developing innovative methods that will capture the imagination of farming families. One example of this is the Agri Academy a pioneering and innovative personal development programme.

In 2014 she instigated the development of a Level 7 'Facilitation for Organisational Leadership' module in conjunction with Aberystwyth University and was responsible for leading a successful bid involving 29 veterinary companies in North Wales to submit a tender to DEFRA for the provision of a fully managed service for the delivery of TB testing and the supply of veterinary services.



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Mid and West

Canolbarth a Gorllewin

Economic Forum

Fforwm Economaidd

Elinor Williams

Regulatory Affairs Manager, Ofcom Wales

Biography to follow

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Canolbarth a Gorllewin

Economic Forum

Fforwm Economaidd

Agenda

Dydd Gwener 3 Chwefror 2017 Friday 3rd February 2017

10am – 12noon

Basil Richards 1 (BR1) in the Dewi Building

University of Wales Trinity St. Davids, Carmarthen.

1. Introductions
2. Purpose of the group
3. Consultation (answers from questionnaire)
4. Economic development vehicles already in rural Wales
5. Identifying the weaknesses of the economy of rural Wales
6. A sector specific approach- opportunities for the future (suggestions on which sectors we should concentrate)
7. Eliminating barriers to development.
 - Education
 - infrastructure (roads and ICT) skills,
 - access to finance,
 - others
8. Is there a need for a delivery vehicle for economic development in rural Wales?
9. Date of next meeting

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