

# Strategic Development Plans

*What could they mean for Wales?*



# Our locations

We offer clients a national perspective, and a significant track record of success, alongside strong local knowledge and relationships.

We share work and opportunities to provide best service to clients.



# Our services

Many clients take advantage of our full service offer but all are available independently, working collaboratively with other consultant teams.

All our services are tailored to clients' needs and the objectives of the project.

We believe in good growth for our company, our clients and our communities. For us this means authentic, sustainable and inclusive growth which demonstrates our values and benefits wider society.



# Ambition & Opportunity

- Cardiff Capital Region and the City Deal – aspirational growth agenda for Wales
- Poor track record of Local Development Plan delivery



A 20 year £1.2 billion investment fund.



Deliver 25,000 jobs by 2036.



Leverage an additional £4billion private sector investment.



There is a recognised critical housing shortage but no clarity on how many houses are needed, for whom, where and when?



£734m of the investment will fund the proposed Metro network for South East Wales.



A minimum of 5% uplift in the region's GVA.



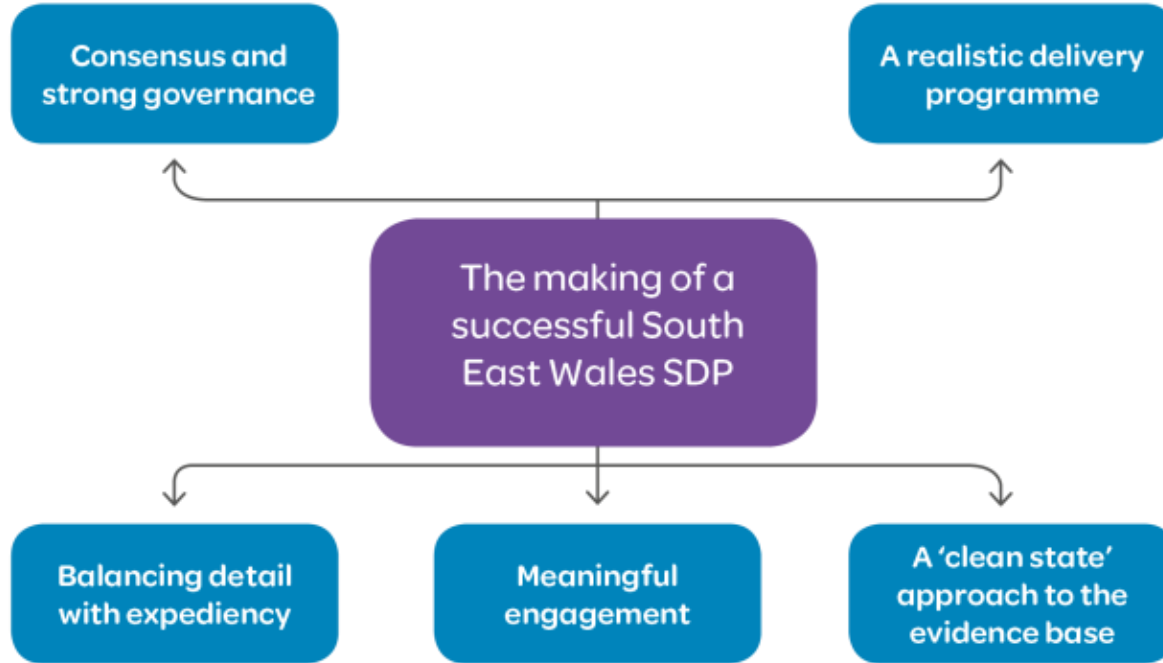
Over half of the workforce qualified to degree level.

# Start of a Journey

- March 2019 Welsh Government guidance – Strategic Development Plan (SDP)
- June 2019 CCR cabinet publication on the SDP – focus for analysis
- Genuine ‘larger than local’ response to housing, employment and infrastructure
- The foundation is in place – 4 out of the 10 Local Authorities voted in favour
- How can we make it work – the challenge to change is there for the industry
- Case studies – lessons to be learned on how not to do it!

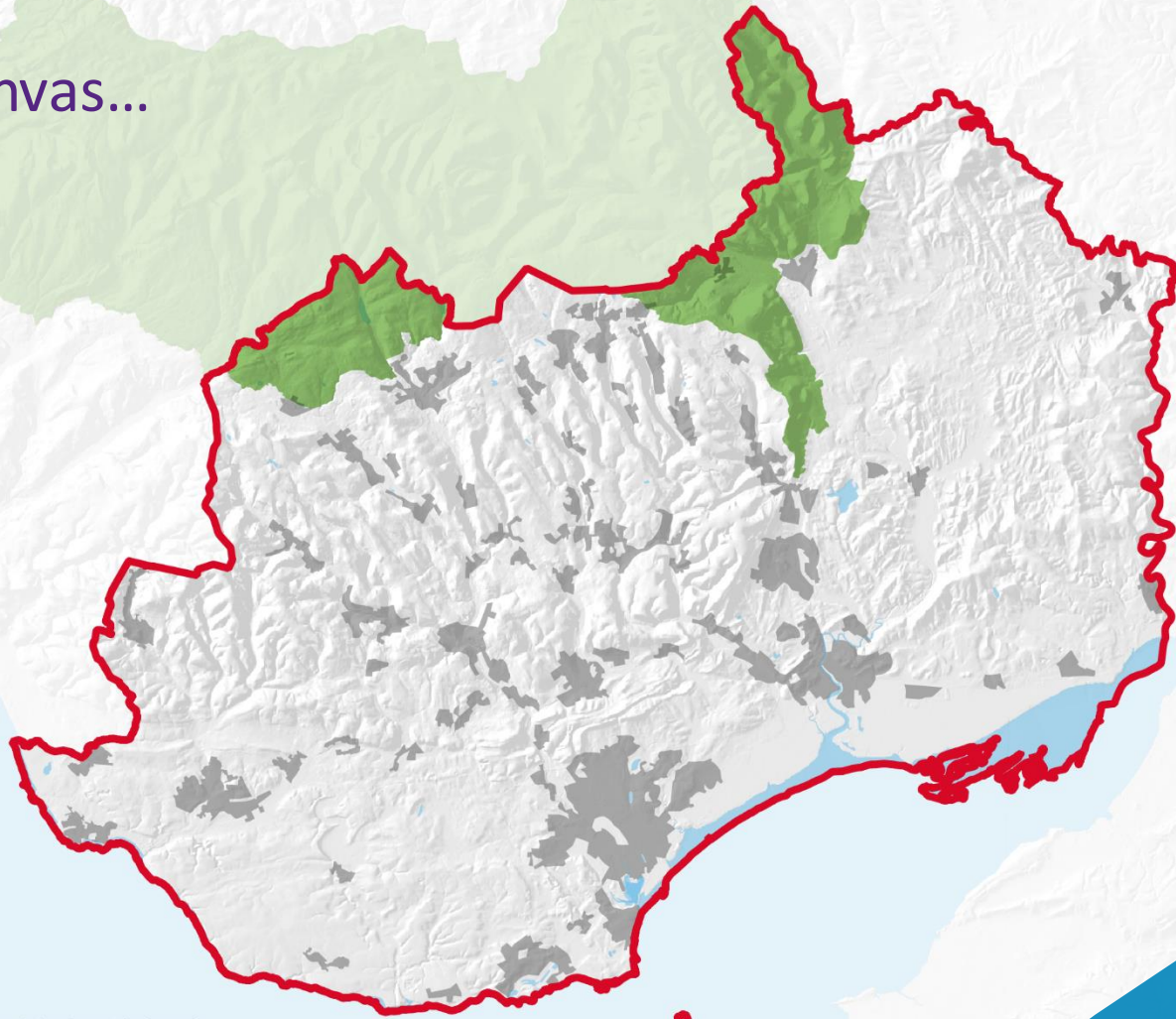


## Success: Agreed Evidence Base?



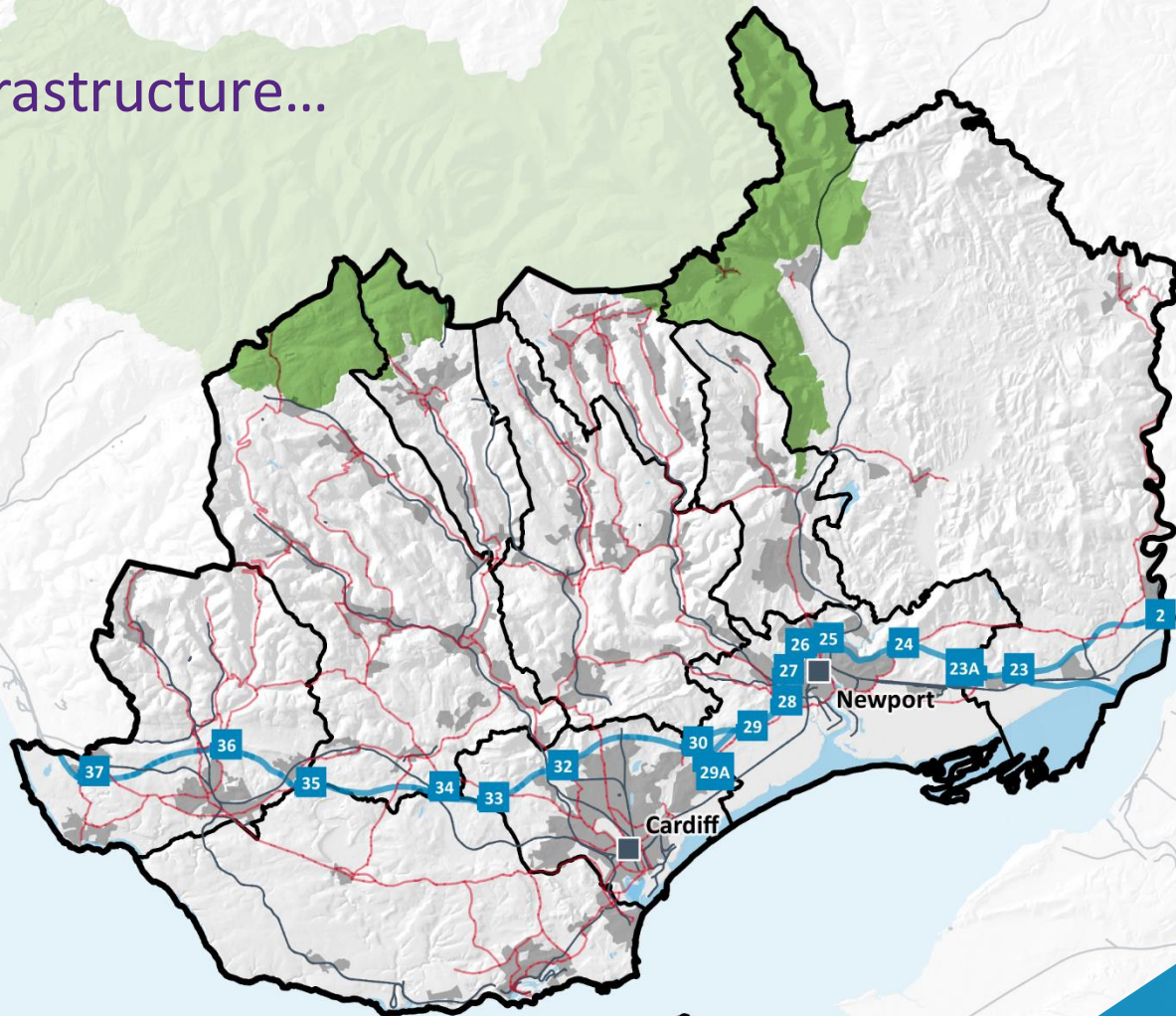


The Canvas...



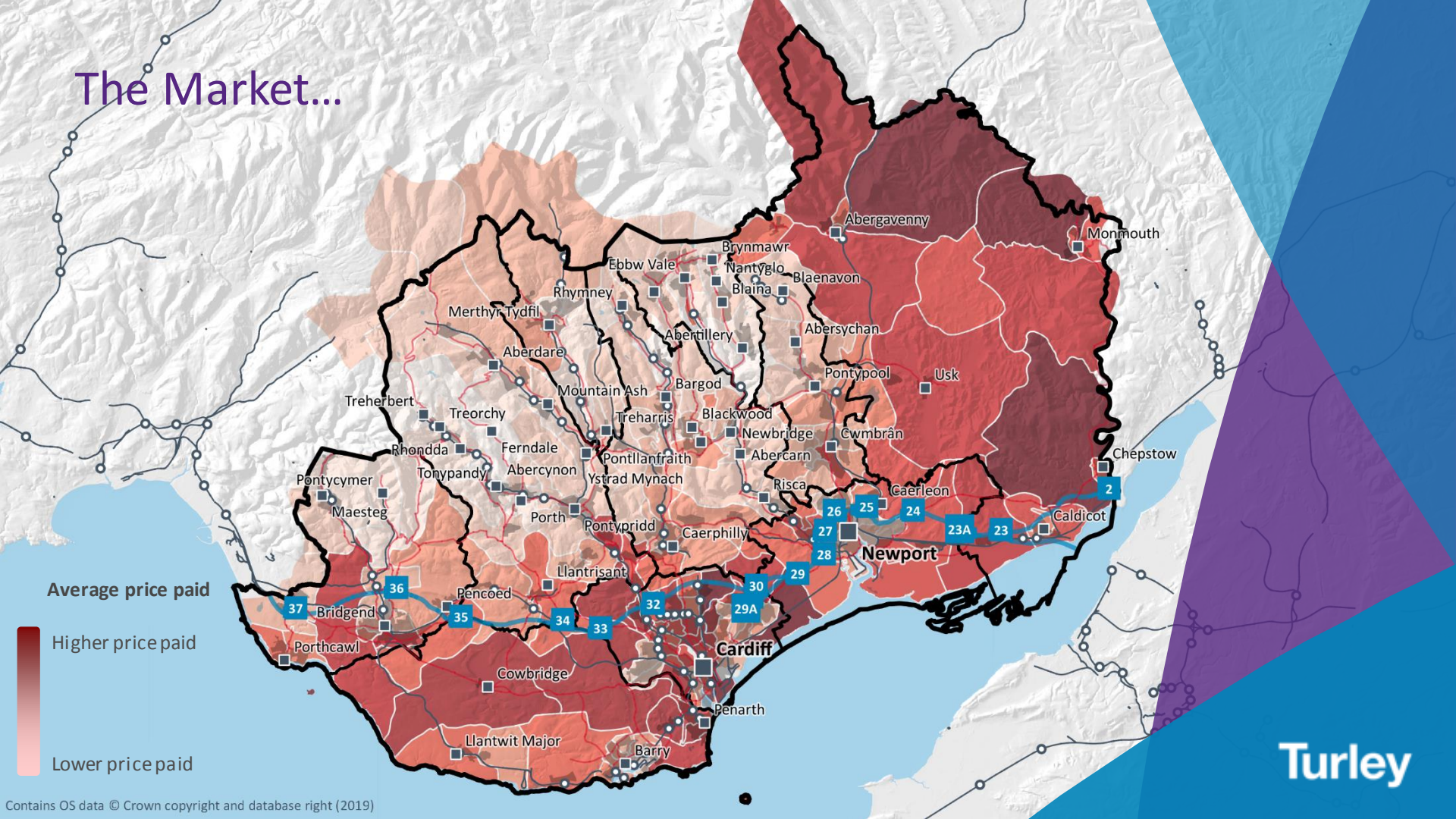
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# The Infrastructure...



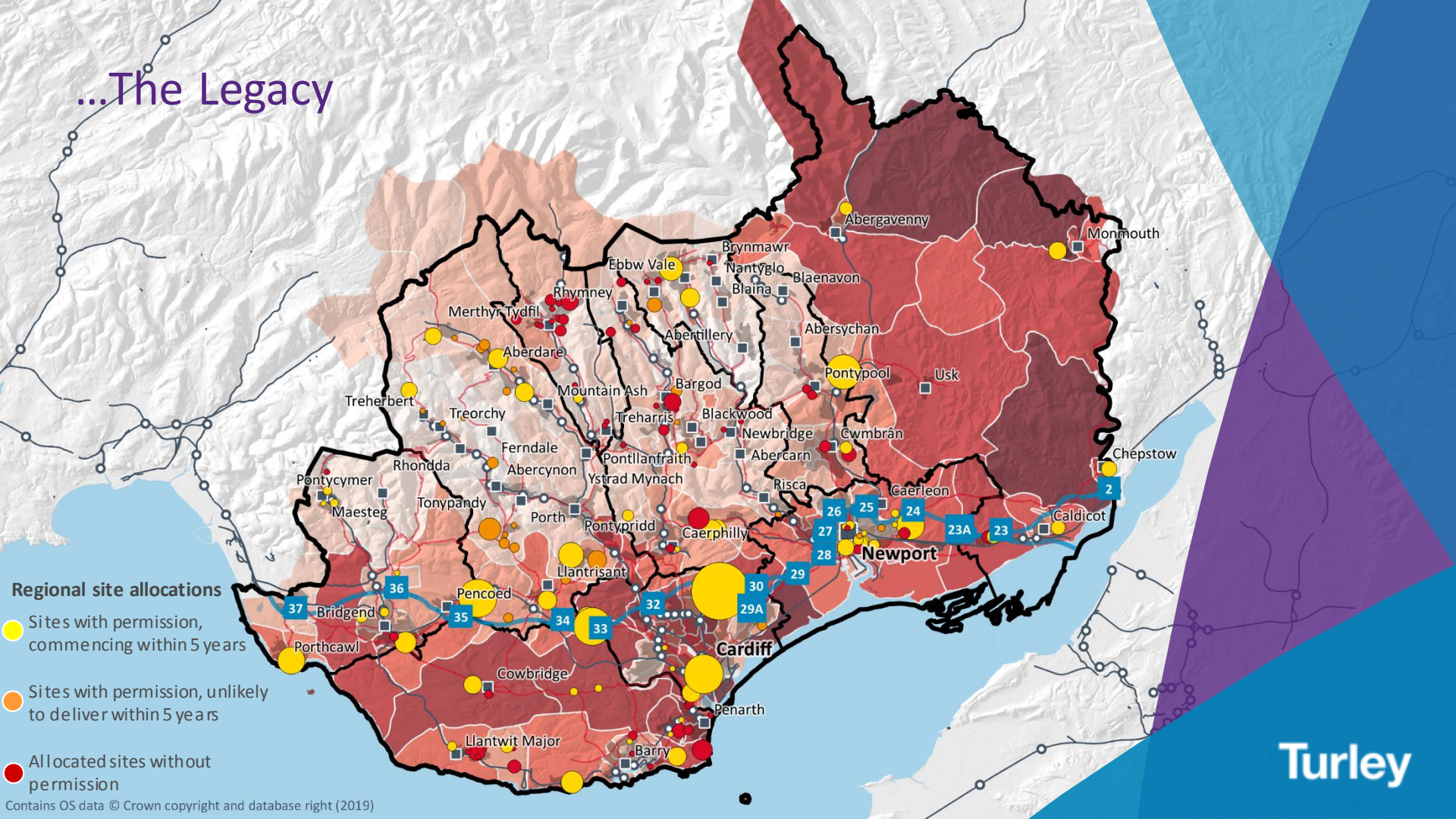


# The Market...

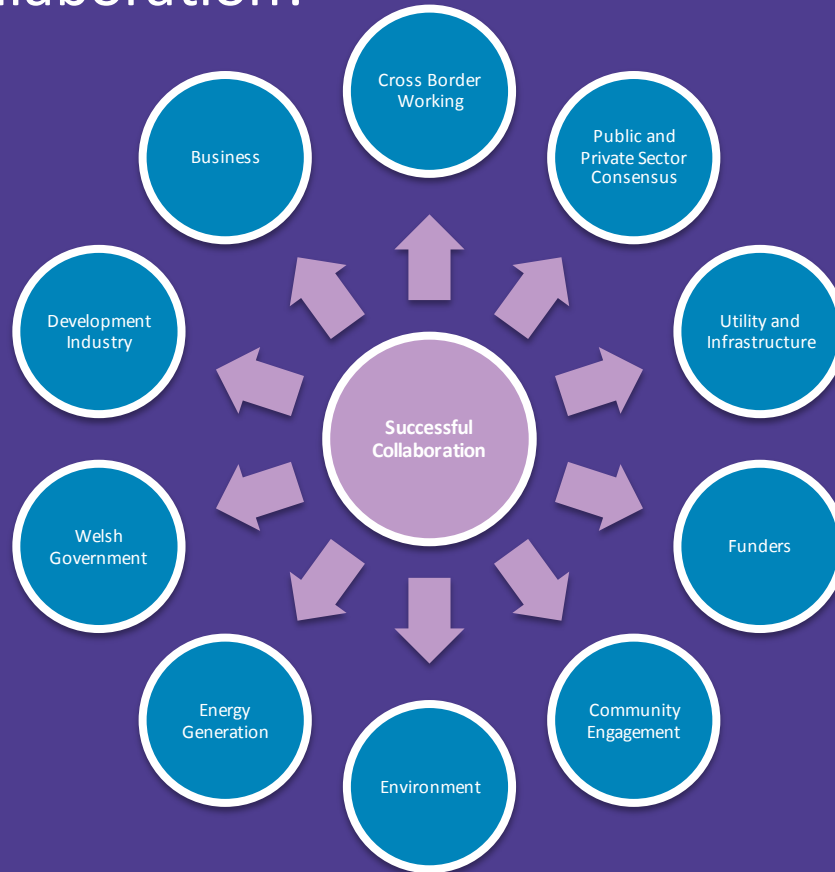




## ...The Legacy



# Success: Collaboration?



# Challenges

- Establish and maintain a clear vision to enable growth:
  - Avoiding ‘blowing in the wind’
- Maintaining an up-to-date, robust and proportionate evidence base:
  - Balancing jobs and homes
  - Demonstrating deliverability
- Achieving quality collaboration:
  - Pre-empting disagreement
  - Meaningful and ongoing engagement (two-way)
- Securing consensus:
  - Retaining ambition in the face of negotiated compromise





# Thank you

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