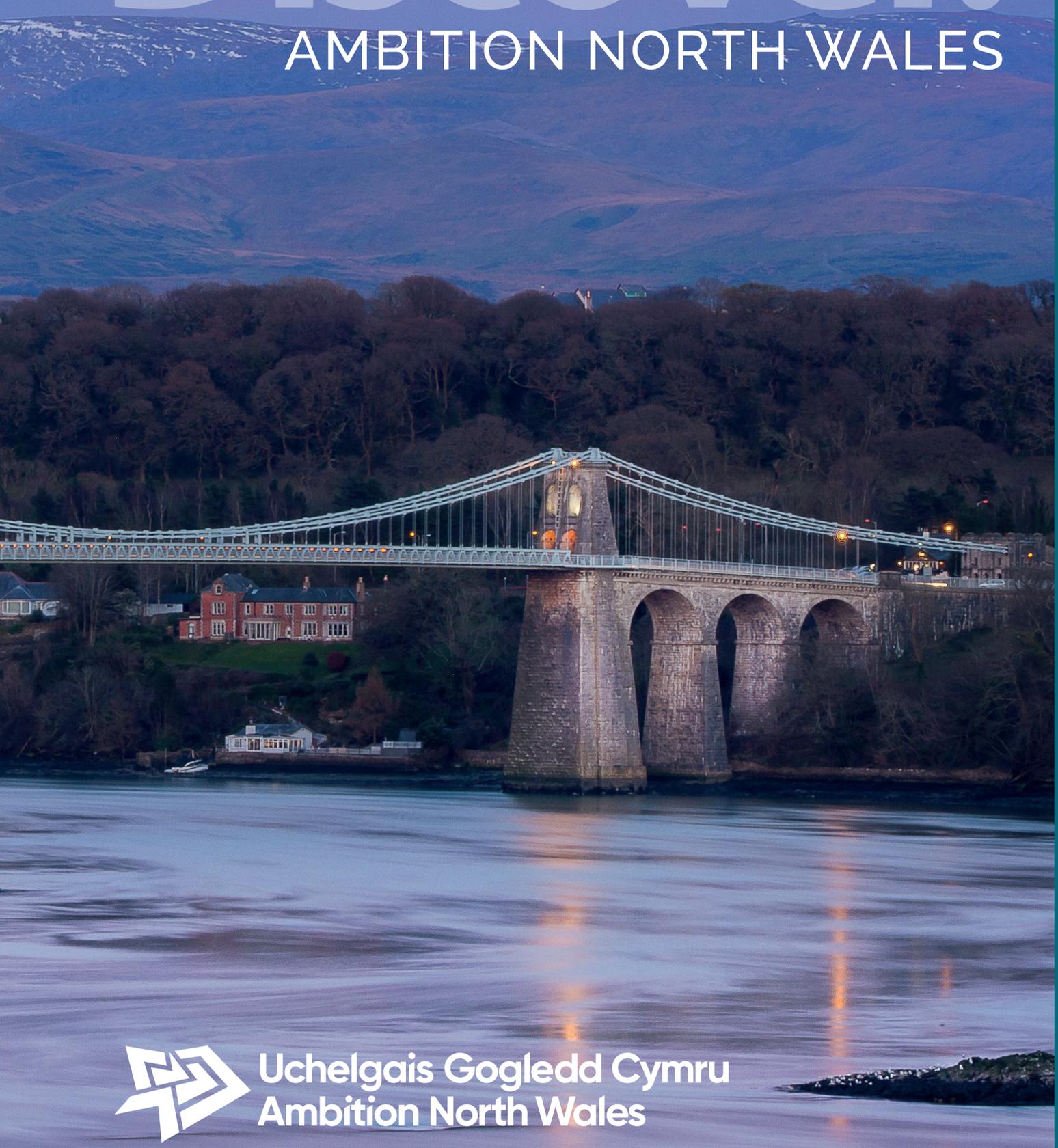


# Discover.

## AMBITION NORTH WALES



Uchelgais Gogledd Cymru  
Ambition North Wales

# Discover.



## Uchelgais Gogledd Cymru Ambition North Wales

### A few words by Ambition North Wales' Portfolio Director, Alwen Williams:



In March this year, we adopted an ambitious position with regards to carbon emissions and biodiversity, becoming the first signed Growth Deal to commit to delivering to net zero emissions and have a positive effect on biodiversity.

This means that when the projects become operational, they will not create more greenhouse gas emissions than they remove from the atmosphere. Recognising the risk that the construction of these projects could drive emissions through energy used in manufacturing construction materials such as concrete and steel, we aim to reduce these emissions by

at least 40% compared to standard construction methods.

These commitments are ahead of UK and Welsh Governments' decarbonisation pathways, which commit to new buildings being net zero by 2030 and respectively 2050, and mean that infrastructure delivered through the Growth Deal will be future-ready.

By doing this, we are preparing well to deliver a greener, more sustainable North Wales for the future.

*Alwen Williams*



## About us

Ambition North Wales drives to transform the economy and build a prosperous, connected, resilient, smart and sustainable region. We are working to deliver the North Wales Growth Deal, a £1bn investment through a portfolio of innovative projects which have been developed with the future in mind.

## Our vision:

*“For North Wales to be: A confident, cohesive region with sustainable economic growth, capitalising on the success of high value economic sectors and its connection to the economies of the Northern Powerhouse and Ireland.”*

## Why Invest?

**The region offers competitive costs, beautiful landscapes, skilled people and much more.**

North Wales has unlimited potential to offer a unique and rewarding proposition for investors. Our people are skilled, resilient, results driven and loyal. We are large enough to make an impact but small and connected enough as a region to be dynamic and adapt quickly to learn new skills for the future. We have pride in our heritage, culture, language and environment and are welcoming to people and opportunities. This, along with the continued investment in our economy, makes North Wales the ideal location to invest.

## Location:

North Wales is an integral part of the United Kingdom:

- Easily accessed from the North West of England, within 2hrs by road or rail from Manchester.
- Maximum 3hrs direct rail ride away from London.
- Closely located to Ireland with regular ferry links.
- Road network connecting the region.
- Population: over 700,000.

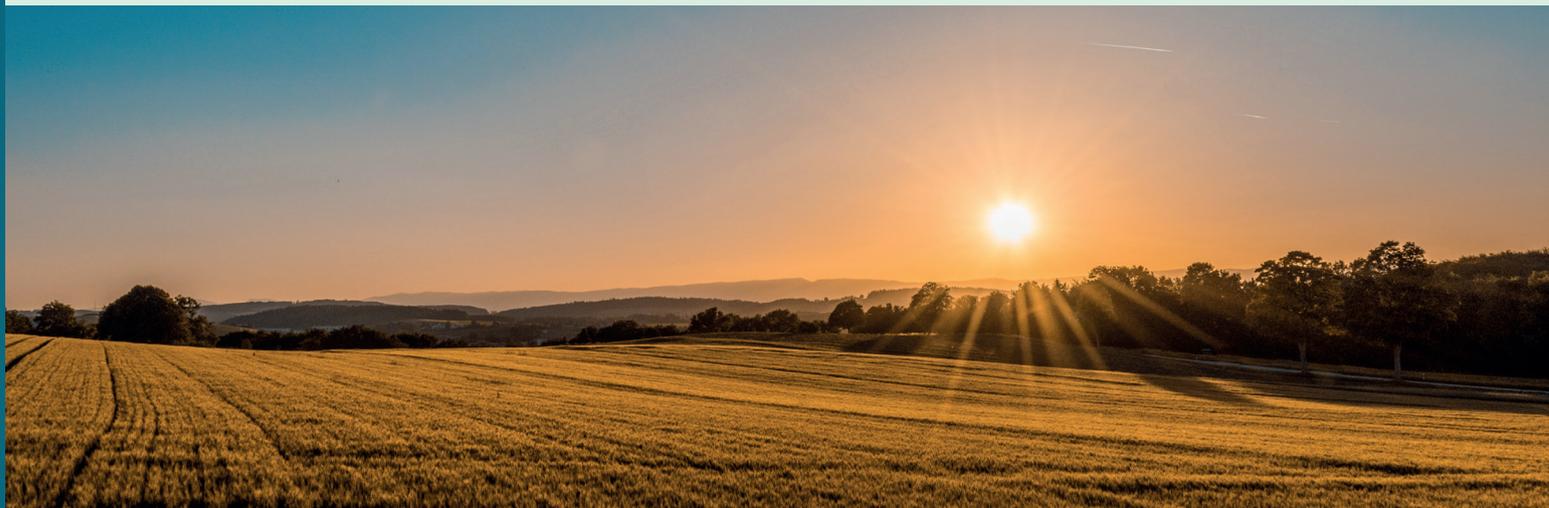
**Delivery of the vision will be powered by high value economic programmes throughout North Wales.**

## The North Wales Growth Deal:

The Growth Deal is a £1 billion investment for North Wales. Creating up to 4,200 jobs and increasing the region's net additional GVA by up to £2.5 billion by 2036.

The deal is a portfolio of innovative and transformative projects, working together to build a connected, resilient, smart and sustainable region, improving North Wales' economic, social and environmental wellbeing.

### The Projects:



#### Robyn Lovelock

Programme Manager for both Agrifood and Tourism and Innovation in High Value Manufacturing

Robyn started her role for Ambition North Wales in September 2020, following 20 years of working nationally and internationally in specialist areas such as Economic and Supply Chain Development. Before her current role, Robyn worked as a consultant and led a range of tourism, food and agriculture initiatives across North East Wales.

## Agrifood and Tourism

### Glynllifon Rural Economy Hub:

A distinctive, world-class Rural Economy Hub on the Glynllifon estate near Caernarfon, offering a range of facilities and services to strengthen opportunities within the region's expanding food and drink sector. The Hub will offer units for regional start-ups or businesses that are expanding, supported by an on-site knowledge centre, offering practical experience to support innovation and enterprise growth.

### Tourism Talent Network:

The Tourism Talent Network will stimulate public-private collaboration to coordinate and accelerate action on skills and product development, to ensure tourism and hospitality meet regional economic, social and

environmental aspirations. The project will future-proof skills provision and increase commercial benefits from one of the most established sectors in the region.

### Llysfasi Net Zero Farm:

Through a purpose-built facility on the college campus, the Llysfasi net-zero farm, will enable practical training in cutting-edge technologies and land management approaches that reduce emissions and enhance biodiversity. The investment will help lead North Wales to a resilient future where carbon neutral land management and a developing renewable energy sector support sustainable, thriving and healthy regional communities.

## Innovation in High Value Manufacturing

### The Centre for Environmental Biotechnology

Investment in the centre will lead the discovery and characterisation of novel extremophilic enzymes of industrial relevance, attracting world-leading researchers, significant public and commercial research funding, and inward investment to North Wales.

The project also aims to draw companies in the biocatalysis sector to North Wales to take advantage of clustering and agglomeration benefits the regions offers due to its well-established specialism in bioengineering.

### Enterprise Engineering and Optics Centre:

The centre will deliver state-of-the-art facilities in optics, photonics and composite materials to support greater uptake of lightweighting and precision engineering for SMEs and large businesses within transport, energy and other sectors as part of regional and national decarbonisation efforts.

The project will drive innovation, development and commercialisation to create jobs and boost regional GVA and investment.



**Stuart Whitfield**

Digital Connectivity Programme  
Manager

Stuart has been in his current role for Ambition North Wales since late 2019. His previous experience includes working in a range of sectors such as; Economic Development, Business Support, Chemical & Electrical technologies and rural developments.



## Digital Connectivity

### Connected Campuses:

The project will establish network coverage at a selection of priority sites in North Wales to provide new and existing businesses access to a variety of relevant and valuable connectivity options

Connectivity options for the industry have grown rapidly over the last decade and ensuring the region's businesses have access to the full breadth of choices is important to sustain existing economic activity and enabling new areas of the economy. Other technologies are also playing an ever-increasing role such as 'Low Power Wide Area Networks' (LPWAN), including in agriculture - a core part of the region's economy and communities.

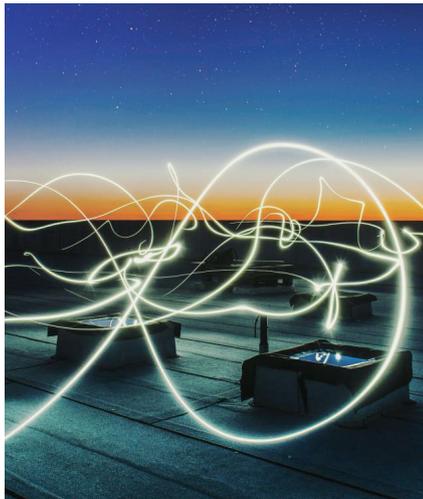
### Connected Corridors:

The project will focus on developing coverage from the four national mobile network operators with an emphasis on

4G and 5G. Good coverage on transport routes is a strategic priority and the project aims to enhance the reliability and quality of mobile services on the main roads and rail routes, enabling those travelling to stay connected throughout their journeys.

### The Last Few %:

A widely acknowledged 'digital divide' exists between well connected areas, typically in towns, and those areas without good internet access in rural areas. This affects residents' access to online services and prevents SMEs from developing and sustaining trade. The project will aim to reduce this divide in the region with sustainable and affordable broadband connectivity.



**Digital Signalling Processing (DSP):**

The world is becoming increasingly dependent on digital technologies and the systems we use today need to be continually evolving. Digital Signal Processing (DSP) technology is a vital part of the digital economy and manages how digital information is processed efficiently and reliably between devices and people. The region will invest in this further with new equipment to underpin even greater scope and scale of research activities.

**Full Fibre at Key Sites:**

The project will aim to enhance broadband connectivity at key locations which accommodate clusters of SMEs to support their needs now and into the future. Full fibre is a leading network technology which enables gold standard ‘gigabit capable’ broadband.

All industries are increasingly reliant on high bandwidth connectivity and ensuring that the region’s SMEs have access to competitive and affordable options is vital to support business growth, innovation and sustainability.



**David Mathews**

Land and Property Programme Manager

David joined Ambition North Wales in April 2020 after working as a Commercial Development Manager and Valuation and Estates Manager for 14 years. He has in-depth knowledge of the land and property industry and is a Chartered Surveyor and Registered Valuer.

**Land and Property**

**Bodelwyddan Key Strategic Site, Denbighshire:**

The site is identified as a key enabler for new housing and employment land by Denbighshire County Council within their Local Development Plan adopted in 2013, which is to be reviewed in 2023. The site is located close to Junction 25/26 of the A55 opposite Glan Clwyd Hospital and comprises agricultural land extending to 137ha for a mixed-use development site.

**Former North Wales Hospital, Denbighshire:**

The former North Wales Hospital in Denbigh is a Victorian Grade II listed

building which was built in the 1840s. It closed in 1995 and was sold into private ownership. After arson attacks and severe vandalism, Denbighshire County Council acquired the severely unsafe site in 2017 and in 2018 appointed Jones Bros Ltd as its development partner

**Holyhead Gateway, Anglesey:**

The Holyhead Gateway Project comprises works to enhance the ports capacity by undertaking land reclamation works within the Harbour.

The Port of Holyhead is a key transport link between the UK and to Republic of Ireland. Holyhead is the second busiest roll on/roll off ferry port in the UK after

Dover and is the most used transport route between the two countries.

### Parc Bryn Cegin, Gwynedd:

This site is a serviced employment park on the outskirts of Bangor close to Junction 11 of the A55. The site has remained in a partially developed state for over a decade and the Growth Deal funding will assist in the delivery of modern, advance build employment accommodation with a focus on low carbon construction. The provision of employment accommodation creates the ideal opportunity for businesses to relocate, expand and grow, taking advantage of our local skilled workforce.

### Warren Hall, Flintshire:

The project site is located adjacent to Junction 36 of the A55 to the Southwest of Broughton and to the east of A5104 Broughton-Penyffordd Road. The site comprises a triangular greenfield site extending to 76.3 hectares of which 20.4 hectares is for a mixed-use development providing new homes, employment and business uses subject to adoption of Flintshire County Council's Local Development Plan.

### Western Gateway, Wrexham:

The project comprises a greenfield development site on the western fringe of Wrexham close to Junction 4 of the A483 and close to the town's

Technology Park. The site is owned by Wrexham County Borough Council and comprises a 5 hectare greenfield site, accessed off Croes Newydd Road and with a frontage onto the A525.

The site will be brought forward for employment use with the Growth Deal providing primary services and making the site ready for private sector businesses to move in. The site is allocated for employment uses within the existing Unitary Development Plan and its replacement draft Local Development Plan.



**Henry Aron**

Energy Programme Manager

Henry joined Ambition North Wales in early 2020, following seven years at Natural Resources Wales, where he led and managed the organisation's role in nuclear and marine policy. Previously, Henry's role involved delivering and developing climate change projects.

### Low Carbon Centre of Excellence (Project Egri):

Investing to develop facilities at Bangor University and Menai Science Park, enhancing the region's capabilities for research, design and innovation in low carbon energy. Bangor University are

## Low Carbon Energy

experts in low carbon energy research, which offers an opportunity for growth of the supply chain in these key sectors.

This will enhance North Wales and the UK capabilities for innovation in low carbon energy and related areas, helping to create the conditions for new inward investment and business growth in the local low carbon energy supply chain.

### Morlais:

Morlais is a tidal stream energy project located off the north west coast of Holy Island, near Holyhead. The project is run by social enterprise, Menter Môn, having secured the 45-year Crown Estate lease for the 35km<sup>2</sup> of seabed in 2014. Once the infrastructure is in place, the project will allow developers to generate renewable electricity using the North Wales tidal stream, one of the best in Europe.

### Smart Local Energy:

To help achieve renewable energy,

decarbonisation and local ownership targets, the project will support solutions to overcome market failures and help unlock private and community sector investments in local energy solutions.

### Transport Decarbonisation:

Support the delivery of a demonstrator project involving the supply of green hydrogen from low carbon energy sources and its use within regional transport networks.

### Trawsfynydd Power Station:

The Trawsfynydd site is uniquely placed for a 'first of a kind' deployment of a Small Modular Reactor (SMR). In combination with public and private sector investment, the Growth Deal will contribute funding towards enabling infrastructure, helping to secure jobs as well as position North Wales as a leading location for a technology that has significant potential for deployment across the UK.