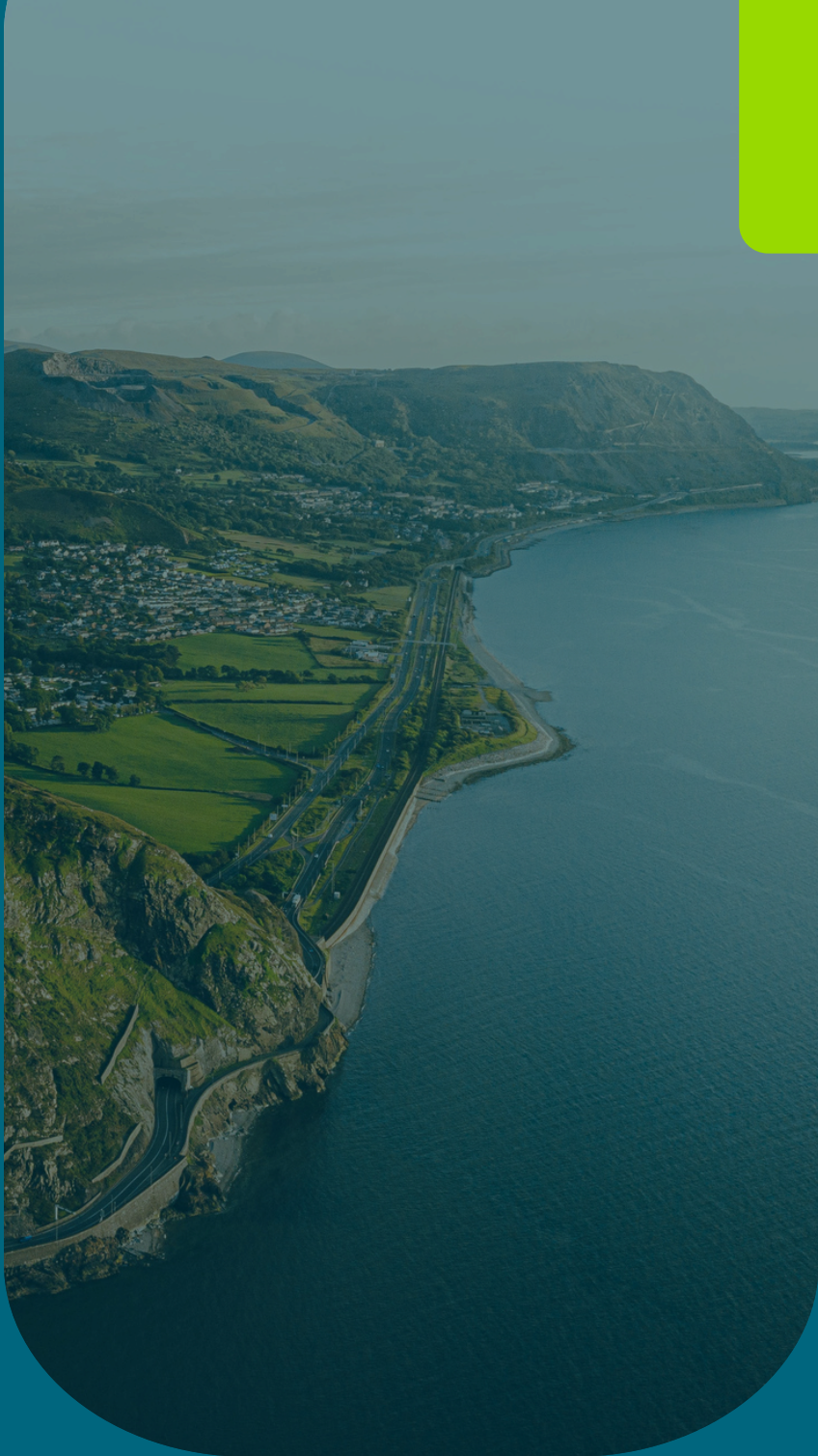




Uchelgais Gogledd Cymru
Ambition North Wales



Business Advisory Board

Contents

Foreword 3

Business Advisory Board 4

Remit and Responsibilities 5

Code of Conduct, Confidentiality
and Conflict of Interest 6

Timetable and Application Process 7

Ambition North Wales and the Growth
Deal 8

For further information please contact:



Dave Penrith
Chair
Business Advisory Board



Nick Bennett
Vice-Chair
Business Advisory Board

jobs@ambitionnorth.wales

Foreword: an exciting time to join

Ambition North Wales is looking for private sector representatives to join a new Business Advisory Board.

This is a rare opportunity to play a defining role in the region's growth – supporting to guide transformative investment and economic development across North Wales.

We are recruiting private sector representatives to bring insight, challenge, and vision to our governance and leadership structures at a pivotal moment. With Ambition North Wales now operating as a Local Government entity, we have new statutory responsibilities, including delivering a Regional Strategic Transport Plan, a Strategic Development Plan, and promoting Regional Economic Well-being.

We are seeking representatives with the experience, wide networks and sound judgement.

This is a time of extraordinary opportunity. Work is accelerating on the North Wales Growth Deal and we have now secured and commenced delivery of the Flintshire and Wrexham Investment Zone – together representing £400 million of Government investment, with the ambition to leverage up to £2 billion and create more than 10,000 new jobs over the next 10 years.

The Business Advisory Board will be at the heart of this momentum – providing independent strategic advice, challenging assumptions, and acting as powerful advocates for Ambition North Wales. Your contribution will help us realise our vision of a vibrant, sustainable, and resilient economy that supports businesses to grow, communities to flourish, and future generations to thrive.

We look forward to receiving your applications for the Business Advisory Board.



Dave Penrith
Chair of the
Business Advisory Board



Nick Bennett
Vice-Chair of the
Business Advisory Board

Business Advisory Board

Status and purpose

The Business Advisory Board will serve as an advisory body, represent the collective voice of businesses and employers across North Wales. Its primary purpose is to provide independent advice, support, guidance, and constructive challenge to Ambition North Wales (for the North Wales Corporate Joint Committee). The Board will work collaboratively with officers of the Corporate Joint Committee (CJC) on relevant matters relating to economic well-being, transport, and planning.

Aims

The Business Advisory Board will align its work with the overarching aims of Ambition North Wales, focusing on driving regional success through shared priorities.

The key aims of Ambition North Wales are to:

- Build a more vibrant, sustainable, and resilient economy in North Wales.
- Leverage regional strengths to boost productivity, tackle long-term challenges, and remove economic barriers, delivering inclusive growth for all.
- Promote scalable, inclusive and sustainable growth in alignment with the principles and goals of The Wellbeing of Future Generation (Wales) Act 2015

Commitment

- Bi-monthly meetings (alternate in-person and virtual).
- Additional virtual meetings as required.
- Active engagement with stakeholders and partners.
- Members will be appointed on a two-year term, with no individual (other than the Chair or Vice-Chair) serving more than two consecutive terms. Membership is voluntary and unpaid.

Board members are unpaid volunteer positions.



Remit and Responsibilities

Strategic advice:

- Offer strategic private sector advice and guidance to Ambition North Wales on matters relating to economic growth including economic well-being, transport, planning and skills development in the region.

Project and Investment Review:

- Review and challenge project and investment proposals, including Growth Deal projects, to ensure alignment with agreed objectives and the delivery of tangible benefits to the region.
- Focus on project concepts, business/sector needs, and delivery/benefit realisation rather than assessing the technical quality of business cases.

Priority Setting and Funding Support:

- Assist in identifying priority projects for the region and exploring potential funding sources to support their delivery.

Private Sector Investment:

- Provide advice on attracting and leveraging private sector investment into North Wales, including facilitating introductions to potential investors and creating opportunities for collaboration.

Promotion and Engagement:

- Support the promotion of existing initiatives, such as the Growth Deal, and foster engagement and participation from all key sectors in the development and delivery of regional initiatives.

Market Intelligence and Impact Evaluation:

- Independently gather and share market intelligence, evidence, and analysis to inform the work of Ambition North Wales.
- Contribute to monitoring progress and evaluating the impact of regional projects and initiatives.

Advocacy:

- Advocate for the work of Ambition North Wales within professional networks and beyond, leveraging all appropriate channels to raise the region's profile and attract opportunities.



Code of Conduct and Confidentiality

All Business Advisory Board members will be required to agree to a Code of Conduct and Confidentiality statement setting out the expectations of the Board as representatives of Ambition North Wales and how to deal with any confidential information that may be shared with them during their time on the Board.

Conflict of Interest

The Business Advisory Board will be part of the governance arrangements for the economic well-being function of Ambition North Wales. It is expected that all members will be of good standing and will conduct themselves in a way which supports and maintains the reputation of Ambition North Wales, its members and partners and do not bring them into disrepute.

All Business Advisory Board members will be required to agree to and comply with a Conflicts of Interests Policy and Confidentiality statement setting out the expectations of the Board as representatives of Ambition North Wales and how to deal with any confidential information that may be shared with them during their time on the Board.



Timetable

To ensure full transparency and equal opportunity, this role will be promoted through the Ambition North Wales website and our official social media channels. In addition, we will encourage our partners and wider networks to share the opportunity broadly to reach a diverse and high-quality pool of candidates.



Closing date

Applications need to be received by

10am

15/06/2026



Shortlisting

We aim to inform all those shortlisted with details of the interview date by

24/06/2026



Interviews

The exact date and time of interview will be confirmed upon shortlisting

06/07/2026



Notifications

TBC

Application process

How to apply

Applicants are invited to submit the following:

- A CV
- A cover letter outlining their suitability for the role

Submissions should be made via jobs@ambitionnorth.wales

Assessment Criteria

- Significant experience in business leadership or regional development
- Collaborative mindset and strong communication skills
- Commitment to inclusive, sustainable economic growth
- Understanding of the regional economic landscape and Ambition North Wales priorities

Commitment Expectations

Applicants must also demonstrate their ability to commit to:

- Bi-monthly meetings (alternating between in-person and virtual)
- Additional virtual meetings as required
- Active involvement in regional engagement and promotion

Our Values



We are Ambitious

We strive to deliver the best for North Wales. We are leaders in our fields, opinion formers and influencers, and we challenge conventional thinking. We pursue high standards, aim to be our best, and continuously develop ourselves professionally.



We work Collaboratively

We share knowledge, skills, information and support and ensure to keep colleagues informed. We always help each other, facilitate opportunities for North Wales and recognise that our collective impact is more significant than our individual impact.



We do the right thing

We do the right thing, not what is easy. We challenge unethical behaviour and speak out when things don't feel right. We are respectful, fair and considerate and can be trusted to deliver agreed commitments on time.

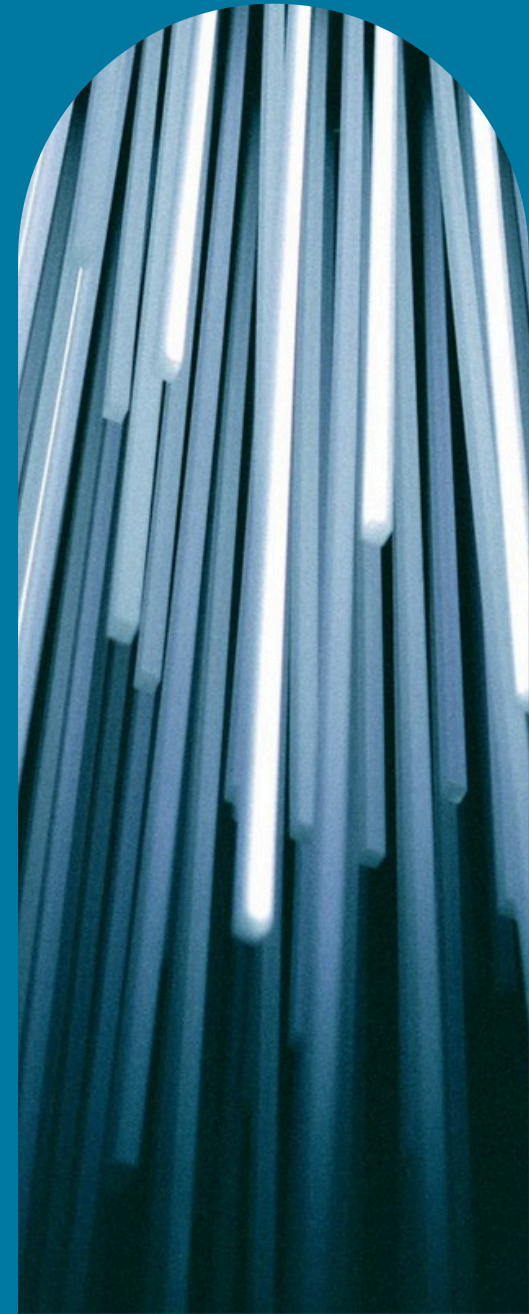


We make a difference

We pursue opportunities to make a difference in North Wales. We champion the Welsh language, heritage and culture and support regional charities. We protect the environment and seek opportunities to reduce our footprint.

Core behaviours for all roles

- Leadership – we all lead by example and are all leaders within our own areas.
- Responsibility – we take responsibility for our work, performance and development.
- Respect – we respect our colleagues, partners and stakeholders and demonstrate this throughout our work and in how we build effective relationships.





ambitionnorth.wales
jobs@ambitionnorth.wales