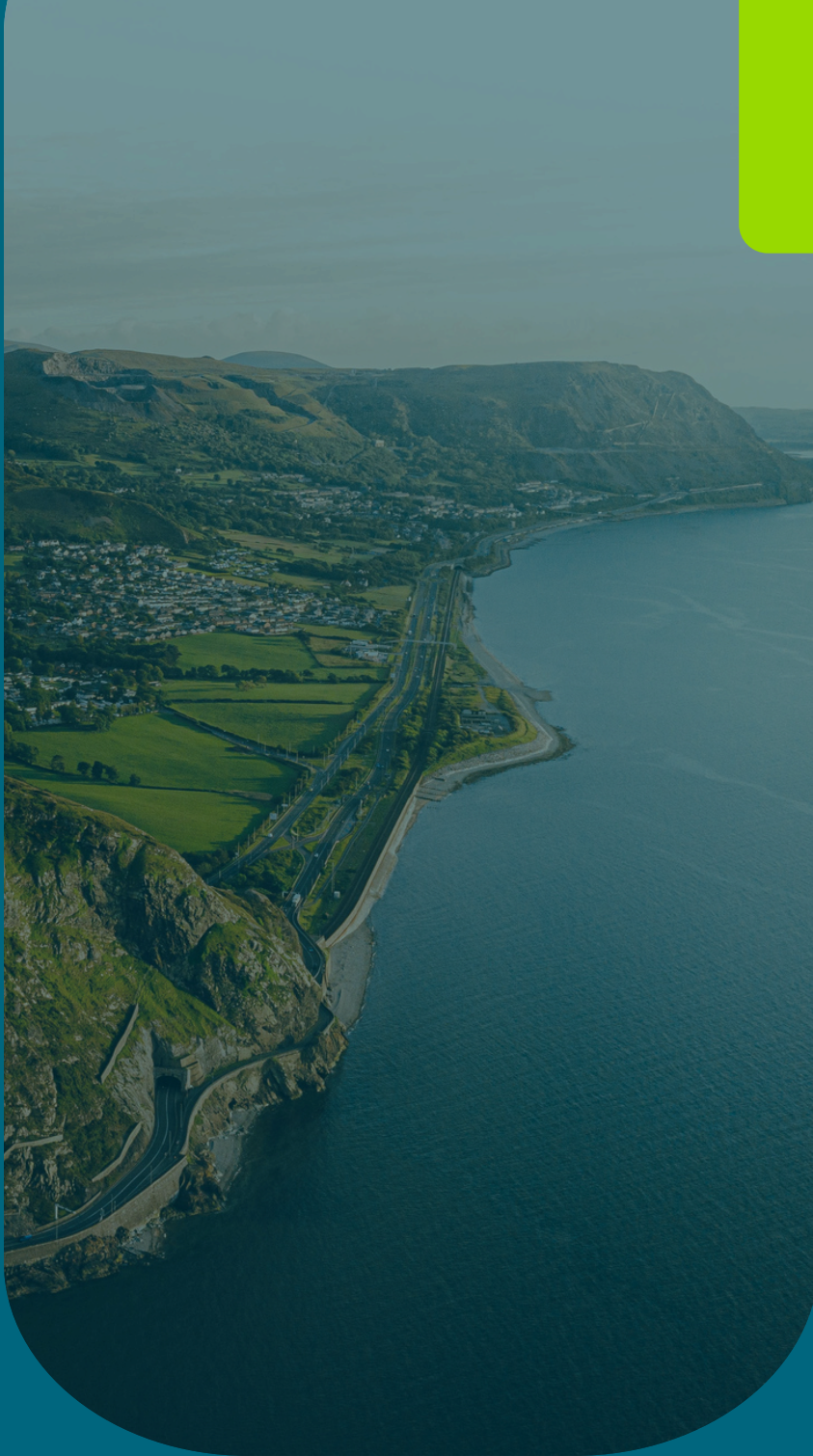




Uchelgais Gogledd Cymru  
Ambition North Wales

# Non-Executive Advisors for the Business Advisory Board



# Contents

Foreword	3
About the roles	4
Key Responsibilities	5
Candidate Requirements	6
Code of Conduct, Confidentiality and Conflict of Interest	7
Timetable and Application Process	8
Ambition North Wales and the Growth Deal	10

For further information please contact:



Alwen Williams

Chief Executive

[alwenwilliams@ambitionnorth.wales](mailto:alwenwilliams@ambitionnorth.wales)

# Foreword: an exciting time to join

Ambition North Wales is looking for two exceptional private sector leaders to shape the future of our regional economy through the creation of a new Business Advisory Board.

This is a rare opportunity to play a defining role in the region's growth – helping to establish the Board, recruit its members, and provide the strategic leadership that will guide transformative investment and economic development.

We are recruiting two Non-Executive Advisors 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 leaders with the experience, wide networks and sound judgement to fill two critical roles:

- Chair of the Business Advisory Board – a Non-Executive Advisor who will lead the Board and champion its work.
- Vice-Chair of the Business Advisory Board – a Non-Executive Advisor who will support the Chair and help drive the Board's influence and impact.

This is a time of extraordinary opportunity. Work is accelerating on the North Wales Growth Deal and we are nearing submission of a proposal for 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 15 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 leadership 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 these exciting roles.



**Cllr. Mark Pritchard**  
Chair of the North Wales  
Corporate Joint Committee



**Cllr. Charlie McCoubrey**  
Vice-Chair of the North Wales  
Corporate Joint Committee



**Alwen Williams**  
Chief Executive  
Ambition North Wales



# Role Description

Non-Executive Advisors will support Ambition North Wales to develop as an organisation and deliver successfully on its objectives in the following key work areas:

## Economic Well-being Sub-Committee

- Act as Advisors to the Economic Wellbeing Sub-Committee.
- Provide strategic input and expertise to the Corporate Joint Committee's (CJC) economic well-being work programme, including strategy development, performance and risk management, Growth Deal delivery and business case assessment.

## North Wales Growth Deal

- Work collaboratively with the Growth Deal's Senior Responsible Officer, Portfolio Director and Portfolio Management Office to assess risks, address issues and identify opportunities to accelerate Growth Deal delivery.
- Challenge assumptions made by the Portfolio Management Office on project risks, timescales and impact to support delivery.
- Contribute to identifying other potential investment projects within the region.

## Business Advisory Board

- Serve as Chair and Vice-Chair of the Business Advisory Board.
- Represent the views of the Business Advisory Board at the Economic Well-being Sub Committee.

## Engagement and Advocacy

- Engagement with projects sponsors, partner organisations and both UK and Welsh Government to expedite the delivery of current projects and identify new investment opportunities.
- Promote Ambition North Wales and regional opportunities through existing networks and seek out opportunities to enhance and broaden networks.





# Key Responsibilities

The two appointed Non-Executive Advisors will be asked to undertake the role of Chair and Vice-Chair of a Business Advisory Board. Both advisors will also be asked to support the recruitment of members to this board. Key responsibilities in each role are outlined below.

## Non-Executive Chair

### Key Responsibilities:

- **Leadership & Representation:** Lead the Business Advisory Board, representing its views to the Economic Well-being Sub Committee and fostering strong relationships between the private sector and public bodies.
- **Strategic Advice:** Provide input on economic well-being, regional transport, and strategic development planning.
- **Project Oversight:** Review and challenge investment proposals, ensuring alignment with regional priorities.
- **Investment & Growth:** Advise on attracting private sector investment and promoting scalable, inclusive growth.
- **Advocacy & Engagement:** Champion the work of Ambition North Wales across professional networks and public platforms.

## Non-Executive Vice-Chair

### Key Responsibilities:

- **Support & Leadership:** Work closely with the Chair to lead the Business Advisory Board and represent its views to the Economic Well-being Sub Committee.
- **Strategic Advice:** Provide input on economic well-being, regional transport, and strategic development planning.
- **Project Review:** Assist in evaluating investment proposals and identifying priority projects.
- **Stakeholder Engagement:** Promote regional initiatives and encourage private sector participation.
- **Intelligence & Advocacy:** Share market insights and advocate for North Wales across networks.



# Candidate Requirements

## We are seeking candidates who meet the following criteria:

- A demonstrable and current track record in the leadership of a sizeable business, preferably in the North Wales area, or with demonstrable knowledge and understanding of the key industries and economic opportunities.
- Well-connected with established active links to other businesses and/or Welsh and UK Governments, with the ability to influence and advocate for Ambition North Wales at the most senior levels.
- Be of good standing and reputation.
- A clear strategic vision combined with excellent communication and leadership skills.

The successful individual will ideally need to have:

- Strong personal authority, gravitas, and the ability to inspire confidence.
- A proven track record of successful delivery and expertise in commercial negotiations
- High business acumen and the ability to navigate complex business environments.
- Significant senior-level experience in a private sector business
- Experience of public/private partnership working and a proven ability to build partnerships that drive value.
- The ability to foster collaboration across partners and sectors, actively managing relationships with diverse stakeholders to secure understanding and commitment.
- Extensive personal and professional networks
- A strong understanding of the North Wales economy.

**Successful candidates will be expected to sign up to a Conflicts of Interest and Confidentiality Policies.**

## Commitment

- Bi-monthly meetings (alternate in-person and virtual).
- Additional virtual meetings as required.
- Active engagement with stakeholders and partners.



## 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.

## Budget

A limited budget will be agreed annually between Ambition North Wales, the Chair and Vice-Chair based on an agreed proposal to support any events or pieces of work the Board may wish to have commissioned in line with the terms of reference. Any work to be commissioned will need to be agreed with the Portfolio Director in advance and will be procured or commissioned by the Portfolio Management Office on behalf of the Business Advisory Board.





# Timetable

To ensure full transparency and equal opportunity, this role will be promoted through a speculative notice on Sell2Wales, as well as via the Ambition North Wales website and our official social media channels. In addition, we will engage with specialist recruitment agencies and 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 **17:00 Friday, 22 August, 2025**



## Shortlisting and Assessments

We aim to inform all those shortlisted with details of the interview date by **Friday, 6 September, 2025**



## Interviews

The exact date and time of interview will be confirmed upon shortlisting **week commencing 15 September, 2025**



## Notifications

**week commencing 29 September, 2025**

# Application process

## How to apply

Applicants are invited to submit the following:

- A CV
- A cover letter outlining their suitability for the role
- A Rate Card (day and hourly rates)

Submissions should be made via [jobs@ambitionnorth.wales](mailto: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

There is an expectation that the appointed Non-Executive Advisors will be able to commit the equivalent of 2-5 days per month (to be agreed on appointment), with availability for Board and Sub-Committee dates.

The time commitment is expected to cover the activities set out in the role description.

## Scoring and Interview process

A standardised scoring matrix will be used to ensure fairness and consistency.

Shortlisted candidates will be invited to interview with a panel comprising senior officers and elected members. Assessment summaries will be maintained in line with the Procurement Act 2023.

The successful applicant will need to agree to and sign a service contract - a draft copy of which will be issued on Sell2Wales and with those requesting the pack.

## Remuneration

These are consultancy positions with a budget of up to £30,000 per annum for the services contracts. An additional budget of £10,000 is year is allocated towards providing the Chair element, £5000 for the Vice Chair. These include expenses and are subject to and on the basis of the agreed day rate and confirmed number of days per month over an initial two-year period.

# Scoring Criteria

There will be two phases to the scoring criteria. An initial assessment to determine shortlisted candidates based on the cover letter and CV and final assessment post interview. Candidates who are not shortlisted will be advised accordingly but no feedback will be provided until the process is completed.

## Phase 1 - Shortlist - Criteria

	Weighting	Assessment
Significant experience in business leadership or regional development, preferably within a North Wales or Wales context	40%	Cover Letter and CV
Understanding of the regional economic landscape and priorities of Ambition North Wales	30%	Cover Letter and CV
Commitment to inclusive, sustainable economic growth	15%	Cover Letter and CV
Availability and commitment to attend meetings and engage regionally	15%	Cover Letter and CV
<b>TOTAL</b>	<b>100%</b>	

Only candidates scoring 80% or above in Phase one will be eligible for interview (shortlisted) with a maximum of 5 candidates invited for interview. Where more than 5 candidates meet the threshold, the top 5 scoring candidates will be invited for interview. Interviews will take place face to face at the Government Buildings, Sarn Mynarch, Llandudno Junction - date to be confirmed.

## Phase 2 - Final Assessment - Criteria

	Weighting	Assessment
Experience in business leadership or regional development, preferably within a North Wales or Wales context.	30%	Cover Letter, CV and Interview
Collaborative mindset and strong communication skills	20%	Interview
Understanding of the regional economic landscape and priorities of Ambition North Wales	30%	Cover Letter, CV and Interview
Commitment to inclusive, sustainable economic growth	10%	Cover Letter, CV and Interview
Availability and commitment to attend meetings and engage regionally	10%	Cover Letter, CV and Interview
<b>TOTAL</b>	<b>100%</b>	

The Evaluation Team will score each section or response. All questions will be evaluated in line with the methodology below and the score given will reflect the level of confidence instilled by the response(s) being considered. The generic interpretations of the criteria for the various levels of confidence are summarised as follows:

<b>0</b>	No evidence provided
<b>1</b>	Very limited evidence; does not meet expectations
<b>2</b>	Some evidence; partially meets expectations
<b>3</b>	Adequate evidence; meets expectations
<b>4</b>	Strong evidence; exceeds expectations
<b>5</b>	Outstanding evidence; significantly exceeds expectations

Applicants must be willing to undertake either the Chair or Vice-Chair role with the Business Advisory Board. The applicant who scores the highest will be appointed as the Chair, with the second highest applicant appointed as the Vice-Chair.

All CVs, supporting documents, and correspondence relating to this opportunity must be submitted in either English or Welsh. We welcome submissions in Welsh or English and all submissions will be treated equally.





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Ambition North Wales

# Cynllun Twf Gogledd Cymru North Wales Growth Deal



# 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.

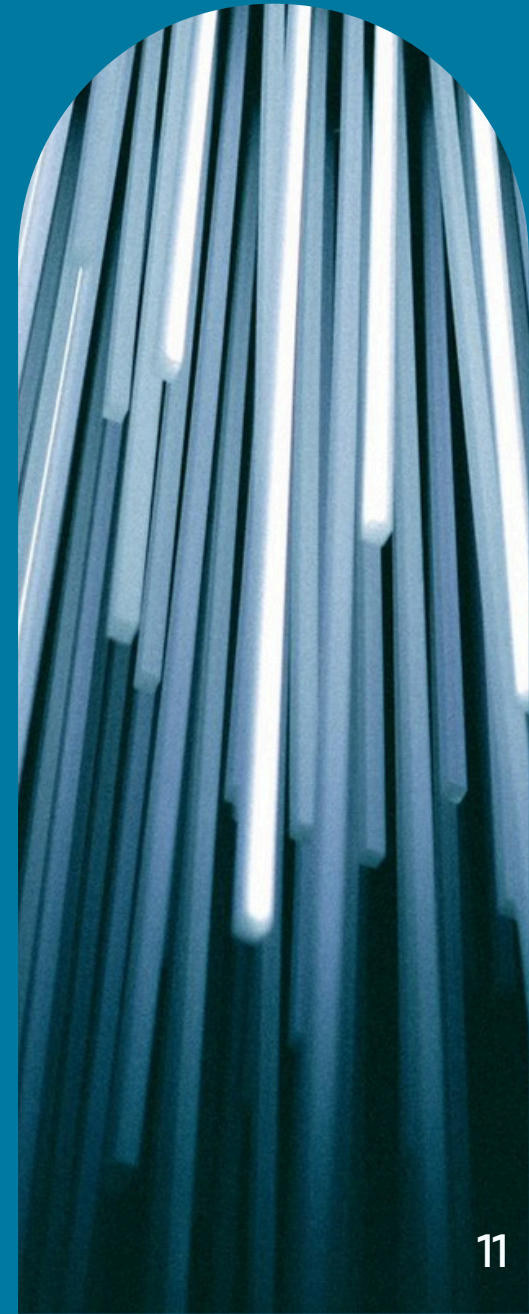


## **We make a difference**

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.



# Overview of the Growth Deal

- To build a more vibrant, sustainable and resilient economy in North Wales.
- To build on our strengths, to boost productivity while tackling long-term challenges and economic barriers to deliver inclusive growth.
- To promote growth in a scalable, inclusive and sustainable way, in line with the Well-being of Future Generations (Wales) Act 2015.

funded by:



## Investment



**£240M**

Growth Deal target investment



Total Target Investment:  
over **£1bn**

## Spending Objectives



Create up to  
**4,200**  
new jobs



Generate up to  
**£2.4bn**  
net additional GVA

## Our Programmes



Innovation in High Value Manufacturing



Agri-food and Tourism



Digital Connectivity



Land and Property



Low Carbon Energy



## Innovation in High Value Manufacturing

### Innovation in High Value Manufacturing

This programme will promote innovation and commercialisation of technology in the manufacturing industry, building on the existing strength of the sector within our region.



## Agri-food and Tourism

### Agri-food and Tourism

This programme will promote and support employment and training in the Agri-food and Tourism sectors, building on world-leading skills and expertise already established within the region.



## Digital Connectivity

### Digital Connectivity

The programme will enhance our region's capability to develop technologies for the future, ensuring that we can meet the increasing demand for digital and benefit from fast, high-quality connectivity.



## Land and Property

### Land and Property

This programme will address land and property challenges within the region, to unlock opportunities and build on our strengths.



## Low Carbon Energy

### Low Carbon Energy

This programme will unlock the benefits of developing low carbon energy projects within the region, positioning North Wales as a leading location for the low carbon energy sector.





# Agri-food and Tourism

The programme aims to promote and support employment and training in the Agri-food and Tourism sectors, building on world-leading skills and expertise already established within the region.



## Glynllifon Rural Economy Hub

A distinctive, world class rural economy hub offering food-grade facilities and knowledge transfer services to enhance the food and drink sector.



## Tourism Talent Network

Future-proof tourism and hospitality skills provision and increase the commercial benefits from one of the best established and fastest growing sectors in the region.



## Responsible Adventure

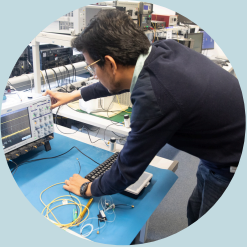
This project will promote North Wales as a leading sustainable tourism destination. It aims to attract additional visitors in a way which is environmentally sustainable and considerate to local communities. It consists of developing a new sustainable cable car, slate explorer and eBus network.





# Digital Connectivity

Addressing connectivity challenges within the region, enhancing the capability to develop new technologies for the future ensuring that businesses and residents can benefit from fast, high-quality connectivity.



## The Digital Signal Processing Centre

Research and development of new technologies which improve how data is processed efficiently and reliably between devices and people.



## Advanced Wireless

The Advanced Wireless project will support private and public sector organisations adopt the latest wireless technologies to support improved service delivery, business efficiencies, innovation and growth, particularly through the use of internet of things applications.



## 4G+

This project will improve 4G mobile connectivity at key economic sites in the region, targeting transport routes, business and tourism hubs while supporting the further deployment of 5G network coverage in these areas.



## LPWAN

This project aims to deliver extensive and accessible LoRaWAN network coverage throughout the region, providing businesses and public sector users with a cost effective solution for adopting internet of things applications and supporting innovation.





# Innovation in High Value Manufacturing

Promote innovation and commercialisation of technology in the manufacturing industry, building on the existing strength of the sector within our region.



## Centre for Environmental Biotechnology

Exploring the use of biological processes as low carbon alternatives to products and industrial manufacturing processes.



## Enterprise Engineering and Optics Centre

Delivering state-of-the-art facilities to explore optics, photonics and composite materials as a lightweight material alternative, reducing carbon within the sector.

Prifysgol Wrexham  
Wrexham University







# Land and Property

Addressing land and property challenges within the region, to unlock opportunities and build on our strengths. The programme will develop sites to provide residential and employment premises. It will also maximise capacity at key transport links.



## Former North Wales Hospital

Develop and clean the site for residential development and for businesses to relocate or expand.



## Warren Hall, Broughton

Providing critical services to the site for business reallocation, expansion, or attracting new businesses.



## Holyhead Gateway

Improve the port's capacity and facilities, creating a berth for energy projects and general freight.



## Western Gateway, Wrexham

Providing critical services to the site for business reallocation, expansion, or attracting new businesses.



## Parc Bryn Cegin

Develop land for new build employment premises suitable for relocation opportunities.



## Wrexham Gateway

Part of the Wrexham Gateway masterplan, this project aims to deliver a transformative mixed-use regeneration scheme of the area around Wrexham General Station.





# Low Carbon Energy

Unlocking the benefits of developing low carbon energy projects within the region, positioning North Wales as a leading location for the low carbon energy sector.



## Cydnerth (Morlais)

Develop additional grid connections for tidal energy suppliers to deploy more turbines within the zone.



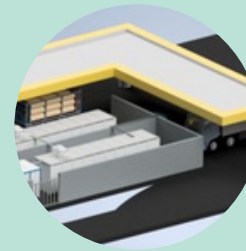
## Clean Energy Fund

Support projects to achieve renewable energy, decarbonisation and have local ownership.



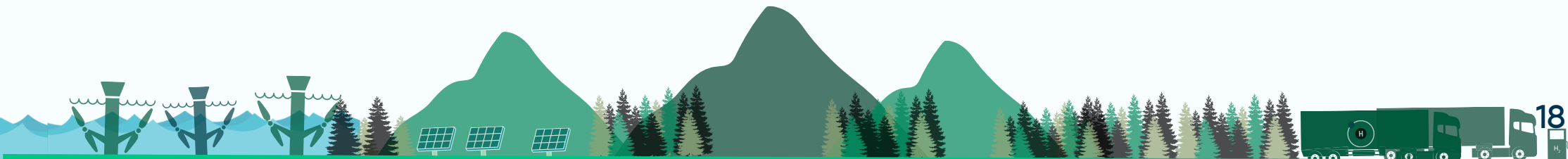
## Egni

Developing a Centre of Excellence, enhancing research, design and innovation in low carbon energy.



## Holyhead Hydrogen Hub

This project will establish a green hydrogen production and distribution facility, at Parc Cybi, Holyhead within the Anglesey Freeport zone, supplying road, maritime and rail transport customers across North Wales.





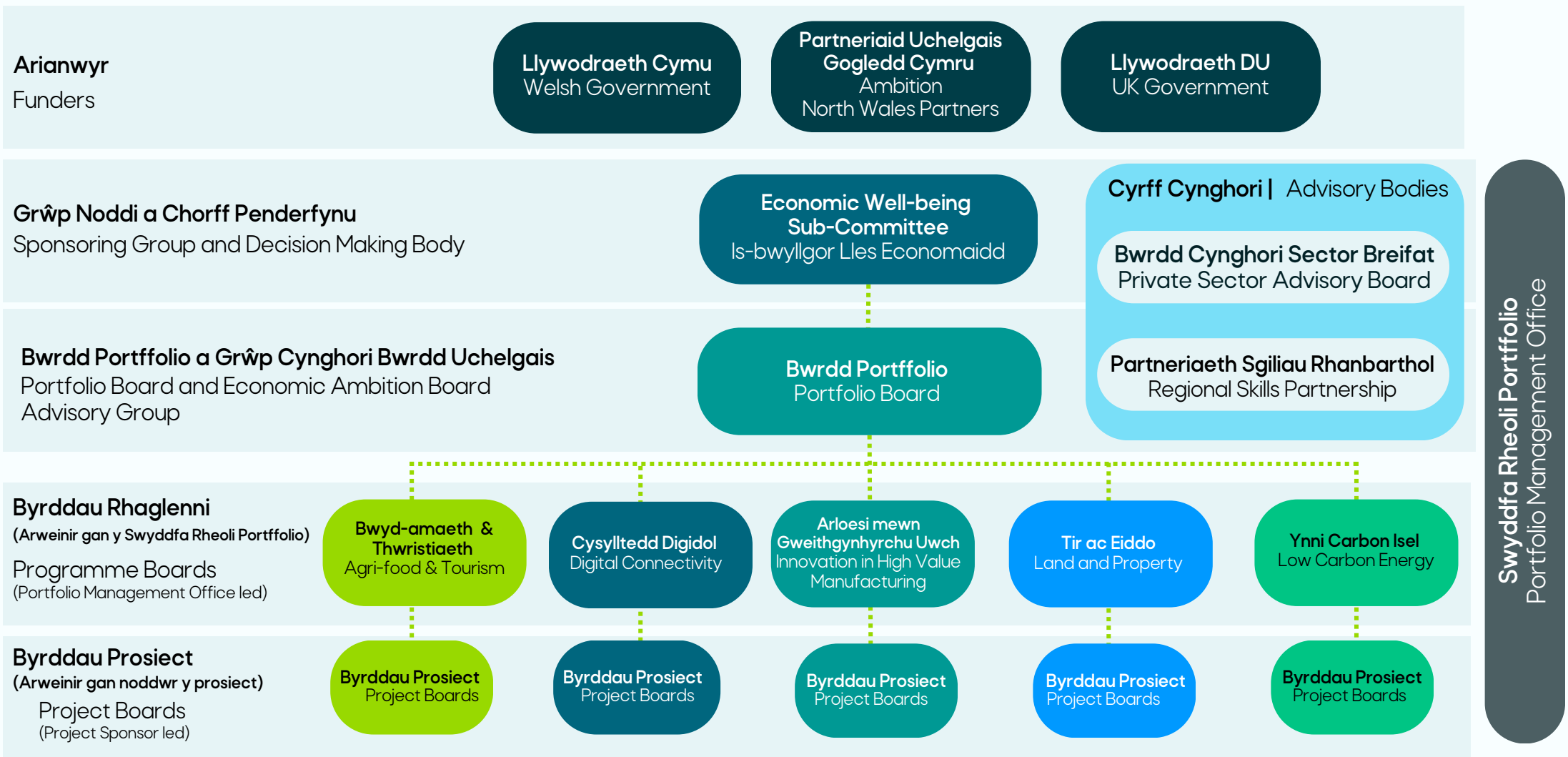
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# Llywodraethu Governance



# Strwythur Cyflawni Prosiectau'r Cynllun Twf

## Growth Deal Project Delivery Structure





[ambitionnorth.wales](http://ambitionnorth.wales)  
[jobs@ambitionnorth.wales](mailto:jobs@ambitionnorth.wales)