



RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

CABINET

29TH APRIL 2024

**BUSINESS IN THE COMMUNITY AND RHONDDA CYNON TAF PLACE
PARTNERSHIP**

**REPORT OF CHIEF EXECUTIVE IN DISCUSSION WITH THE LEADER OF
THE COUNCIL, CLLR ANDREW MORGAN, OBE**

Author(s): Paul Mee, Chief Executive

1. PURPOSE OF THE REPORT

- 1.1 The purpose of the report is to seek Cabinet approval to establish the Business in the Community and Rhondda Cynon Taf Place Partnership.

2. RECOMMENDATIONS

It is recommended that the Cabinet:

- 2.1 Approve the participation of the Council in the creation of the Business in the Community and Rhondda Cynon Taf Place Partnership, and
- 2.2 Approve the allocation of resources identified in section 8.

3 REASONS FOR RECOMMENDATIONS

- 3.1 Business in the Community (BITC) UK have invited the Council to participate in their national place programme and offered to work with the Council, local businesses, and our communities to create a Rhondda Cynon Taf Place Partnership. The partnership would follow the BITC approach for community regeneration focussed on uniting stakeholders around a single vision.
- 3.2 This report seeks members approval to participate in the creation of the BITC and Rhondda Cynon Taf Place Partnership.

4. BACKGROUND

- 4.1 Business in the Community (BITC) is the UK's largest and most influential responsible business network dedicated to building a fairer and greener world together. BITC is supported by His Majesty the King. BITC aim to inspire and challenge purposeful leaders to take practical action to mobilise their collective strength as a force for good in society.
- 4.2 BITC's vision is "A fairer and greener world driven by fairer and greener businesses". Their mission in places is "To deliver long term transformative change by convening and uniting business leaders, politicians, local councils and community leaders around a single shared vision."
- 4.3 BITC's place programme brings people together to create a leadership platform to deliver long term transformative change in communities. BITC have identified Rhondda Cynon Taf as an area that could become part of its place programme. This is on the basis that Rhondda Cynon Taf meets their criteria for establishing a place approach:
- Evidence of need.
 - Levers for change.
 - Business leadership and investment.
 - Local government engagement and investment.
- 4.4 Officers have been engaged in dialogue with BITC over recent months to explore and refine the BITC place proposal for Rhondda Cynon Taf. The output from these discussions is presented at Appendix I and proposes establishing a Business in the Community and Rhondda Cynon Taf Place partnership.
- 4.5 The proposal sets out BITC's place approach which includes:
- Cross sector collaboration.
 - Community engagement.
 - Developing a long-term vision.
 - Deliver short term change to build trust, and
 - Developing a prospectus which sets out the partnership's plans and ambitions.
- 4.6 The Council has shared information with BITC to support the development of this proposal, identifying the challenges that our communities are facing but also the opportunities that exist and the ambitions that the Council has set out in its new corporate plan.

- 4.7 In creating a place partnership there is the opportunity to determine what the partnership will focus on and its priorities, and the geographical area of focus. These would be agreed following consultation with the community, business, and the Council.
- 4.8 BITC have previously established place partnerships across the UK, including Blackpool, Rochdale, Coventry, Bradford, and Norwich. In Wales, BITC have created their most recent place partnership in Newport, which is referenced in the proposal as a case study. Rhondda Cynon Taf would be the second area in Wales to participate in the programme.
- 4.9 Should members decide to participate in the BITC place programme, this would require an initial commitment of three years and would require match funding from the Council to establish the partnership.

5 EQUALITY AND DIVERSITY IMPLICATIONS / SOCIO-ECONOMIC DUTY

- 5.1 As this report is seeking to simply establish the place partnership there are no equality and diversity or socio-economic duty requirements at this stage.

6 WELSH LANGUAGE IMPLICATIONS

- 6.1 As this report is seeking to simply establish the place partnership there are no Welsh language implications at this stage.

7 CONSULTATION / INVOLVEMENT

- 7.1 Cross sector collaboration and community engagement are an integral part of the BITC place approach. As this report seeks approval to commit this Council to the BITC place programme there are no consultation requirements at this initial stage.

8 FINANCIAL IMPLICATION(S)

- 8.1 The BITC proposal aims to secure a match funding contribution from the Council of £50k per year for three years. These resource requirements will be met from within existing resources. Subject to the development of the partnership and the priorities and plans it identifies there may be further resource requirements, but these would be subject to further consideration and approval as and when necessary.

9 LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED

- 9.1 There are no legal implications arising from this report.

10 LINKS TO THE CORPORATE AND NATIONAL PRIORITIES AND THE WELL-BEING OF FUTURE GENERATIONS ACT.

10.1 The Council's Corporate Plan 'Working with Our Communities' sets out its vision where 'All people, communities, and businesses can grow and live in a healthy, green, safe, vibrant and inclusive County Borough where they can achieve their full potential in all aspects of their lives and work, both now and in the future' and sets out its four well-being objectives:

- **People and Communities** – Supporting and empowering Rhondda Cynon Taf residents and communities to live safe, healthy, and fulfilling lives.
- **Work and Business** – helping to strengthen and grow Rhondda Cynon Taf's economy.
- **Nature and Environment** – a green and clean Rhondda Cynon Taf that improves and protects the environment and nature.
- **Culture, Heritage, and Welsh Language** – recognising and celebrating Rhondda Cynon Taf's past, present, and future.

10.2 The BITC place proposal supports the Council's four well-being objectives and has the potential to contribute to many of the priorities identified in the Corporate Plan.

10.3 The Well being of Future Generations (Wales) Act established a duty that public bodies act in accordance with the sustainable development principle and sets seven well-being goals to be achieved through five ways of working. The BITC place proposal has the potential to make a positive contribution towards the well-being goals; in particular that of a prosperous Wales, a more equal Wales, and a Wales of more cohesive communities. The approach aligns closely with the five ways of working:

- Long term – the partnership will develop a long-term vision around which all stakeholders can unite.
- Integration – the partnership will set up a business led cross sector board.
- Involvement – the partnership will develop community conversations to engage and understand the place.
- Collaboration - the partnership will set up a business led cross sector board.
- Prevention – The partnership will deliver action on the ground and develop a prospectus setting out longer term plans and ambitions.

10.4 The Council has recently been successful in its bid for funding to establish a Health Determinants Research Collaboration (HDRC) in Rhondda Cynon Taf. If the Council supports the creation of the BITC Place Partnership, the work of both collaborations will be aligned to ensure they are complimentary.

11 CONCLUSION

11.1 The Council has been invited by Business in the Community UK to participate in the creation of the Business in the Community and Rhondda Cynon Taf Place Partnership, which aims to deliver long term transformative change by convening and uniting business leaders, politicians, local councils, and community leaders around a single shared vision.

11.2 The proposed approach aligns closely with the well-being objectives set out in the Council's Corporate Plan and has the potential to make a positive contribution to delivering the Council's priorities for community regeneration.

Other Information:-

Relevant Scrutiny Committee

Overview & Scrutiny Committee

Contact Officer

Paul Mee, Chief Executive

LOCAL GOVERNMENT ACT 1972

AS AMENDED BY

THE LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

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Item: Business in the Community and Rhondda Cynon Taf Place Partnership

Background Papers

None

Officer to contact: Paul Mee