

## **SWANSEA BAY FUTURES (SBF) NETWORK MEETING: NOTES**

**4.30pm, Wednesday, 12<sup>th</sup> May, 2010**

Thank you to all those who attended the first meeting of the Swansea Bay Futures Network on Wednesday afternoon, and to all those who sent apologies or expressed interest in the group. The level of support for this initiative has been heartening, and we hope we can continue to build on this momentum!

We all felt it was a very positive event which demonstrated that there is a real passion among local businesses, organisations and individuals to see what we can achieve if we work together for the future of Swansea Bay. As a starting point, we outlined the primary objectives of the Network as follows:

- 1) To promote Swansea Bay as a great place to live, work, invest in and visit.
- 2) To challenge negative perceptions about the region from people who don't know better!
- 3) To engage with local businesses, individuals and communities to create a 'groundswell' of positivity about what Swansea Bay has to offer.

The message from the room seemed to be that we in Swansea Bay need to take more pride in what we have here, and use whatever means are available to us (without spending huge amounts of money!) to get the message out about the benefits of living and working in the region. Lots of ideas were put forward for achieving this - ideas that we hope, between us, we can put into motion!

We certainly seem to have the support of local media, including the Evening Post, The Wave and Swansea Sound, and Swansea Bay Business Life. All are keen to play a role in sharing positive news about what's happening in the region, and their support and input will be invaluable. The challenge is to ensure that the positive messages also reach a wider audience beyond Swansea Bay and Wales.

The task for the coming meetings is to agree actions to take forward. We don't want the Network to be a talking shop - we want it to be a 'task force'! So, come along to the next meeting armed with suggestions for what we can do, and practical ideas we can act on!

The provisional date for the next meeting is 4:30pm on Wednesday 16th June - please put it in your diary and look out for further correspondence!

Thank you again for all the expressions of interest and support, I look forward to meeting more of you and working constructively with you over the coming months!

Dawn, iCreate Ltd

[www.sbfnetwork.co.uk](http://www.sbfnetwork.co.uk)