



4theRegion

WORKING TOGETHER

The Centre for Regional Engagement

FROM PORT TALBOT TO PEMBROKESHIRE, MAKING CHANGE HAPPEN



UNLOCKING THE POTENTIAL OF SOUTH WEST WALES



4theRegion

WORKING TOGETHER

This is an exciting time to be living in South West Wales. The next twenty years are going to see massive changes to the way we live and work - and the future of this region is in our hands.

#4theRegion is the new Centre for Regional Engagement.

We are a team of likeminded individuals, businesses and organisations who are passionate about the future of South West Wales and keen to play our part.

THE CITY DEAL REGION



" For me, collaboration is the key to success. Working together under the banner of the Swansea Bay City Region our locality will undoubtedly fulfil its huge potential. I've said it more than once, but I'll say it again - South West Wales is a VERY exciting place to be at the moment.

STEVEN STOKES, DIRECTOR OF TEDX SWANSEA & 4THEREGION AMBASSADOR

Hello, we are 4theRegion!

Welcome to a fresh approach to regional engagement



**Zoe
Antrobus**

"Our aim is to get everyone involved in a conversation about South West Wales, to help shape a vision of the future for the region. We are putting our heart and soul in to making change happen, for the benefit of present and future generations, and we are convinced that by working together, we can create a flourishing future for all of us. We'll be running events, sharing good news and promoting all that's great about the region."



**Dawn
Lyle**

"South West Wales may be under performing economically, but in many ways we are privileged to live and work in such a fantastic part of the world. We know there is so much wisdom, so much resource and so much potential in this region. We are determined to unlock that potential through better engagement amongst all types of people. We need to find new ways of working together, in an era of Brexit and austerity, to change the regional mindset, challenge perceptions and improve people's lives."



**Georgios
Dimitropoulos**

"4theRegion will enable and facilitate multi-directional communication for business and social innovation, to ensure maximum knowledge exchange, collaboration, co-creation and co-production. We want to ensure a healthy flow of information, ideas and innovation across the four counties. As well as running effective collaborative events and sharing positive news, we will be building the digital platforms to enable the region to engage with itself and facilitate the change we want to see."

/ RUNNING EVENTS / SHARING GOOD NEWS /
/ FACILITATING DIALOGUE / CONNECTING PEOPLE /

A PRO-ACTIVE, INDEPENDENT, BUSINESS-LED APPROACH TO REGIONAL ENGAGEMENT

CONNECTING PEOPLE

Engagement

We help our partners carry out meaningful business engagement and community consultation across South West Wales, by designing and delivering bespoke engagement campaigns.

Events

We plan and deliver high quality events, bringing people, businesses and groups together to discuss what's important **#4theRegion**

The Directory

We're building digital platforms to connect the region in powerful ways, developing a picture of everything that's happening in South West Wales. Get Listed in the **#4theRegion** Directory.

PROMOTING THE REGION

Ambassadors

Could you be an Ambassador **#4theRegion**? Our members share a commitment to collaboration and making change happen, and fly the flag for South West Wales.

News

We share great news and positive stories from across South West Wales, through our online communities and monthly newsletter.

Red Carpet

How can we better attract talent, investment and business to South West Wales? We're working together to ensure we're maximising opportunities **#4theRegion**

DOING THINGS DIFFERENTLY

Strengths-based

Appreciative Inquiry is a philosophy that builds on strengths and asks what's great, rather than what's broken. We design & deliver better meetings and events using AI.

Empowering Others

We connect and empower the businesses, groups and individuals who are doing great things **#4theRegion**, creating an eco-system for social entrepreneurship and collaboration.



Rob Stewart
Leader
City Deal

“The success of the Swansea Bay City Deal depends on all four local authorities working together, with businesses and other organisations, to deliver on a shared vision. We also want to see businesses and individuals playing their part in shaping the future of the Swansea Bay City Region.

The Centre for Regional Engagement is a private-sector led initiative that promises to enable better partnerships, more sharing of information, and a can-do mindset for this region, and I fully support this collaborative approach.”

PROUD TO REPRESENT A MEMBERSHIP OF OVER 150 REGIONAL BUSINESSES & NON-PROFITS

BECOME AN AMBASSADOR

4theRegion Ambassadors are businesses, non-profits and individuals from across the region, who share a commitment to collaboration and making change happen. If you're passionate about South West Wales, and if you want to be part of what's happening to drive the region forward, becoming an Ambassador is a statement that your organisation wants to play a part in helping this region succeed. We'll also leverage the power of our networks and connections to help you to achieve your goals, because we know that the success of this region depends on the success of people like you.



BECOME A PARTNER

4theRegion Partners are businesses and organisations who are already making an impact and making change happen for South West Wales. Our partners have a collaborative approach and a shared sense of purpose around improving the health, wealth and well-being of the region. When you choose to support our work at partnership level, you'll be part of the team, with regional leaders, major employers and key decision-makers, working together to help shape the future. By pooling resources and working better together we can deliver the change.

The Vision

When you imagine the future of our region,
what do you want to see?



If you want to see major projects delivered, in a way that creates real and lasting change for communities... If you want to see businesses thriving, in a way that creates jobs and improves well-being... And if you want to see solutions to specific problems that you know people are facing...

We're asking you to work with us, **#4theRegion**, as we build a new way of working together.

AS BUSINESSES & INDIVIDUALS, THE FUTURE OF THIS REGION IS IN OUR HANDS

The future of our region is in our hands.

We think it's time for a new approach to regional development. Working together, we can create a happy and prosperous future for all of us.

The new Centre for Regional Engagement brings together individuals, businesses, public organisations and young people across South West Wales to co-create the future we all want to see.

We are rolling out a blanket communications and engagement strategy aimed at creating a shared sense of purpose and a compelling vision of what our region should look like in 10 or 20 years, so that, collectively, we can make that future a reality.

We run brilliant events, we share good news, and we promote what's great about this region.

We also manage the digital platforms through which the region can engage with itself - the #4theRegion iMap, and the #4theRegion Directory, connecting the businesses, projects and people who are making things happen in our region. Make sure YOUR projects, YOUR businesses, YOUR organisations, YOUR groups and YOUR ideas are listed.

For our partners and members, we enable and facilitate genuine regional engagement, raise awareness and build relationships across South West Wales.

When you need to engage with people, businesses, communities, education, healthcare, policymakers, or changemakers in our region, we are THE regional engagement hub capable of delivering that audience.

To start working with us, or to ensure we are promoting what you're doing, please get in touch, we'd love to hear from you.

Phone us on 01792 828 571

Email us at info@4theRegion.com

Or go to www.4theRegion.wales

LET'S MAKE CHANGE HAPPEN FOR SOUTH WEST WALES

The 4thRegion Pledge



OUR PLEDGE

We know that the **success** of this region depends on the success of **your projects**. We exist to help you achieve your goals, by **promoting your work**, sharing your **news** and **connecting** you with the right **people**. By working together, we'll **unlock the potential** of South West Wales for the benefit of everyone.

The **success** of this region is in our hands. By **working together**, we'll **unlock the potential** of South West Wales for the **benefit of everyone** who lives here. **I speak positively** about this **region** wherever I go, and I am committed to **playing my part** in the region's transformation.

YOUR PLEDGE

