



Welsh Affairs Committee

Tuesday, 8 April 2025

Ken Poole MBE
Head of Economic Development
Cardiff Council

Dear Ken,

Thank you for providing evidence to the Welsh Affairs Committee's inquiry into *Promoting Wales for Inward Investment*. The Committee and I were very grateful for your time and contribution. There are a few matters on which we would appreciate your views, following our further consideration of the evidence we heard:

- In your response to Question 12 from Ann Davies MP, you said that Cardiff has pursued its own work, "to supplement the more traditional ways of attracting investment". *Could you please provide specific examples of how Cardiff has sought to attract inward investment?*
- The Committee would be grateful to see examples of the materials that are presented to prospective investors, to inform our understanding of how investment agencies may communicate their messages. *Could you also please provide examples of marketing material that Cardiff Council or Invest in Cardiff has produced to promote Cardiff as a destination for inward investment?*
- In response to Questions 32, 33, 34 and 35 from Gill German MP, there was a discussion amongst the panel of witnesses about how regional and cross-border strengths can be promoted. *Could you please share further thoughts about how the individual regions of Wales could be represented within the Welsh brand?*
- And finally, in relation to our ongoing work to examine how effectively Wales is promoted as a destination for inward investment and how that could be improved, *are there any further issues that you believe are important to highlight that we did not raise during our evidence meetings on 19 and 26 March?*

I would be grateful if you could please provide your response in writing by Friday 25 April. If you have any questions, please do not hesitate to get in touch with the Committee Clerks, who will be happy to assist.

Yours sincerely,

Ruth Jones MP
Chair of the Welsh Affairs Committee