



City and County of Swansea

Minutes of the **Economy & Infrastructure Corporate Delivery Committee**

Multi-Location Meeting - Gloucester Room, Guildhall / MS Teams

Thursday, 27 October 2022 at 2.00 pm

Present: Councillor P Downing (Chair) Presided

Councillor(s)

C R Doyle
N L Matthews
T M White

Councillor(s)

W G Lewis
P M Matthews

Councillor(s)

P Lloyd
W G Thomas

Officer(s)

Scott Dummett
Phil Holmes
Sarah Lackenby

Lead Lawyer
Head of Planning & City Regeneration
Head of Digital and Customer Services

Apologies for Absence

Councillor(s): S J Rice

17 To receive Disclosures of Personal & Prejudicial Interests from Members.

In accordance with the Code of Conduct adopted by the City and County of Swansea, no interests were declared.

18 Minutes:

Resolved that the Minutes of the Economy and Infrastructure Corporate Development Committee held on 28 July 2022 be approved and signed as a correct record.

19 Residents' Rewards App.

The Head of Digital and Customer Services presented an update of the Residents' Rewards App.

It was outlined that the introduction of discounts, loyalty points, and rewards for the residents of Swansea was a policy commitment. A scheme of this nature would require close links into a wide range of retailers and other private sector organisations across Swansea. The Council was therefore partnering with the Swansea Business Improvement District (**BID**). BID already had the links,

relationships, and infrastructure into local businesses and an existing gift card scheme, "Big Heart of Swansea".

It was explained that an App is the easiest and most cost effective way for residents to access the scheme, as discounts and rewards are constantly changing. An app can also provide useful additional benefits and functionality while residents are out and about across Swansea, e.g.

- The ability to report suspicious packages
- Scanning of QR codes to obtain additional information held within the app
- Personal profiling so the app can push relevant content and discounts based on their location.

The app would include the following:

- A Loyalty Scheme (Phase 1)
- Ability for retailers to give discount (Phase 1)
- Ability to run competitions (Phase 1) Monthly BID giveaways is part of the loyalty programme
- Data analysis. Such as footfall etc. (Phase 1)
- Personal Profiles, e.g. food preferences could be used to recommend new places to eat with discount/gift cards/loyalty points available. (Phase 1)
- Link to discounts on certain Council run events / services where no such scheme exists already and there is no resultant loss in budgeted income to the Council. Assumption will be full cost recovery is maintained (Phase 2)
- Link to bus travel discounts and tracking (Phase 2)
- QR code functionality to access further information (Phase 3)
- Notifications, e.g. suspect package found, Emergencies in city Centre (Phase 3).

It was noted that digital inclusion is high in Swansea, however it is important all residents can access the app. Officers and BID are exploring ways to support residents with sign-up and access to the app and growing digital inclusion.

Anticipated benefits of the app includes:

- Loyalty rewards and discounts for residents that can be accumulated and used later
- Increased footfall into the City Centre in the first phase

- A platform and infrastructure to roll out to other high streets in wards across Swansea
- Discounts and loyalty points for residents at certain Council owned venues. As mentioned previously, where no such scheme exists already and there is no resultant loss in budgeted income to the Council. Assumption will be full cost recovery is maintained
- The roll-out to other cities in the future, which would benefit Swansea residents out of county
- Extra safety measures, with a feature in the app which flags any emergency issues, e.g. suspect packages
- Specific sections, e.g. Swansea beauty, and the ability to generally promote tourism, where there are no identified conflicts with other schemes aimed at promoting tourism, for example locally
- A platform to easily add further initiatives, benefits, and promotions for Swansea residents that align with existing schemes and where there are gaps or opportunities.

Phase one of the system development can begin immediately, delivered in increments. This will be followed by further phases. The aim is to launch phase one in time for St. David's day.

In response to Member questions, the Head of Digital and Customer Services stated that:

- Nothing is available 'off the shelf' and Schemes used by other local authorities do not fit into the criteria Swansea requires.
- BID is in the infancy of discussing the Scheme with traders, although traders are aware it is being developed. Issues such as trader incentives are still being developed.
- It is anticipated that there will be an official launch of the Scheme.
- The importance of such a Scheme in regard to encouraging footfall into the City Centre.

The Chair thanked the Head of Digital and Customer Services for the informative report.

Resolved that:

1. A progress update be provided to the Committee in January with an invitation extended to BID to attend and participate in discussions.

20 Work Plan.

The Chair presented 'for information' the Economy and Infrastructure Corporate Delivery Committee Work Plan 2022-2023.

It was noted that the following topics would be discussed on 24 November 2022:

- Introduction to Swansea Bay Strategy (Geoff Bacon).
- Introduction to Tawe Riverside Corridor Strategy (Gail Evans).

The meeting ended at 2.16 pm

Chair