



## City and County of Swansea

### Notice of Meeting

You are invited to attend a Meeting of the

## Economy & Infrastructure Corporate Delivery Committee

**At:** Multi-Location Meeting - Gloucester Room, Guildhall / MS Teams

**On:** Thursday, 27 October 2022

**Time:** 2.00 pm

**Chair:** Councillor Philip Downing

**Membership:**

Councillors: C R Doyle, W G Lewis, P Lloyd, N L Matthews, P M Matthews, S J Rice, W G Thomas and T M White

**Watch Online:** <https://bit.ly/3M6w6qk>

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### Agenda

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1 Apologies for Absence.	
2 To receive Disclosures of Personal & Prejudicial Interests from Members. <a href="http://www.swansea.gov.uk/disclosuresofinterests">www.swansea.gov.uk/disclosuresofinterests</a>	
3 <b>Minutes:</b> To approve and sign the Minutes of the previous meeting(s) as a correct record.	1 - 2
4 <b>Residents' Rewards App.</b>	3 - 13
5 <b>Work Plan.</b>	14

**Next Meeting:** Thursday, 24 November 2022 at 2.00 pm

A handwritten signature in blue ink that reads 'Huw Evans'.

Huw Evans  
Head of Democratic Services  
Thursday, 20 October 2022

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Contact: Democratic Services - (01792) 636923

# Agenda Item 3



City and County of Swansea

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

Multi-Location Meeting - Gloucester Room, Guildhall / MS

Teams

Thursday, 28 July 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  
S J Rice

**Officer(s)**

Phil Holmes  
Pamela Milford  
Samantha Woon

Head of Planning & City Regeneration  
Lead Lawyer  
Democratic Services Officer

**Apologies for Absence**

Councillor(s): W G Thomas

Cabinet Members: R C Stewart, A S Lewis, A H Stevens.

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### 10 Disclosures of Personal & Prejudicial Interests.

In accordance with the Code of Conduct adopted by the City & County of Swansea, the following interests were declared:

Councillor S J Rice declared a personal interest in Minute No.12 – Destination Management Plan.

### 11 Minutes:

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

### 12 Economy & Infrastructure CDC Work Programme 2022-23.

The Head of Planning & City Regeneration provided the Economy & Infrastructure Corporate Delivery Committee with a draft outline of their work programme for 2022-23 and highlighted what the Committee sought to achieve in terms of policy objectives.

**Resolved that:**

- 1) The proposed work programme for 2022-23 outlined in paragraph 2.2 of the report be approved;
- 2) The following item be considered at the scheduled meeting on:  
  
22 September 2022:
  - Swansea Residents Rewards.
- 3) The following items to be scheduled during the Municipal Year:
  - Tawe River Corridor Strategy.
  - Swansea Bay Strategy.
- 4) The Chair to speak to the Head of Planning & City Regeneration regarding the Economic Development Plan.

The meeting ended at 2.18 pm

**Chair**

# Agenda Item 4



## Report of the Director of Place

Economy & Infrastructure Corporate Development Committee -  
27 October 2022

### Residents' Rewards App

<b>Purpose:</b>	To update the Committee on the Residents' Rewards App.
<b>Policy Framework:</b>	Achieving Better Together, Digital Strategy
<b>Consultation:</b>	Access to Services, Finance, Legal
<b>Report Author:</b>	Sarah Lackenby
<b>Finance Officer:</b>	Ben Smith
<b>Legal Officer:</b>	Scott Dummett
<b>Access to Services Officer:</b>	Rhian Millar
<b>For Information</b>	

#### 1. Introduction

1.1 The introduction of discounts, loyalty points, and rewards for the residents of Swansea is 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 is therefore partnering with the Swansea Business Improvement District (**BID**). BID already has the links, relationships, and infrastructure into local businesses and an existing gift card scheme, "Big Heart of Swansea".

#### 2. Residents' Reward App

2.1 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.

2.2 The app will 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).

2.3 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.

2.4 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.

2.5 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.

### **3. Integrated Assessment Implications**

3.1 The Council is subject to the Equality Act (Public Sector Equality Duty and the socio-economic duty), the Well-being of Future Generations (Wales) Act 2015 and the Welsh Language (Wales) Measure, and must in the exercise of their functions, have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Acts
- Advance equality of opportunity between people who share a protected characteristic and those who do not
- Foster good relations between people who share a protected characteristic and those who do not

- Deliver better outcomes for those people who experience socio-economic disadvantage
  - Consider opportunities for people to use the Welsh language
  - Treat the Welsh language no less favourably than English.
  - Ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.
- 3.1.1 The Well-being of Future Generations (Wales) Act 2015 mandates that public bodies in Wales must carry out sustainable development. Sustainable development means the process of improving the economic, social, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the 'well-being goals'.
- 3.1.2 Our Integrated Impact Assessment (IIA) process ensures we have paid due regard to the above. It also takes into account other key issues and priorities, such as poverty and social exclusion, community cohesion, carers, the United Nations Convention on the Rights of the Child (UNCRC) and Welsh language.
- 3.2 An IIA Screening Form has been completed with the agreed outcome that a full IIA report was not required: The summary of impacts has been categorised overall as medium.
- 3.3 A summary of impacts identified the following risks and mitigations:
- A low positive impact on children / young people 0-18 as some offers or discounts may need to be accessed through a parent or guardian
  - A low negative impact on older people. The team is working on ways to support those residents who do not currently have access to a smart phone. Digital inclusion is high in Swansea, however it is important all residents can access the app. The team is exploring:
    - A process where residents can call the Council's contact centre. Staff would register residents on the app and refer them through to the Lifelong Learning team who can explore options for devices and / or provide training
    - A process where friends, family and carers can support those residents without a smart phone

- Physical cards as part of a later phase, although this would be a different scheme as it could not replicate the app functionality, e.g. reporting suspect packages.
- A low negative impact with regard to the Welsh Language. The app will be bilingual however some content / discounts will be added directly by English businesses.

#### 3.4 Summary of Involvement:

BID has the relationships and communication routes into local businesses. Take-up and feedback from residents and businesses will inform how the app develops. In addition the Council will engage with the Poverty Forum and the 50+ Network around the app.

This project supports the Council's Corporate Plan through the Transformation and Future Council priority.

#### 3.5 Well-being of Future Generations:

With regard to the well-being and future generations' considerations, the Council and BID are working together on a range projects and initiatives that support Swansea residents, now and into the future. The app will provide real-time information and offers which will benefit families and individuals. Where people do not have access to smartphone technology the team is exploring ways to support those residents. Research shows that being online can significantly improve people's life chances by:

- Helping people find work;
- Offering improved learning opportunities;
- Getting access to cheaper goods and services online;
- Reducing loneliness and isolation, especially for the most vulnerable; and
- Being part of digital communities, which improve local outcomes through co-ordinated activities and initiatives.

#### 3.6 Cumulative Impact:

The app has the opportunity to positively impact Swansea residents by offering a range of useful features including discounts and rewards. The team is exploring ways to support those residents with no access to a



smartphone so they can access the app and also take advantage of other online services.

This is a new project and concept and will therefore take time to evolve and mature.

The Council will continually monitor this screening as the project develops, engaging with the Poverty Forum and 50+ Network to assess digital inclusion.

#### **4. Financial Implications**

4.1 The Council is supporting the up-front development costs of the app through a grant. This will be funded through the Economic Recovery Fund. Ongoing developments and support and maintenance costs of the app will be funded by BID.

4.2 The opportunities for rewards are still being worked through to ensure that any Council running costs are still covered and a 'discount' does not result in an unsubsidised loss, which could impact taxpayers.

#### **5. Legal Implications**

5.1 A grant agreement is in place between Swansea Council and BID to administrate the up-front grant and implementation of the app.

#### **Appendices:**

Appendix A IIA Screening Form

# Appendix A - Integrated Impact Assessment Screening Form

Please ensure that you refer to the Screening Form Guidance while completing this form.

## Which service area and directorate are you from?

Service Area: Digital & Customer Services

Directorate: Corporate Services

### Q1 (a) What are you screening for relevance?

- New and revised policies, practices or procedures
- Service review, re-organisation or service changes/reductions, which affect the wider community, service users and/or staff
- Efficiency or saving proposals
- Setting budget allocations for new financial year and strategic financial planning
- New project proposals affecting staff, communities or accessibility to the built environment, e.g., new construction work or adaptations to existing buildings, moving to on-line services, changing location
- Large Scale Public Events
- Local implementation of National Strategy/Plans/Legislation
- Strategic directive and intent, including those developed at Regional Partnership Boards and Public Services Board, which impact on a public bodies functions
- Medium to long term plans (for example, corporate plans, development plans, service delivery and improvement plans)
- Setting objectives (for example, well-being objectives, equality objectives, Welsh language strategy)
- Major procurement and commissioning decisions
- Decisions that affect the ability (including external partners) to offer Welsh language opportunities and services
- Other

### (b) Please name and fully describe initiative here:

The Residents' Reward App is a joint initiative between Swansea Council and the Business Improvement District (BID) to deliver real-time offers, discounts, rewards, and time limited promotions amongst other functionality for residents

### Q2 What is the potential impact on the following: the impacts below could be positive (+) or negative (-)

	High Impact		Medium Impact		Low Impact		Needs further Investigation	No Impact
	+	-	+	-	+	-		
Children/young people (0-18)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Older people (50+)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any other age group	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Future Generations (yet to be born)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Disability	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Race (including refugees)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asylum seekers	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gypsies & travellers	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Religion or (non-)belief	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sex	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sexual Orientation	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gender reassignment	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Welsh Language	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poverty/social exclusion	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Carers (inc. young carers)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Community cohesion	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marriage & civil partnership	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pregnancy and maternity	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# Appendix A - Integrated Impact Assessment Screening Form

Human Rights

 
 
 



**Q3 What involvement has taken place/will you undertake e.g. engagement/consultation/co-productive approaches? Please provide details below – either of your activities or your reasons for not undertaking involvement**

Swansea Council is providing the Swansea Business improvement District (BID) with a one-off development grant. BID has the relationships and communication routes into local businesses. BID is also able to use data and information to further develop the app, e.g. footfall in the city centre, use of the app, and feedback.

In addition the Council will engage with the Poverty Forum and the 50+ Network around the app.

**Q4 Have you considered the Well-being of Future Generations Act (Wales) 2015 in the development of this initiative:**

- a) Overall does the initiative support our Corporate Plan’s Well-being Objectives when considered together?  
Yes  No
- b) Does the initiative consider maximising contribution to each of the seven national well-being goals?  
Yes  No
- c) Does the initiative apply each of the five ways of working?  
Yes  No
- d) Does the initiative meet the needs of the present without compromising the ability of future generations to meet their own needs?  
Yes  No

**Q5 What is the potential risk of the initiative? (Consider the following impacts – equality, socio-economic, environmental, cultural, legal, financial, political, media, public perception etc...)**

High risk

Medium risk

Low risk

**Q6 Will this initiative have an impact (however minor) on any other Council service?**

Yes  No **If yes, please provide details below**

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

**Q7 Will this initiative result in any changes needed to the external or internal website?**

Yes  No **If yes, please provide details below**

## Appendix A - Integrated Impact Assessment Screening Form

Residents will be able to access and sign-up to the app via the Council's website

**Q8 What is the cumulative impact of this proposal on people and/or communities when considering all the impacts identified within the screening and any other key decisions affecting similar groups/ service users made by the organisation?**

*(You may need to discuss this with your Service Head or Cabinet Member to consider more widely if this proposal will affect certain groups/ communities more adversely because of other decisions the organisation is making. For example, financial impact/poverty, withdrawal of multiple services and whether this is disadvantaging the same groups, e.g., disabled people, older people, single parents (who are mainly women), etc.)*

The app has dynamic constantly changing information contained within it, therefore is best suited to being an online medium. The team is working on ways to support those residents who do not currently have access to a smart phone. Digital inclusion is high in Swansea, however it is important all residents can access the app. The team is exploring:

- A process where residents can call the Council's contact centre. Staff would register residents on the app and refer them through to the Lifelong Learning team who can explore options for devices and / or provide training
- A process where friends, family and carers can support those residents without a smart phone
- Physical cards as part of a later phase, although this would be a different scheme as it could not replicate the app functionality, e.g. reporting suspect packages.

In addition, the app will be bilingual however some content / discounts will be added directly by English businesses.

The Council will continually monitor this screening as the project develops, engaging with the Poverty Forum and 50+ Network to assess digital inclusion.

**Q9 Please describe the outcome of your screening using the headings below:**

- **Summary of impacts identified and mitigation needed (Q2)**
- **Summary of involvement (Q3)**
- **WFG considerations (Q4)**
- **Any risks identified (Q5)**
- **Cumulative impact (Q7)**

Overall the project is assessed as medium risk. A summary of impacts identified the following risks and mitigations:

- A low positive impact on children / young people 0-18 as some offers or discounts may need to be accessed through a parent or guardian
- A low negative impact on older people. The team is working on ways to support those residents who do not currently have access to a smart phone. Digital inclusion is high in Swansea, however it is important all residents can access the app. The team is exploring:
  - A process where residents can call the Council's contact centre. Staff would register residents on the app and refer them through to the Lifelong Learning team who can explore options for devices and / or provide training
  - A process where friends, family and carers can support those residents without a smart phone

## Appendix A - Integrated Impact Assessment Screening Form

- Physical cards as part of a later phase, although this would be a different scheme as it could not replicate the app functionality, e.g. reporting suspect packages.
- A low negative impact with regard to the Welsh Language. The app will be bilingual however some content / discounts will be added directly by English businesses.

### Summary of Involvement:

BID has the relationships and communication routes into local businesses. Take-up and feedback from residents and businesses will inform how the app develops. In addition the Council will engage with the Poverty Forum and the 50+ Network around the app.

This project supports the Council's Corporate Plan through the Transformation and Future Council priority.

### Well-being of Future Generations:

With regard to the well-being and future generations' considerations, the Council and BID are working together on a range projects and initiatives that support Swansea residents, now and into the future. The app will provide real-time information and offers which will benefit families and individuals. Where people do not have access to smartphone technology the team is exploring ways to support those residents. Research shows that being online can significantly improve people's life chances by:

- Helping people find work;
- Offering improved learning opportunities;
- Getting access to cheaper goods and services online;
- Reducing loneliness and isolation, especially for the most vulnerable; and
- Being part of digital communities, which improve local outcomes through co-ordinated activities and initiatives.

### Cumulative Impact:

The app has the opportunity to positively impact Swansea residents by offering a range of useful features including discounts and rewards. The team is exploring ways to support those residents with no access to a smartphone so they can access the app and also take advantage of other online services.

This is a new project and concept and will therefore take time to evolve and mature.

The Council will continually monitor this screening as the project develops, engaging with the Poverty Forum and 50+ Network to assess digital inclusion.

(NB: This summary paragraph should be used in the '**Integrated Assessment Implications**' section of corporate report)

Full IIA to be completed

Do not complete IIA – please ensure you have provided the relevant information above to support this outcome

## Appendix A - Integrated Impact Assessment Screening Form

NB: Please email this completed form to the Access to Services Team for agreement before obtaining approval from your Head of Service. Head of Service approval is only required via email.

<b>Screening completed by:</b>
<b>Name:</b> Sarah Lackenby
<b>Job title:</b> Head of Digital & Customer Services
<b>Date:</b> 5 <sup>th</sup> September 2022
<b>Approval by Head of Service:</b>
<b>Name:</b> Mark Wade
<b>Position:</b> Interim Director of Place
<b>Date:</b> 5 <sup>th</sup> September 2022

Please return the completed form to [accesstoservices@swansea.gov.uk](mailto:accesstoservices@swansea.gov.uk)

# Agenda Item 5



## Report of the Chair

Economy & Infrastructure Corporate Delivery Committee – 27 October 2022

### Work Plan 2022-2023

Date of meeting	Agenda items and Format
23 June 2022	<ul style="list-style-type: none"><li>• Work Plan Discussion.</li></ul>
28 July 2022	<ul style="list-style-type: none"><li>• Work Programme 2022-2023.</li></ul>
22 September 2022	<ul style="list-style-type: none"><li>• Meeting Cancelled.</li></ul>
27 October 2022	<ul style="list-style-type: none"><li>• Resident's Rewards App. (SL).</li></ul>
24 November 2022	<ul style="list-style-type: none"><li>• Introduction to Swansea Bay Strategy (GB).</li><li>• Introduction to Tawe Riverside Corridor Strategy (GE)</li></ul>
22 December 2022	<ul style="list-style-type: none"><li>• Swansea Residents Rewards - Follow Up (TBC)</li></ul>
26 January 2023	<ul style="list-style-type: none"><li>•</li></ul>
23 February 2023	<ul style="list-style-type: none"><li>•</li></ul>
23 March 2023	<ul style="list-style-type: none"><li>•</li></ul>
27 April 2023	<ul style="list-style-type: none"><li>•</li></ul>
To be scheduled	<ul style="list-style-type: none"><li>•</li></ul>