



City and County of Swansea

## Minutes of the **Economy & Infrastructure Service Transformation Committee**

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

**Thursday, 21 September 2023 at 2.00 pm**

**Present:** Councillor P Downing (Chair) Presided

**Councillor(s)**

C R Doyle  
S J Rice

**Councillor(s)**

W G Lewis  
W G Thomas

**Councillor(s)**

P Lloyd  
T M White

**Officer(s)**

Lewis Hinds

Phil Holmes

Steve Hopkins (Tourism  
& Marketing Manager)

Frances Jenkins

Geraldine Williams

Samantha Woon

Client Services Manager, Property Services

Head of Planning & City Regeneration

Tourism and Marketing Manager

Strategic Manager -Tourism, Marketing and Events

Tourism Development Officer

Democratic Services Officer

**Apologies for Absence**

Councillor(s): N L Matthews

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**14 Disclosures of Personal & Prejudicial Interests.**

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

**15 Minutes:**

**Resolved** that the Minutes of the Economy & Infrastructure Service Transformation Committee held on 20 July, 2023, be approved and signed as a correct record.

The Chair referred to the recent site visit to Langland and Mumbles and stated that no report was available for consideration at the meeting today. He reported that a further site visit would be scheduled prior to the next meeting.

On behalf of the Committee he thanked Client Services Manager, Corporate Property, for his assistance over the years and wished him well for his future career.

## **16 Destination Management Plan 2023-2026.**

The Tourism and Marketing Manager presented the Destination Management Plan (DMP) 2023-2026 for Swansea.

He provided an overview of Swansea Bay as a visitor destination, the research that informed the new DMP, its strategic priorities and delivery mechanism.

He defined the DMP and detailed:

- Visitor economy recovery in Swansea
- The three strategic pieces of research informing the DMP
- Strategic priorities and outcomes
- The bigger picture (including completed projects, development)
- Swansea visitor economy
- Hotel room occupancy figures
- Bedstock figures.
- Value of tourism.
- Visitor survey 2022 (key facts about our visitors)
- Tourism Trade Survey 2022 (key findings).
- Swansea City Centre Hotel Demand Study 2022 (key findings and recommendations).
- Destination marketing.
- Major events.
- Strategic fit.
- Governance and delivery.
- What success looks like.
- Looking forward to 2026.
- What are partners say.

The Cabinet Member for Regeneration, Events and Tourism, praised Officers (including Officers who were tasked with securing grant funding) for their work. He referred to the need for more hotels in Swansea and the potential to attract large conferences, the development of river taxis and the growing demand for air B&B's. He referred to the huge capital programme within Swansea and opportunities this afforded.

Members discussed the report and asked questions of the Officer who responded accordingly.

The Chair thanked the Cabinet Member for Regeneration, Events and Tourism and Officers for their informative report.

Whilst the report was for information, the Committee wished to express their support for Destination Management Plan.

**17 Work Plan 2023-2024.**

The Chair introduced the 'for information' Economy & Infrastructure STC Work Plan 2023-2024.

The topics for discussion at the following meeting were noted:

- 2 November 2023

Swansea Bay Strategy Projects  
Local Economic Delivery Plan Strategic Framework

The meeting ended at 3.03 pm

**Chair**