



City and County of Swansea

Notice of Meeting

You are invited to attend a Meeting of the

Scrutiny Working Group - Tourism

At: Council Chamber - Guildhall, Swansea

On: Wednesday, 1 May 2019

Time: 10.30 am

Convenor: Councillor Peter K Jones

Membership:

Councillors: C Anderson, A M Day, L James, S M Jones, L R Jones, M A Langstone, R D Lewis, I E Mann, H M Morris, W G Thomas and T M White

Agenda

Page No.

- 1 Apologies for Absence**
- 2 Disclosure of Personal and Prejudicial Interests**
www.swansea.gov.uk/disclosuresofinterests
- 3 Prohibition of Whipped Votes and Declaration of Party Whips**
- 4 (10.35am) Sustainable / Eco-Tourism Presentations**
Chris Lindley, Gower AONB Team Leader
Deb Hill, Nature Conservation Team Leader
Chris Dale, Countryside Access Team Leader
- 5 (11.20am) Tourism Report and Presentation** **1 - 27**
Robert Francis-Davies, Cabinet Member – Investment, Regeneration and Tourism
Tracey McNulty, Head of Cultural Services
Frances Jenkins, Strategic Manager, Tourism, Marketing and Events
Steve Hopkins, Tourism and Marketing Manager
- 6 (12.20pm) Discussion and Conclusions**
Councillors are asked to discuss conclusions arising from this session for inclusion in the Convener's letter to the Cabinet Member:
 - a) What do you want to say about this issue to the Cabinet Member in the Convener's letter (what are your conclusions arising from this session?)

b) Do you have any recommendations for the Cabinet Member arising from this session?

c) Are there any further issues you wish to highlight to the Scrutiny Programme Committee arising from this session?

Huw Evans

Huw Evans
Head of Democratic Services
Wednesday, 24 April 2019

Contact: Liz Jordan 01792 637314

Agenda Item 5



Report of the Cabinet Member for Investment Regeneration and Tourism

Tourism Scrutiny Working Group – 1st May 2019

TOURISM

Purpose:	To brief/update the Tourism Scrutiny Working Group
Content:	An overview of the marketing and development of tourism delivered by the Tourism and Marketing Team within Cultural Services.
Councillors are being asked to:	Consider the information provided and to forward views to the Cabinet Member via a letter from the Panel Convener
Lead Councillor:	Councillor Robert Francis-Davies, Cabinet Member for Investment, Regeneration and Tourism
Lead Officer & Report Author:	Steve Hopkins, Tourism & Marketing Manager Tel: 01792 635213 E-mail: steve.hopkins1@swansea.gov.uk

1. Background

- 1.1 The Tourism Industry across the City and County of Swansea is made up of three distinct sub-destinations - Swansea (city) Mumbles (coastal) and Gower (coastal and rural). In marketing terms this forms part of a consumer facing marketing area called "Visit Swansea Bay" and which up until a few years back, also included Afan and Neath Valleys within the Neath Port Talbot County Borough area.
- 1.2 In marketing Visit Swansea Bay to our key geographic target markets, we work with over 124 marketing partners (mainly private sector). Each of whom buy into annual marketing packages, which helps them promote their business, whilst also generating approximately £42K income for the Council.
- 1.3 Our Marketing Partner Packages (**see appendix A**), vary in price, provide a range of marketing benefits and continue to develop year on year. The main benefits include an entry on the website www.visitswanseabay.com an opportunity to host journalists, display adverts in our Things to do, Beaches and Gower Coast Path publications, which in total amount to over 500,000

brochures and which are distributed across the destination, the region and key travel points of entry in England. An extension of that visitor information provision is an opportunity for the private sector to be part of our Visitor Information Point (VIP) network. A network we established following the closure of the Tourist Information Centre in March 2017 and which now has 25 businesses providing a visitor information provision as part of their core business.

- 1.4 In 2017 Tourism contributed *£417M to the local economy (**see Appendix B**). It resulted in 4.6m visitors being attracted across the year, which helped support 5,700 jobs – both direct and indirect. This makes tourism a major contributor to the local economy, with the potential to grow with the major investment planned for the Skyline inward investment project as well as the major regeneration plans for Hafod Copperworks, Mumbles Pier and the significant investment in our city centre.

*Source: Scarborough Tourism Economic Activity Model (STEAM)

2. What is being done to promote Swansea Bay as a tourist destination

- 2.1 The Tourism team continues to be innovative in the way that we market the destination. The marketing activity has transformed significantly in recent years, moving away from traditional approaches like the production and distribution of a holiday guide to a much greater focus on a digital strategy. The team has won a number of national awards for marketing and PR over the last 5 years.
2. We established a very strong brand identity in 2015 with the creation of the following brand guidelines. www.visitswanseabay.com/brand We are one of the few destinations in Wales to have a strategic brand and this sets out clear strategic marketing direction for the way we want to market the destination to our visitors. This is the consumer-facing brand that our visitors see and interact with both pre, during and post visit. However we do not lose sight of the role that the Council plays as a guardian of this brand on behalf of the private sector stakeholders.
- 2.2 Our marketing activity complements the national thematic campaigns led by Visit Wales and this year is the Year of Discovery. In support of that, we will be creating a variety of content, which includes, video, images, blogs, maintaining numerous websites, social media, attracting and hosting journalist's visits, outdoor media, as well as regular trade communications.
2. In 2018 as part of the Year of the Sea thematic year, we were successful in applying for Visit Wales Funding to run a "Safari Bus" campaign. We worked with the private sector, hosted journalists, branded a campervan to take around the destination during the summer, before embarking on a tour of Wales and Ireland, further promoting the destination to our key target markets. This project exceeded all targets set and is regarded as an exemplar project by Visit Wales because of the in-Wales and Ireland focus of the marketing..
- 2.3 One of the key reasons why the private sector works with us, is the creative way we in which we market the destination. For example, when Swansea City

was in the Premier League, we led the way in the use of Infographics, which managed to lever significant social media coverage. Branding the Away Stand with images of Swansea Bay – raising awareness that there was more to Swansea than just the football in order to encourage repeat visits in the future. We continually adopt innovative marketing approaches and ensure that all our marketing is measureable, we also ensure that we share our marketing plans with our Marketing Partners.

- 2.4 Using feedback from our visitors and stakeholders we market the destination based on some product led marketing activity as well as using events as a driver for visits throughout the year. We know that people visit because of the natural environment including our beaches, coastline and to experience all of this via low level walking (up to 8 miles) along our section of the Wales Coastal path. Our cultural assets have long been a major driver for visits and our bid for City of Culture, whilst unsuccessful in one respect, did galvanise a large section of the cultural community in the city centre. This increased cultural product further support our other cultural icon, Dylan Thomas, whose work and significance to Wales is important to the overall marketing of Swansea.
 - 2.4 Our digital assets have also grown - to such an extent that we have one of the largest social media following in Wales for a tourism destination. This includes 75K Facebook likes, 15K followers on twitter, 2.5K on Instagram and 1.7M page views on www.visitswanseabay.com as well as managing campaign websites for <http://www.walesnationalairshow.com> <http://www.swanseabay10k.com> and <http://www.enjoyswanseabay.com>
 - 2.5 Our Outdoor Media and PR contracts have managed to secure some significant media attention in 2018/19 in both broadsheets and redtops, as well as their online versions generating over £1M of PR coverage. This is supported by outdoor media advertising opportunities in rail and underground train stations in key target markets areas.
- 3.0 What is being done to promote Wales as a tourist destination?**
- 3.1 Tourists and visitors spend more than £17 million a day in Wales, amounting to £6.3 billion a year, Visit Wales looks after tourism policy, encouraging investment and improving the quality of the visitor experience in Wales.
 - 3.2 Visit Wales is also responsible for marketing and deploys tourism campaigns as the main flag carrier for promotion of Wales in the domestic (UK) and international markets. Around 90% of Wales's visitors come from within the UK; and most of Visit Wales's promotional resources are focused on this market. However, international tourism is crucial to building Wales's general profile as well as a sustainable visitor economy.
 - 3.3 Since 2016, Visit Wales has focussed marketing effort around themed years. Adventure, Legends, Sea and Discovery respectively. In 2020 Outdoors will be the overarching theme and used to inform the planning of activity. The themed year approach helps to respond to key challenges when promoting Wales as a destination, including the long-term ambition to grow a stronger and more

defined brand for tourism in Wales and the need to drive an increase in visitor volume and value to Wales each year.

3.4 VisitWales.com, the national, multilingual tourism website, is curated and managed by Visit Wales. Marketing activity is closely aligned to product development and features major multi-channel and multi market campaign activity including

- Digital delivery e.g. paid search and social media marketing using content assets (film, imagery and editorial) deployed via behavioural targeting to key audiences
- Social Media – there are now over 1.5m followers on Visit Wales channels and sharing content represents a powerful tool for destinations to achieve additional reach
- TV and radio advertising and Video on Demand (VoD)
- Out of Home (OOH) advertising in key locations nationally and internationally
- Press and Media activity across Tier 1 and 2 titles as well as special interest publications (on and offline) and facilitation of journalist visits, often with assistance from stakeholder partners
- Business Events
- Cruise
- National and international work with the Travel Trade and via strategic partnerships (e.g. Qatar Airlines, KLM, Swansea City FC, Irish Ferries, Stena Line)

3.5 Visit Wales also works closely with Visit Britain to promote Wales internationally via collaborative consumer campaigns (B2C) and travel trade work (B2B).

4.0 **Strengths and weaknesses of Swansea Bay as a visitor destination**

4.1 Strengths

- Uniqueness of city, coast and countryside product all in close proximity of each other with good transport links.
- Established and effective working partnerships with internal and external stakeholders.
- A Destination Management Plan 'Destination Swansea Bay 2017-2020' approved by Cabinet and its associated Action Plan for delivery
- Level of expertise, experience and professionalism within the Tourism Team and which is recognised by the private sector.
- Major Event Programme continues to grow on the back of our ability to deliver

4.2 Weaknesses

- As a non-statutory service, we could be at risk of losing or incurring reduced budgetary support. Yet it's the only service which is proactively promoting Swansea in the absence of any strategic place marketing for Swansea
- Fragmentation of tourism community and lack of communication/integration between stakeholders.

- Need for better coordination of the “Tourism” related grant applications – both internally and externally

4.3 Opportunities

- The major inward investment projects and regeneration programmes e.g. the Digital Arena and Hotel in the city centre, Skyline and Penderyn and the plans for Mumbles Pier and headland.
- The transformation of the Tourism Team and digital approach to marketing will bring major benefits.
- Brexit may result in more staycations, growing the UK market potential for holidays and short breaks.

4.4 Threats

- The uncertainty that Brexit brings for businesses in terms of the overseas employees and the potential loss of overseas visitors.
- Continued decline in our marketing partners has the potential to reflect negatively on the product.

5.0 **Vision/strategy to promote/sustain tourism for next 5 to 10 years**

5.1 Our strategic approach to tourism can be demonstrated through the development and implementation of the Destination Management Plan (DMP), which was initially developed and then approved by Cabinet in 2014 with a vision to create a world-class tourism destination that delivers a high quality visitor experience in a quality, clean and well-maintained environment.
<https://www.swansea.gov.uk/dmp>

The DMP is made up of internal and external stakeholders and focuses on 4 priorities:

- Partnership
- Increase quality
- All year round destination
- Ensure sustainability

5.2 The DMP has a steering group, chaired by the cabinet member with representatives from the private sector and Visit Wales/Welsh Govt. and meets twice per year. Reporting to the Steering group are two delivery groups focusing on Infrastructure & Public Realm and a group focussing on Marketing and Business Support. Over 100 organisations have been involved in the delivery of the plan so far.

5.3 Reduced resources has meant that there is just one 0.5 FTE post overseeing the wider destination impacts of tourism development. This proves to be a significant challenge and limits what we can do to further improve the development and coordination of tourism across the destination.

6.0 What is the business plan for putting this in place?

6.1 As mentioned in 5.2 the business plan or action plan (**See appendix C**) of the DMP is made up of two delivery groups and their actions are reported to the steering group.

7.0 Data on why people visit the area

7.1 The last visitor survey we conducted was in 2015 and helped inform the Destination Management Plan. The survey ran from April to September that year, with a sample of over 2000 people at 7 different sample points across the destination (City Centre/Marina, Mumbles & Gower). This was the first time we had conducted a visitor survey for this length of time and the results enabled us to better understand why people visited the area at different times of the year.

7.2 A profile of those visitors who visited Swansea Bay in 2015 is as follows

- Affluent 'Empty Nesters' aged 45+ years
- Affluent early retired couples aged 45+ years
- Younger affluent professionals aged 25 - 45 years
- Mid income families with children
- Hotel' is the main type of accommodation used
- The average length of stay for overnight visitors is 4.7 nights
- Where they come from (UK): Midlands, London, South East, M4 Corridor, West Country and other parts of Wales
- Main reasons to visit remain the coast/beaches and scenery/landscape
- Walking continues to be the main activity undertaken by visitors
- Overnight visitors spend an average of £500 during their stay, day visitors spend an average of £60
- 97% of visitors would recommend a visit to Swansea Bay

7.3 A company has been procured to conduct a visitor survey for 2019. This will run from April to October, to take in later Easter and half term school dates. There will be a smaller sample size this time round, but the same number of sample points. The results from the survey will influence the progress of the DMP and the findings will be reported to both delivery groups and the steering group in November 2019.

8.0 Findings/recommendations from previous Tourism Inquiry Panel - the follow up and any outstanding issues

The response of the cabinet member reporting to the Inquiry Panel looking at Tourism in Swansea was reported to cabinet on January 14th 2014. Of the 14 recommendations, all were agreed and the only recommendation, which has since been slightly modified, is the following

Recommendation 5

They ensure the Council, on a cross cutting basis, embraces the concept of the Visitor Economy as opposed to just Tourism

It was reported that three delivery groups were to be set up, but that has since changed and there are two delivery groups reporting to the steering group as reported in section 5.0 above.

9.0 Information on Benchmarking with the rest of the UK (Scotland, Ireland)

9.1 It was over 15 years ago when Swansea was part of Destination Partnership United Kingdom (DPUK) - a nationwide benchmarking group with the aim of grouping destinations by one of the following categories – Rural, Urban and Coastal. We were grouped in “Coastal 3 & 4” which saw Swansea benchmark its data against other destinations including Pembrokeshire, Bridgend, Hastings, Margate, Southport and Eastbourne (**see Appendix D**)

9.2 The principle of this approach was to establish baseline data for comparative purposes and there were numerous indicators applied to establish this. Unfortunately, after a few years of trying to establish a consistent approach, the responses continued to be so varied that it made it very difficult for those destinations within Coastal 3 & 4 to benchmark. The benchmarking group later disbanded.

9.3 Swansea is still a member of DPUK, which is an online forum of destinations which shares tourism marketing and development good practice information and intelligence.

10.0 Any other information the department thinks it would be useful for the Working Group to have.

10.1 There will be a short PowerPoint presentation to highlight some of the key marketing activity delivered by the team over the last 12 months.

11.0 Conclusions/Key Points Summary

11.1 The growth in tourism as modelled by STEAM since 2007 has demonstrated how the volume and value of Swansea Bay as a tourism destination has grown. Importantly, so too has the approach to destination marketing and development by the Council’s Tourism team, despite a reduction in FTE staff and resources.

11.2 The innovative approach to marketing and Marketing Partners has enabled us to maintain an excellent working relationship with over one hundred private sector partners year on year and ensure an income to offset the net cost of the service. However, it is unlikely that this can be sustained over the medium to longer term and we will have to transform our marketing proposition to respond to changing needs and expectations. We have adapted the way we work and have not been afraid to make tough decisions, and which, fortunately, have not had a detrimental effect on the destination.

- 11.3 The Destination Management Plan, continues to provide the strategic overview for tourism stakeholders and is an essential part of the capital and revenue grant applications to Welsh Government which insists that projects must be aligned to the Destination Management Plan. However, we need to look at strengthening the internal coordination of funding applications to ensure they make the strategic link and that funding bodies continue to also insist on the same approach.

Glossary of terms: Please add glossary of terms if you are using acronyms

Destination Management Plan – DMP

Scarborough Tourism Economic Activity Model – STEAM

Destination Partnership United Kingdom – DPUK

Background papers:

Appendices:

- Appendix A – Marketing Partner Packages
- Appendix B – STEAM Executive summary
- Appendix C – Destination Management Plan – Action Plan
- Appendix D – DPUK Membership list

**NEW FOR
2019**

**only Visit Swansea Bay Partners
can feature in the new A5
DISCOVER THINGS TO DO GUIDE**

Partner Package: £225 (+VAT)

Early Bird £205 (until end of December 2018)

Core Benefits:

Dedicated visitswanseabay.com webpage

- including 6 x images and 300 words, with unlimited updates to images, text and downloads

Unlimited social media sharing

- of your news, offers and events on our Visit Swansea Bay Facebook, Twitter and Instagram pages

Promotion of events and offers

- on visitswanseabay.com dedicated Offers and Events pages

2019 Swansea Bay Directory

- a business listing in the downloadable directory for the customer to print or save

Marketing and PR campaigns

- an exclusive opportunity to get involved e.g. hosting journalists visits

Discover Things to Do, Beaches and Gower Coast Path Guides

- priority delivery and dedicated Visit Swansea Bay dispenser

Monthly trade e-newsletters

- keeping you up to date with tourism related news and new marketing opportunities

Visitor Information Point (V.I.P)

- opportunity to become a V.I.P. for increased footfall and customer awareness

PLUS Accommodation Partner Benefits:

- 2 x Must Stay homepage features and social media push
- Unlimited exclusive Late Availability feature on the homepage

PLUS Attraction, Activity and Food & Drink Partner Benefits:

- 2 x Must See Must Do homepage features and social media push
- Entry in the **New A5** Discover Things to Do Guide - 1 x image, approx 30 words and inclusion in dedicated launch email to our customer database

Premium Package: £665 (+VAT)

Early Bird £595 (until end of December 2018)

All the Core Benefits and more:

Dedicated Premium visitswanseabay.com webpage

- including 8 x images and 400 words with unlimited updates to images, text and downloads
- opportunity to embed a video or playlist*

Boosted results

- that appear higher in listing page results on visitswanseabay.com†

Homepage web banners

- 1 x top homepage banner, live for one week**
- 1 x mid-page homepage banner, live for one week**

Customer email features

- feature on 3 x emails to our customer database with a link to your visitswanseabay.com webpage

PLUS Accommodation Premium Benefits:

Must Stay feature

- 3 x Must Stay homepage features and social media push

Late Availability

- unlimited exclusive Late Availability feature on the homepage

PLUS Attraction, Activity and Food & Drink Premium Benefits:

Must See Must Do

- 3 x Must See Must Do homepage features and social media push

New A5 Discover Things to Do Guide

- 1 entry including 2 x images, approx 80 words
- inclusion in dedicated launch email to our customer database

Premium Plus Package: £1,275 (+VAT)

Early Bird £1,150 (until end of December 2018)

All the Core Benefits and more:

Dedicated Premium Plus visitswanseabay.com webpage

- including 10 x images and 500 words with unlimited updates to images, text and downloads
- opportunity to embed a video or playlist*

Boosted results

- that appear highest in listing page results on visitswanseabay.com^{††}

Homepage web banners

- 2 x top homepage banners (each live for one week)**
- 2 x mid-page homepage banners (each live for one week)**

Customer email features

- feature on 5 x emails to our customer database with a link to your visitswanseabay.com webpage

Beaches Guide

- quarter page advert in 250,000 Beaches Guides

PLUS Accommodation Premium Plus Benefits:

Must Stay feature

- 3 x Must Stay homepage features and social media push

Late Availability

- unlimited exclusive Late Availability feature on the visitswanseabay.com homepage

New A5 Discover Things to Do Guide

- half page advertisement using supplied artwork (design service extra charge)

PLUS Attraction, Activity and Food & Drink Premium Plus Benefits:

Must See Must Do

- 3 x Must See Must Do homepage features and social media push

New A5 Discover Things to Do Guide

- half page advertisement using supplied artwork (design service extra charge) **PLUS**
- 1 entry including 1 x image, approx 30 words
- inclusion in dedicated launch email to our customer database

EXTRA webpage: only £55 (+VAT)

Early Bird £50 (until end of December 2018)

For example, both your accommodation and restaurant, or attraction and café could each have a webpage in the appropriate section of visitswanseabay.com

(Please note: separate businesses in different geographical locations will require a separate package.)^{¥^}

Dedicated visitswanseabay.com webpage

- including 6 x images and 300 words, with unlimited updates to images, text and downloads

PLUS for Attractions, Activities and Food & Drink

- entry in the **New A5** 'Discover Things to Do' Guide, 1 x image, approx 30 words

PLUS for Accommodation

- unlimited exclusive Late Availability feature on the homepage

Boost Your 2019 Partner Package

visitswanseabay.com Homepage Banner Advertising:

Top homepage banner x two weeks: **£99****

Mid-page homepage banner x two weeks: **£69****



For illustration purposes only, not actual size.

Book early, the best positions sell out fast!

New A5 Discover Things To Do Guide

A new A5, full colour, 56 page guide, featuring articles on the Year of Discovery and Swansea City at 50! Celebrating 50 years of city status.

Launching in Spring 2019, 250,000 copies will be distributed across Swansea Bay and at key transport hubs into the destination.

Exclusive advertising opportunities for Visit Swansea Bay Partners include:

Full page:	£610
Inside front cover:	£715
Back cover:	£795
Half page:	£310
Quarter page:	£175

Advertise in the Beaches Guide ^^

Four options are available - to be allocated on a first come, first served basis:

Standard advert (¼ page) **£155** (only 20 adverts are available)

Inside front cover (full page) **£560** (artwork to be supplied)

Back cover (full page) **£610** (artwork to be supplied)

Full page **£510** (artwork to be supplied)

Advertise in the Gower Coast Path Guide ^^

Two options are available – to be allocated on a first come, first served basis:

Standard advert to feature on the map pages - **£155** per entry, only **5** entries are available

Back cover (full page) **£610** (artwork to be supplied)

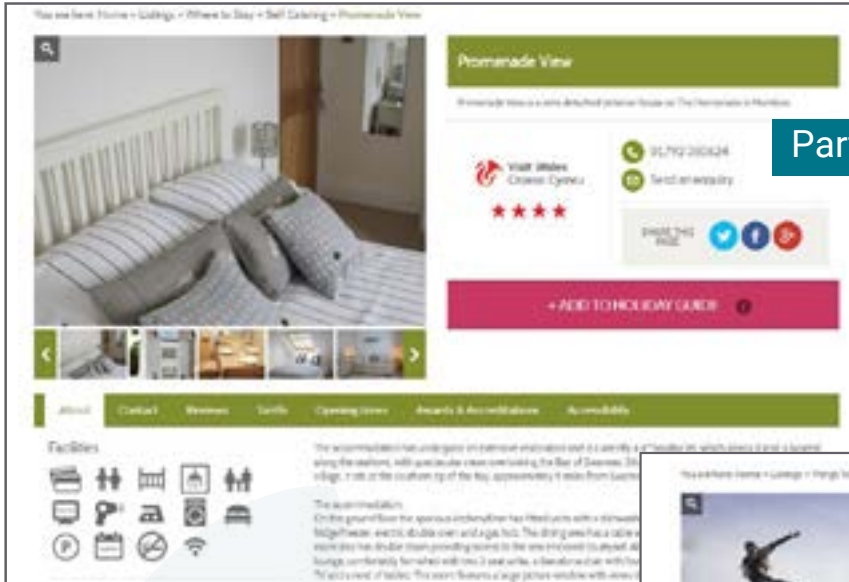
Book early, the best positions sell out fast!

If you would like to take advantage of our **in-house design service** turn to page 7 for details



Examples of Partner Packages and Benefits

For illustration purposes only, not actual size.



Partner Package webpage



Premium Package webpage

Example of half page advertisement in the A5 Discover Things To Do Guide

Example of advertisement in Beaches & Gower Coast Path Guides



Standard layout example, quarter page

Supplied artwork example

Must See Must Do example on homepage



Gower Stand Up Paddle

Stand Up Paddle boarding is an easy, accessible and versatile water sport that offers a fantastic way to experience the water. It's one of our most popular watersport activities – so why not try it out with Bay. Close this Half Term before Winter strikes!

Twitter Partner Promotion



Facebook Partner Promotion



Partner Event & Offer Promotion



Click the link below to renew for 2019

I'm an existing Partner and would like to renew

Click the link below to become a a Visit Swansea Bay Partner

I would like to become a new Partner

Partner Package Extras

Package Extras: Costs	Extra Must See/ Must Do x 1 week	Embed a video on webpage x 1 month	Email Feature x 1 email
	£49	£105	£105

In-house Design Service

Design Costs	Quarter Page (Things To Do only)	Half Page (Things To Do only)	Full Page
	£52	£79	£105

Notes

All prices are exclusive of VAT

* Subject to suitability and approval

** Each banner can refresh (subject to availability) to host a maximum of 3 Partners in any 1 or 2 week period. Timeslots will be allocated on a first come, first served basis

† on a rotational basis with other Premium Partners

†† on a rotational basis with other Premium Plus Partners

^To qualify, the extra webpage needs to be the same business on the same premises in the same location. Please note that this additional feature does not include any other package benefits, although the main package benefits can be shared

^^ This opportunity is only eligible to Partners paying business rates to the City & County of Swansea

¥ Subject to Visit Wales or AA grading

Terms and Conditions

- The City & County of Swansea Council work to promote relevant tourism businesses with registered offices in Swansea by offering Partner Packages.
- All accommodation must be graded, awaiting grading or listed by Visit Wales or the AA. All activity providers must be accredited (as appropriate) by the relevant National Governing Body or association, as recognised by Visit Wales or where no accreditation is available demonstrate that they comply with all relevant fire and safety regulations and provide proof of Public Liability Insurance with a minimum value of £5 million. All food and drink operators must have scored a Food Hygiene Rating between 2 and 5.
- It is the responsibility of the operator to apply to the relevant organisation for grading/accreditation.
- Only accommodation operators, accredited activity providers (see above), attractions and food & drink operators (with a consumer facing business) paying business rates within the Swansea Bay Marketing Area (including the City and County of Swansea and Neath Port Talbot County Borough Council) are eligible to become Visit Swansea Bay Partners.
- Invoices will be issued in January/February 2019. Payment to be made promptly on receipt and within 30 days.
- The City and County of Swansea reserves the right to moderate content before publication (in print or online) and to reject unsuitable images or other promotional material.
- By becoming a Visit Swansea Bay Partner, you are agreeing to receive relevant information from us in relation to your tourism business and Partner Package. Your contact details will not be passed on to a third party.
- Partner Packages run from January to December in any calendar year.
- All entries must comply with the Consumer Protection from Unfair Trading Regulations 2008 and any other relevant statutes.
- The City and County of Swansea accepts no liability for errors, inaccuracies or omissions.
- The City and County of Swansea has, at its discretion, the absolute right to refuse any application.
- We reserve the right to edit any promotional copy to ensure it fits the available space. This includes Welsh translated material.
- By providing images as part of a Partner Package, a business confirms that they own the appropriate copyright and permissions to use them.
- Businesses also consent that any images provided as part of a Partner Package can be used for any promotional activity carried out by Visit Swansea Bay, for example on social media or in media coverage.
- By applying to become a Visit Swansea Bay Partner, you confirm that you are the business owner or you have received permission from them to do so.
- To register an extra webpage of your business for the special rate of £55, the business is required to be on the same premises in the same location, please note that this additional feature does not include any other package benefits. (Separate businesses in different geographical locations will require a separate package.)

**If you have any queries or need any help, then please contact
The Tourism Team at
marketing.partners@swansea.gov.uk or ☎ 01792 635209**



STEAM SUMMARY 2017 CITY AND COUNTY OF SWANSEA

Total economic impact of tourism £M	417.85
% change on 2016 (£'s 2017)	1.7%

Total visitor days (Millions)	8.06
% change on 2016	2.0%
Staying visitor days (Millions)	4.99
% change on 2016	3.3%

Total visitor numbers (Millions)	4.64
% change on 2016	1.0%
Number of staying visitors (Millions)	1.57
% change on 2016	2.9%
Number of day visitors (Millions)	3.07
% change on 2016	0.0%

Number of FTE jobs supported by tourism spend	5,704
% change on 2016	0.5%

SWANSEA BAY DESTINATION MANAGEMENT PLAN 2017-2020

ACTION PLAN

STRATEGIC THEME 1: FOCUS ON PARTNERSHIP				
ACTION	LEAD PARTNER	TIMESCALE	FUNDING	MEASURED BY
Continue effective partnership working with: <ul style="list-style-type: none"> • Tourism Swansea Bay • SC departments / teams • SC Beaches Management Group • Visit Wales • Visit Swansea Bay Partners • DMP Delivery Group members and stakeholders e.g. National Trust, Natural Resources Wales, Swansea University, Keep Wales Tidy, etc. 	SC Tourism	On-going	N/A	<ul style="list-style-type: none"> • DMP delivery group meetings • 130 VSB Partners in 2018 • On-going marketing campaigns, competitions and journalist visits • Regular meetings with key partners
Host tourism stakeholder days informing operators of SC Tourism activity, major development, funding opportunities and DMP delivery timeframe	SC Tourism	On-going	Tourism budget	<ul style="list-style-type: none"> • 1 x annual event • 100+ attendance • PR coverage • Income and number of VSB Partners
Support and provide input for tourism related RDP LEADER and RCDF project applications	SC Economic Development & European Funding Team (EDEF)	On-going until 2020		<ul style="list-style-type: none"> • Attend LAG Tourism Sub-group meetings • Attend general LAG meetings
Offer support and guidance to relevant funding applications & projects coming forward from local / regional partners	SC Tourism	On-going until 2020	RTEF TPIF TAIS TISS	Number of collaborative projects include: <ul style="list-style-type: none"> • The Hyst • Kiffyn Williams

			MSBF RDP / RCDF CCF...	<ul style="list-style-type: none"> • Now The Hero - COMPLETE • Sea Sculptures Festival - COMPLETE • Swansea Canal Society (bring the boats back to Clydach) – on-going • Dwr Cymru – Lliw Project • Dark Skies at Rhossili (Gower Activity Centres)
Continue to liaise with SC Planning and provide feedback on relevant planning application	SC Tourism	On-going	N/A	<ul style="list-style-type: none"> • No. of approved funding applications
Develop a Memorandum of Understanding (MOU) between Swansea Council's Tourism Team and the local trade association Tourism Swansea Bay	SC TSB	Autumn 2018	N/A	<ul style="list-style-type: none"> • 1 x MOU COMPLETE • Launch at 2019 Stakeholder Day (15-05-19)
STRATEGIC THEME 2: INCREASING QUALITY				
ACTION	LEAD PARTNER	TIMESCALE	FUNDING	MEASURED BY
Support suggested improvement works and development proposals at Mumbles Pier, including: <ul style="list-style-type: none"> • Pier frame / infrastructure • Redevelopment of old lifeboat station • Hotel / apartment development • Overall site layout improvements 	Mumbles Pier	3-5 year project plan (subject to funding)	HLF application being developed in partnership with SC EEFT Potential WG funding	<ul style="list-style-type: none"> • Secured funding • Delivery of each phase
Support proposal to develop improved infrastructure and amenities for motorhome provision	SC Highways	On-going	TBC	<ul style="list-style-type: none"> • Motorhome provision in place at identified key sites <p>UPDATE REQUIRED FROM CAR PARKS</p>
Support major schemes and schemes for the destination, such as Hafod Copperworks / Penderyn Distillery and Skyline project. <ul style="list-style-type: none"> • Provide feedback and comment where required • Provide supporting information 	SC EDEF Regeneration	Completion expected by 2019-2021	HLF application successful for Penderyn	<ul style="list-style-type: none"> • Project completion and usage figures

Develop and implement project plan for the Swansea Bay Coastal Access Project	SC Cultural Services	2017	CCF 2 nd phase application to be submitted March 2017	COMPLETE
Encourage accommodation operators to develop improved provision and work in partnership: <ul style="list-style-type: none"> Increased star grading / Listed scheme Promote available funding, e.g. TAIS, TISS, SMBF, TPI, RTEF, RDP 	SC Tourism	On going	VW / RDP	<ul style="list-style-type: none"> Stakeholder events DMP Delivery Groups Trade e-shot Campaigns Partner events, e.g. TSB, RDP, KWT
Support and encourage new high quality accommodation provision in key sites and sectors: <ul style="list-style-type: none"> City Centre Mumbles – serviced Rural Swansea – self catering 	SC Tourism in partnership with SC Planning	On going	Signpost to appropriate funding schemes	<ul style="list-style-type: none"> Business Support Guidance and signposting Promotional activity
Develop and implement Caswell Bay improvement scheme <ul style="list-style-type: none"> Road layout - COMPLETE Toilet Block Refurbishment – on-going Prom - COMPLETE Welcome on arrival / sense of place - COMPLETE Changing Places toilet – on-going 	SC Cultural Services incl. Beaches Management Group	2019	TBC	<ol style="list-style-type: none"> Secured funding & planning Feasibility study completion
Implement recommendations from the Gower Signage Audit	SC Highways	On-going	TBC	<ul style="list-style-type: none"> 1 new signage scheme on Gower Repair and replacement as recommended in the audit
Support improvement / interpretation scheme for Cefn Bryn / Arthur's Stone site	SC AONB Team	TBC	Possible Reynoldston ward member environment fund (TBC)	<ul style="list-style-type: none"> Car parking facility Visitor interpretation panels Access routes from Reynoldston <p>UPDATE REQUIRED FROM TSB AND COUNTRYSIDE</p>

Support Mumbles sea wall improvement works <ul style="list-style-type: none"> Initial study – COMPLETE Second phase – detailed study and potential funding streams (on-going) 	SC Regeneration	2020-21	Welsh Government	<ul style="list-style-type: none"> Completion of feasibility study - COMPLETE Secure funding - COMPLETE Implement findings
Toilet block refurbishment scheme and toilet asset transfer scheme	SC Tourism	On-going	TBC	<ul style="list-style-type: none"> Three Cliffs Coffee Shop asset transfer – COMPLETE Port Eynon feasibility study - COMPLETE Facilities at Caswell Bay – on-going
Development of 'Pontarddulais Link', a new walking & cycling route between Grovesend and Pontarddulais.	Swansea Council and Sustrans	2020/21 for delivery (indicative)	Welsh Government - Active Travel Fund	<ul style="list-style-type: none"> 1 x new walking & cycling route designed - COMPLETE

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STRATEGIC THEME 3: ALL YEAR ROUND DESTINATION

ACTION	LEAD PARTNER	TIMESCALE	FUNDING	MEASURED BY
Continue to develop and deliver effective and measurable marketing campaigns throughout the year tying in with: <ul style="list-style-type: none"> 2017 Year of Legends - COMPLETE 2018 Year of the Sea - COMPLETE 2019 Year of Discovery 	SC Tourism	On-going	Tourism budget	<ul style="list-style-type: none"> YOL and YOS marketing campaigns - COMPLETE 1 x RTEF application for 'Surfari Bus' Campaign Tour of Ireland & Wales - COMPLETE YOD marketing campaigns – on-going
Improve presence on Visit Britain website	TSB and individual members	On-going	N/A	<ul style="list-style-type: none"> Increased presence of operators and events Increased number of web referrals <p>On-going</p>

Work with regional partner LAs to deliver funded projects COMPLETE	Carms County Council	2016 – 2018	VW	<ul style="list-style-type: none"> 1 x Year of Legends marketing campaign delivered – COMPLETE 1 x Year of the Sea themed project delivered – COMPLETE
Use planned major events to promote destination: <ul style="list-style-type: none"> Wales Airshow Waterfront Winterland Swansea Bay 10k Liberty Stadium concerts BBC Biggest Weekend BBC Proms in the Park Major concerts and festivals 	SC Tourism	On-going	Tourism budget	<ul style="list-style-type: none"> Yearly STEAM figures Website stats Visitor survey
Support and encourage projects or proposals demonstrating the potential of extending the season and/or offering all weather facilities: <ul style="list-style-type: none"> All weather attractions and activity providers Iconic new visitor attractions Events 	SC in partnership with private sector operators	On-going	N/A	<ul style="list-style-type: none"> New businesses opened New events taking place
Delivery of Swansea BID's 'place dashboard' scheme – data collecting scheme to inform future marketing of the City Centre businesses (800+) <ul style="list-style-type: none"> 2017/18 scheme - COMPLETE 2018/19 scheme in preparation with WG and NSA Need update from BID 	Swansea BID	On-going	Funded by BID member fees	<ul style="list-style-type: none"> Data capture in the form of postcode travel, demographics, heat mapping and dwell time % increase in visitor numbers to the City Centre (shops, car parks, etc.)
STRATEGIC THEME 4: ENSURING SUSTAINABILITY				
ACTION	LEAD PARTNER	TIMESCALE	FUNDING	MEASURED BY
Identify and address tourism industry skills gap and requirements: <ul style="list-style-type: none"> Encourage trade to participate in appropriate training, accreditation and surveys 	SC in partnership with TSB	On-going	RDP TSB WG	<ul style="list-style-type: none"> 50 x Gower Ambassadors trained between June – Sept 2017 - COMPLETE

<ul style="list-style-type: none"> • Introduce Ambassadorial training as part of the VIP scheme - COMPLETE • Encourage employers to up-skill their staff in all areas of the business operation • Develop and promote out of season training opportunities for the industry 				<ul style="list-style-type: none"> • 30 x VIP businesses - COMPLETE
<p>Support delivery of the Beaches Management Plan:</p> <ul style="list-style-type: none"> • Identify projects with realistic potential for delivery • Identify relevant funding • Explore potential of gaining Blue Flag status for Swansea Bay • Conduct Port Eynon feasibility study • Maintain existing Blue Flag status for Langland, Caswell and Port Eynon • Explore funding avenue for investment at 3 x BF sites in terms of infrastructure, cleanliness and ground maintenance 	SC Tourism and Outdoor Leisure Services	On-going until 2020	Existing budget and relevant funding for specific projects	<ul style="list-style-type: none"> • Administer 2 x Beach Management meetings per year (pre-season and post-season) • Maintain Blue Flag status for Langland, Caswell, Port Eynon for 2018 and 2019 - COMPLETE • Achieve Seaside Award for Bracelet Bay - COMPLETE
<p>Reduce plastic waste & litter in Swansea Bay by promoting relevant litter picks and campaigns, such as:</p> <ul style="list-style-type: none"> • Refill campaign • Take 3 campaign • Recycling schemes • 'Smoke free beaches' at Langland and Caswell • Various campaigns by RNLI, KWT, NT, etc. 	SC Tourism in partnership with SC Environment, RNLI, KWT, NT...	On-going	N/A	<ul style="list-style-type: none"> • Higher level of trade and visitor engagement in reducing litter and plastic waste in destination • Raise profile of Swansea Bay as green destination

LARGE SCALE TOURISM REGENERATION PROJECTS:

It is vitally important that major regeneration projects continue to feature prominently in the DMP. Whilst completion of these projects will be beyond the life of this current DMP, they will no doubt influence and shape the way the industry will develop and perform in Swansea Bay over the next 5-10 years and beyond.

The DMP Steering and Delivery groups will monitor the progress of these developments and ensure they are considered and referenced in all tourism related funding or planning applications.

➤ **Tidal Lagoon**

- Swansea Bay Tidal Lagoon as the world's first tidal lagoon power plant
- A tourism and recreation hub with the potential to attract 100,000 visitors per year
- Playground, beach and rockpools, as well as art installations from local and international artists
- Offshore Visitor Centre for visitors to learn more about tidal power and enjoy the truly unique seascape setting

➤ **Swansea Central regeneration scheme**

- Former St David's shopping centre re-development
- 3,500-seat arena capable of hosting major international performers, exhibitions and conferences (underground multi storey car park incorporated)
- Hotel development
- New retail street and circuit featuring iconic brands
- Restaurants, café quarter and state-of-the-art cinema
- New public square
- Improved links between the city centre and waterfront

➤ **The Civic Centre 'hydro hub'**

- Cafés and restaurants
- New public space
- Public aquarium
- State-of-the-art aquatic sciences research centre
- Residential properties

➤ **Kingsway urban park development**

- Remodelling of The Kingsway vehicular route to include a two-lane road (one lane in each direction)
- Enhanced pedestrian areas
- Creation of The Kingsway Urban Park, which features more green space for residents, workers and visitors

➤ **Skyline development at Kilvey Hill**

- Major tourist attraction for region
- Cable car rides, toboggan rides, zip wire rides and restaurant

Funding opportunities:

- Rural Development Plan
- Visit Wales – RTEF, TPIF, TISS, TAIS, MSBF
- Welsh Government – VVP, Town Centre grants, BFF
- ERDF
- City Region area investment
- HLF / Coastal Communities Fund

It is worth noting that public sector funding is reducing and will continue to do so over the next few years and the effects of 'brexit' on European funding are yet to be determined. Both are likely to impact on the development and delivery of projects in future.

Coastal 3&4 benchmarking group members from 2004

Category	Council
3	Arun District Council
3	Bridgend County Borough Council
3	Christchurch Borough Council
4	Conwy Council
4	East Lindsey District Council
4	East Riding of Yorkshire
4	Eastbourne Borough Council
4	Hastings Borough Council
4	North Devon Marketing Bureau
4	North East Lincolnshire
	Tourism South East
4	North Somerset Council
3	Redcar & Cleveland Borough Council
3	South Tyneside MBC
3	Suffolk Coastal District Council
3	Tendring District Council
4	Restormel Borough Council
4	Southend on Sea
4	Thanet District Council
4	Sefton Metropolitan Borough Council
3	City & County of Swansea
3	Hartlepool Borough Council
3	Havant Borough Council
3	B.C. of King's Lynn & West Norfolk
3	Lancaster City Council