



City and County of Swansea

**Minutes of the Economy & Infrastructure Policy  
Development Committee**

Committee Room 5, Guildhall, Swansea

Thursday, 17 October 2019 at 2.00 pm

**Present:** Councillor V M Evans (Chair) Presided

**Councillor(s)**

J E Burtonshaw  
P K Jones  
P M Matthews

**Councillor(s)**

P Downing  
W G Lewis  
T M White

**Councillor(s)**

R Francis-Davies  
P Lloyd

Councillor R Francis-Davies – Cabinet Member for Investment, Regeneration & Tourism

**Officer(s)**

Caritas Adere  
Ben George  
Steve Hopkins  
Frances Jenkins  
Tracey McNulty  
Samantha Woon

Senior Lawyer  
Team Leader – Transport Strategy and Monitoring  
Strategic Manager -Tourism, Marketing and Events  
Head of Cultural Services  
Democratic Services Officer

**Apologies for Absence**

Councillor(s): M A Langstone

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

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

**21 Minutes.**

**Resolved** that the Minutes of the Economy and Infrastructure Policy Development Committee held on 19 September, 2019, be approved as a correct record subject to the inclusion of Councillor P Downing's apologies.

**22 Swansea's Economy (Tourism).**

The Tourism and Marketing Manager, accompanied by the Cabinet Member for Investment, Regeneration and Tourism, Head of Cultural Services and the Strategic Manager, Tourism, Marketing and Events, provided a presentation on the positive impacts of the tourism industry to Swansea's economy.

The presentation included:

- STEAM Figures (2018) indicated that tourism was worth £447.7m to the local economy.
- 4.78m Visitors in 2018.
- Types of Advertising (Stand Up Paddle Boarding).
- Methods of Advertising (Twitter/Youtube/transport hubs/shopping malls)
- The value of public relations and hosting journalists (bloggers and vloggers).
- Destination Management Plan for Swansea Bay 2017-2020.
- Business support to tourism opportunities.
- Number of website views.
- Investment and development of the website.

The Strategic Manager Tourism Marketing and Events detailed the two brands used to promote Swansea; Enjoy Swansea Bay and Visit Swansea Bay.

In response to Members' questions, Officers stated that:

- Whilst there is no direct link with travel companies, they are targeted for the large events such as the Air Show, Christmas Parade.
- Hotels within Swansea do offer packages when large events are taking place within the City.
- Retaining visitors within the Swansea area is a challenge.
- Efforts have previously been made to work with transport partners.
- Officers work closely with Taxi Licensing Officers prior to large scale events (concerts etc).
- Whilst it is important that Council departments work together when devising policies that may impact on other service areas, when budgets are restricted this becomes more of a challenge.

Reference was made to a Scrutiny Inquiry Panel report which examined the Council's approach to promoting Tourism. It was noted that the Cabinet Member response would be submitted to the meeting of Cabinet on 21 November, 2019.

The Strategic Manager Tourism Marketing and Events stated that a visitors survey is undertaken every 3-4 years. The information is interrogated to determine whether any trends appear in people's perceptions (e.g., reoccurring visitors complaining about a specific issue). The City generates 37-40% repeat annual visits.

The Chair thanked Officers for their informative presentation.

**Resolved** that:

- 1) The Tourism and Marketing Manager circulate details of all the links associated with the promotion of Swansea.
- 2) The Cabinet Member response to the scrutiny inquiry into the promotion of tourism in Swansea be included on the work plan for discussion at the meeting on 14 November, 2019.

### 23 Active Travel Improvements.

The Transport Strategy Officer provided a presentation on the Active Travel Strategy.

The presentation included:

- Number of Households without access to car or van.
- Proportion of 20 to 29 year olds without a driving licence.
- Increase in traffic since 2013 (+7.5).
- Households access to cars by LSOA.
- How do people travel to work.
- Barriers to active travel.
- Active Travel (Wales) Act.
- Policy Framework.
- Existing route map 2017.
- Quotes from Ministerial Transport Advisor and Deputy Cabinet Secretary for Infrastructure.
- Welsh Government Transport Capital Funds.
- Network Growth 2016-2020.
- Townhill Link – A Challenging Project.
- Townhill Link – Cross Section.
- Competing Pressures.
- Santander Cycles – Total Hires by Origin Station.

The Chair thanked the Transport Strategy Officer for his informative presentation.

**Resolved** that the report be noted.

### 24 Workplan 2019/2020.

The Chair referred to the work plan.

**Resolved** that the work plan for 2019/2020 comprise the following:

14 November 2019	1) Swansea Economy (Implications of Brexit). 2) High Street Empty Properties. 3) Cabinet Member Response in relation to the Scrutiny Inquiry Panel Report (Tourism).
19 December 2019	
16 January 2020	
20 February 2020	

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Cont'd

19 March 2020	
16 April 2020	
To be Scheduled	1) Homes as Power Stations – Site Visit to Neath Port Talbot. 2) Public Toilets – Work Shop.

The meeting ended at 4.10 pm

**Chair**