



City and County of Swansea

Notice of Meeting

You are invited to attend a Meeting of the

Economy & Infrastructure Policy Development Committee

At: Committee Room 5, Guildhall, Swansea

On: Thursday, 14 November 2019

Time: 2.00 pm

Chair: Councillor Mandy Evans

Membership:

Councillors: J E Burtonshaw, P Downing, P R Hood-Williams, P K Jones, M A Langstone, W G Lewis, P Lloyd, P M Matthews and T M White

Agenda

	Page No.
1 Apologies for Absence.	
2 Disclosures of Personal & Prejudicial Interests. www.swansea.gov.uk/disclosureofinterests	
3 Minutes. To approve and sign the Minutes of the previous meeting(s) as a correct record.	1 - 4
4 Swansea Economy (Implications of Brexit).	
5 High Street Empty Properties.	
6 Workplan 2019/2020.	5 - 6

Next Meeting: Thursday, 19 December 2019 at 2.00 pm

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

Huw Evans
Head of Democratic Services
Thursday, 7 November 2019

Contact: Democratic Services - Tel: (01792) 636923

Agenda Item 3



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

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	

Minutes of the Economy & Infrastructure Policy Development Committee (17.10.2019)
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



Economy & Infrastructure PDC – 14 November 2019 Work Plan 2019-20

Meeting Date	Agenda items and Format
20 June 2019	Work Plan Discussion. <ol style="list-style-type: none">1) River Corridor Draft Strategy.2) Transportation Strategy (including City Centre Parking).3) Homes as Power Stations.4) Green Infrastructure Strategy (economic implications).5) Swansea's Economy.6) Public Toilets (predominately in the City Centre).7) High Street.
18 July 2019	<ol style="list-style-type: none">1) Green Infrastructure Strategy.2) Swansea's Economy (Tourism).
19 September 2019	<ol style="list-style-type: none">1) River Corridor Draft Strategy.2) Green Infrastructure Strategy.

Economy & Infrastructure PDC – 14 November 2019 Work Plan 2019-20

17 October 2019	<ol style="list-style-type: none"> 1) Swansea's Economy (Tourism). 2) Active Travel Improvements.
14 November 2019	<ol style="list-style-type: none"> 1) Swansea Economy (Implications of Brexit). 2) High Street Empty Properties.
19 December 2019	<ol style="list-style-type: none"> 1) Cabinet Member Response in relation to the Scrutiny Inquiry Panel Report (Tourism). 2) Feedback from Site Visit to Homes as Power Stations.
16 January 2020	
20 February 2020	
19 March 2020	
16 April 2020	
To be Scheduled	<ol style="list-style-type: none"> 1) Public Toilets – Work Shop.