



# CITY AND COUNTY OF SWANSEA

Dinas A Sir Abertawe

**Cllr Robert Francis-Davies**  
Cabinet Member, Enterprise,  
Development and Regeneration  
and  
**Cllr Mark Thomas**  
Cabinet Member, Environment &  
Transport

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**8 December 2014**

Dear Cabinet Members

## **Tourism Scrutiny Inquiry – Impact Report, 17 November 2014**

The Panel met on 17 November 2014 to consider the impact report of the Tourism scrutiny inquiry which concluded in June 2013. The purpose of this meeting was to assess the impact of the report and its recommendations. The panel's role was to assess what has changed since the report was presented to Cabinet, whether the agreed recommendations had been implemented and what had been the impact of the inquiry.

The panel would like to thank you both, Fran Jenkins and Steve Hopkins for attending the meeting to present the report and answer the panel's questions.

We were pleased to see the completion of the Destination Management Plan and recognised the importance of it being a living document and were encouraged to see Tourism being more widely recognised as a cross cutting issue.

The Panel were interested to hear about the refocusing of marketing activity this year from the FA Premier League to Dylan Thomas Centenary events and celebrations and how this has been successful in reaching out internationally. It was further agreed that it is very important to be more 'out there' digitally. After the investment in the website we are encouraged to see that the online success in the number of online visits and particularly unique visitors to the website increasing dramatically.

We thought the idea of working with an online company to produce and sell Swansea related gifts which will generate income for the authority was an excellent one.

We support the production of an overall plan to develop the riverside banks running up the River Tawe and especially the development of a jetty area adjacent to the Liberty Stadium.

One important aim of the meeting was to find out how much impact the inquiry had had. To this end the panel was pleased that the report had made a useful contribution to an important debate about the Tourism in Swansea. We were particularly pleased to hear that the inquiry had contributed to the Destination Management Plan moving forward particularly in relation to developing a cross cutting approach across the council and with stakeholders more widely. We were also encouraged to hear that the review was found to be comprehensive in nature and a positive experience which has resulted in the momentum moving forward.

Overall the Panel were pleased that the majority of recommendations had been completed and were satisfied that the work of the Panel can now be concluded. There were, however, a couple of issues that the Panel wished to highlight to the Cabinet Members included:

- The importance of a can do culture right across the organisation, there are many good examples of this but there are still some areas where this is still not the case.
- Keeping Councillors in the loop with developments in relation to Tourism, Marketing and Events, which could, as suggested by Cllr Francis Davies being done through a short presentation to Council.

I hope you find this letter useful. We do not require a formal written response.

Yours sincerely

**John Newbury**  
**Convener of the Tourism Scrutiny Inquiry Panel**  
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