

### **Performance Information for Scrutiny for Cllr Robert Francis Davies as Cabinet Member for Enterprise, Development & Regeneration**

#### **1. City Centre Management**

- The key objectives and priorities for City Centre Management for the forthcoming period are summarised as follows:
  - **Objective 1. CCM manage front line services (*Swansea Indoor Market, Swansea Mobility Hire (SMH) & City Centre Rangers*)**
    - Priority 1. Improve Market Efficiency.
    - Priority 2. Achieve full cost recovery of SMH to prevent stop service.
    - Priority 3. Support the operational management of the City Centre on-site via the City Centre Rangers with focus on safe access and customers.
  - **Objective 2. CCM undertake Operational Management and Co-ordination Activities**
    - Priority 4. Over-see the management and administration of City Centre access to authorise and coordinate activities to enhance the customer experience.
  - **Objective 3. CCM undertake Events & Marketing**
    - Priority 5. Reduce non cost neutral events and marketing activities to develop 1-2 key on street events per annum and drive commercial opportunities to raise the *profile of the City Centre and encourage footfall.*
- These objectives are set out in more detail below in terms of recent achievements, the application of KPIs and the main service priorities and challenges going forward.*

- **Objective 1. CCM manage front line services**

- **Swansea Market**

City Centre Management manages the day to day operational management, development and promotion of Wales' largest Indoor Market and the 112 traders and their staff that it contains.

- Swansea Market recently won Britain's Best Large Indoor Market awarded by NABMA (National Association of British Market Authorities).
- 100% occupancy (last achieved in 2009)
- Consistently achieved income targets for last 3 years.
- Benefitting from a programme to replace its roof.
- Market kept open for the duration of the scheme.
- Feasibility works underway to access options for future development of the Market.
- Priority to implement new leases for traders.
- Rental issues being resolved by engagement of an independent expert and the final draft lease is due to be issued.
- Reduced residual waste sent to land-fill - 12% (January) for the previous year
- Recycling Action Plan being delivered - target of -15%.

- **Swansea Mobility Hire (SMH)**  
Mobility equipment hired and sold to disabled and able-bodied people with mobility needs to access City Centre shops and services, based within Swansea Bus Station, includes Changing Places facility which can be used by disabled people and their carers.
- Heavily subsidised by CCS, not tenable in its current form. Sustainable Swansea - budget saving proposals, representations made to close the Service in 2017-18. To avoid this, measures to reduce operating costs, increase income and diversify the Service being developed. Full cost recovery key priority for CCM at present.
  - Fees and charges have increased from January 2015, almost a 100% increase in income to date.
  - Diversity has included introduction of mini-strollers i.e. character shopping trolleys for children, which have been available to hire from March.
  - A left luggage and shopping facility gaining momentum, plans with SCVS for third sector engagement in future management and operation of the Service.
- **City Centre Rangers**  
Service evolved to address escalating issues regarding business crime and security; following a review measures, including new uniforms and 'zoning' the City Centre' supports transition to more customer driven service, key action going forward. 4 full time staff, supported by funding from the Business Improvement District (BID) at 25% of operating costs, subject to a Service Level Agreement.
  - **KPIs** - 10 month period up to October 2014, Rangers dealt with 27,000 incidents in the City Centre.
  - November 2014 to January 2015 Rangers dealt with a further 6,800 (approx) incidents
  - Customer queries the highest performing category in 12 out of the 13 weeks over which the data was collected.
  - Further indicators being developed.
- **Objective 2 - CCM undertake Operational Management and Co-ordination Activities**  
CCM over-see the management and administration of City Centre access to authorise and coordinate activities and projects to enhance the customer experience.
- February 2015, City Centre achieved Purple Flag status for the way in which it manages its night-time economy. Judges praised key measures & identified areas of work to be addressed going forward - a key priority for CCM.
- City Centre Promotional Lettings Service, (designated City Centre pitches available for events and promotions), generates significant income, recently reviewed, new measures introduced improve commercial viability of scheme.
- 'City Centre Data Intelligent' scheme (collating and disseminating information on the health of the City Centre monthly - footfall, retail sales and occupancy.) Last 3 months has shown an increase in sales and footfall compared to a declining national picture.

- 'From Busk Til Dawn' to encourage good quality busking entertainment in the City Centre. Recently reviewed with City Centre street trading, and applications from potential street traders invited shortly.
- This March, a City Centre Operations Coordination Group of key operational City Centre Officers initiated by City Centre Manager. The monthly meetings will first consider management of cross cutting City Centre service budgets used in the maintenance and management of the area and to support a 'Greening' project for Castle Square. This will feed into the delivery of Council's Destination Management Plan and emerging City Centre Strategic Framework.
- **Objective 3: CCM undertake Events and Marketing**  
CCM very successful in attracting additional footfall into the City Centre through provision of additional events and activities targeting key groups.
- Ghostbusters Live at Halloween - 30% increase in footfall,
- Easter in the City and Love your City on Valentines
- Events led by the Council's Special Events team who work closely with CCM.
- Marketing of City Centre;
  - City Centre Loyalty Card and was heavily involved in the inception of the
  - Big Heart of Swansea brand now being delivered by Swansea BID.
- Budget cuts have meant that the budget held by CCM for these activities is now significantly less.
- Priority going forward will be to deliver 1-2 key on-street events each year
- To support other agencies to deliver events and marketing
- To develop commercial opportunities to raise the profile of the City Centre.
- The CCM team will manage this through the application of the City Centre Promotional Lettings and Events Management scheme as the official licence holder for the City Centre.
- A major issue is branding - multiple and disjointed brands across the City and County and region. Critical to ensure that City Centre is well placed going forward and the offer is appropriately marketed and promoted and that resources are considered as part of this.

## **2. Business and Economic Development:**

- **Workways**  
Before the closure of the Workways project in December 2014 nearly 3300 Swansea residents, (many economically inactive) participated in the scheme designed to increase the employability and skills of those farthest away from the job market. Of these, over 1000 moved into employment.
- **Beyond Bricks & Mortar**  
This year we are currently working with 15 regeneration projects with 29 trainees (13 of whom are apprentices) currently on placement, receiving training and work experience as a direct result of our intervention. The training that people are receiving has been in;
  - Brickwork,
  - Plumbing,
  - Electrical,
  - Administration
  - Even supervisory and technical roles.

BB&M working with other public sector organisations including higher and further education to ensure community benefits are achieved in their projects including employment opportunities for long term unemployed and the economically inactive. This is being extended to Windfarm and tidal energy projects.

We have also developed “inform Swansea” an on-line presence that provides a single entry point for people, their advisors and prospective employers with real time, easily accessible information on job and learning opportunities. It improves prospects for employment and skill acquisition by identifying potential employment opportunities and most appropriate training route.

- **Swansea Bay City Region**

Establishing a knowledge economy and innovation Board with our partners in HE and FE to bring together and collaborate on project and investment ideas. We have worked with the Regional Learning Partnership and other partners to map and develop skill requirements and shortages in the life sciences and energy sectors that provide a blueprint for the future development of these activities in Swansea.

- **European Funding**

Its sourcing and subsequent management carries many responsibilities. In the recent round of Convergence funding the European section of the Team facilitated Council led projects that totalled over £100m and included a Rural Local Development Strategy that had 5 umbrella projects incorporating a large number of smaller schemes including five grant schemes. The European Fisheries fund also yielded over £300K that funded an economic development research exercise for the industry, a small grant scheme and a feasibility study for a “Hydrohub” project. We have coordinated the closure and position statements on most of those projects. The new round of structural funds due to begin this year will see similar levels of activity.

- **ICT and Connectivity**

The Division has recently resumed its role of coordinating with Welsh Government and BT on the “Superfast Cymru” project, in promoting the scheme widely and preparing an additional phase in Swansea where businesses can learn and receive support on how to apply fibre broadband to their businesses. We have also successfully applied to become part of the UK Government’s Broadband Development Voucher Scheme which means that businesses can get grants of up to £3K to install superfast broadband speeds

- **Inward Investment**

The economic downturn suppressed inward investment activity for a long while during which time we concentrated on creating employment through maximising the value of our procurement and regeneration activity and the capacity of our own business community. As the economic climate is now recovering we are reinvigorating our approach across all activity. We are working with the Swansea Bay City Region and have produced and adopted a regional strategy that will guide future investments. In particular, we will be seeking investment in knowledge and innovation sectors through close collaboration with our universities and Welsh Government. We will also be working closely with UKT&I to develop sector propositions that they can present to future foreign investors demonstrating the strengths of Swansea and the wider region.

### **3. Development, Conservation and Design Section**

- The Development, Conservation and Design Section determine in excess of 2,000 planning and related applications relating to all forms of development together with all associated appeals, in addition to the enforcement of planning control and the provision of an urban design and conservation service.
- The Section has recently undergone a significant change process following the introduction of the Idox Document Management System, subsequent restructuring in August 2014 and improvements to key processes and procedures.
- Since this time the Service has experienced a significant improvement in performance when measured against key performance indicators;
  - approximately 80% of all applications determined within 8 weeks during the third and final quarters of 2014/15
  - (Compared to 65% during the 2013/14).
- **Enforcement Service**

The Authority's Enforcement Service has, for some time, been under special measures reporting to P&FM and the Planning Services Scrutiny Working Group due to under-performance but has shown significant improvement when measured against a number of key performance indicators;

  - Outstanding enforcement cases fell from 650+ in August 2014 to under 500 in March 2015.
- **Urban Design and Conservation Team**

The Urban Design and Conservation Team has made significant contributions to improving the quality of the built environment through the provision of specialist advice and support and made progress towards the delivery and adoption of the Ffynnone Conservation Area Appraisal together with works to key listed buildings at risk throughout the Authority area including;

  - The Palace Theatre,
  - Scott's Pit,
  - Danbert House
  - The Roman Bridge.
- A key challenge for the future is to facilitate the delivery of the Authority's urban regeneration programme for the City Centre and Unitary Development Plan objectives, together with significant developments of National significance such as the Tidal Lagoon, whilst introducing further significant changes to the planning system in Wales as a result to the Wales Planning Bill and shouldering a 40% cut in its budget.

### **4. Property Development and Physical Regeneration**

- The Property Development and Physical Regeneration team have an excellent track record in delivering key projects and initiatives which support the economic well being of the city and have a significant impact on investment and job creation, particularly in relation to the city centre, Felindre and Swansea Vale. The service also attracts significant levels of grant funding to support the diminishing core budgets so that services can continue to be delivered.
- **City Centre**

The projects progressed in the 2014/15 financial year include:-

- **City Centre Strategic Framework Review;**
  - Consultants were appointed to review the 2007 City Centre Strategic Framework to ensure the Council's policy for the city centre is fit for purpose and deliverable.
- **Key Focus**
  - Creation of meaningful office locations in the city centre core.
  - Improvements to the quality of retail and leisure provision;
    - Development of a major seafront destination at Civic Centre site.
    - City living, including a significant element of private sector housing.
    - Opening clear links between the waterfront and the core city centre.
  - The review has been completed in draft and is currently out for public consultation. The document is available on the council's website.
  - The following events and meetings have been held to inform the framework.
    - A workshop was held with the Design Commission for Wales to consider the issues facing the city centre and to help develop the consultants brief to commission the City Centre Framework Review.
    - A visit to the city centre for senior civil servants was hosted by the Council.
    - Senior WEFO officials were briefed on the emerging plans for regeneration.
    - A presentation was made to the City Region Board and to a workshop event in London.
    - An international conference was held in October 2014 at the National Waterfront Museum to discuss "City Futures". The conference examined strategic and local issues with internal speakers and break-out sessions.
    - The "You Are Here" public consultation project has been running in the city centre for several months, with public consultation and interactive engagement sessions taking place in vacant premises. Interim report received and incorporated into Evidence base which has informed the Framework. Final YAH report anticipated end of January.
    - Briefings have been held for partners such as Healthy Cities, SERP, Swansea BID.
    - A presentation and workshop was held for the Council's innovation network (purple room).
    - The Council has engaged the media with press releases, interviews and on-line content.
    - The [www.swansecitycentre.com](http://www.swansecitycentre.com) website has provided up to date news on progress and provides access to the draft framework review document.
    - Social media activity has been undertaken in relation to the press releases and further activity is planned to coincide with the framework launch event.
    - The draft framework review will be launched for public consultation on 29<sup>th</sup> January and a launch event and visioning workshop is planned at the Meridian Tower.
    - A marketing brochure and digital flythrough has been produced.

- A notice has been placed in the OJEU and adverts in the Estates Gazette in relation to the marketing of the first two development opportunities.
- Developer days have been arranged for 3<sup>rd</sup> February (London) and 11<sup>th</sup> February (Swansea) to promote the marketing of the first two major sites.
- A launch of the adopted framework and marketing of a second tranche of sites will take place in October 15.
- Internal cross departmental and client team member consultation – Planning, Sustainability, Housing and Transportation.
- Preliminary consultation with WG (Nick Williams).
- Preliminary consultation exercise with Swansea Schools- school council's asked to respond to 5 general questions about Swansea City centre (July 2014).
- Swansea Voices panel (August 2014) Opinion Research Services- Panel members asked to respond to general questions on the quality and future of the City Centre.
- Web site and on line response form launched February 2015
- Presentations to residents group- Maritime Quarter Residents Association
- Direct email and postal consultation incorporating web site link
- Public Consultation event on the SCC SFR , with exhibition panels and staff on hand to answer queries. 2 day event at City centre managers unit 30<sup>th</sup> and 31<sup>st</sup> March
- Design Commission for Wales workshop March 26<sup>th</sup> 2015.
- **St David's and Civic Centre site Marketing.**
  - Following Cabinet approval, the marketing of the St David's and Civic Centre sites began at the end of January with widespread advertising in Estates Gazette magazine and through electronic distribution to over 35,000 people.
  - There has also been significant local TV and newspaper coverage, as well as two Launch events to inform prospective developers, investors and advisors, one held in London and the other in Swansea. These Launch events were attended by over 200 people.
  - A marketing brochure and an electronic visual fly through have been prepared and circulated to support the marketing exercise. DTZ also individually targeted 1,100 developers and agents known to them.
  - The sites are available through a competitive dialogue procurement process. Initial expressions of interest were received by 5th March
  - The PQQ responses are currently being scrutinised and by the end of March
  - Successful bidders will be provided with further information and invited to take part in the second stage of the process to demonstrate their initial development proposals.
  - The shortlisted parties will then enter into detailed discussions with the Council and Its advisors over the summer to develop their proposals into potentially workable solutions, with final submissions aimed for the end of September that would lead to
  - A recommendation to Cabinet for the appointment of a preferred developer in December.

- **Swansea Vale**

- Heads of Terms have been agreed with WG to continue the Joint Venture for a further 5yrs. This will ensure further re-investment and commitment to the scheme by both parties and agreement to a five year programme of works and disposals.
- A programme of improvement works along the main spine road and lakes has been scheduled for the next 12 months
- Welsh Water/Dwr Cymru have agreed to adopt the foul drainage network and pumping stations previously operated by the JV. A capacity study will be undertaken by WW to enable disposal of further residential land at Tregof Village later this year.
- Pure Wafer have confirmed that despite a major fire at their premises they intend to reinstate the building and remain at Swansea Vale.
- The flood prevention scheme undertaken by NRW has now been completed and opened.
- The Lower Swansea Valley flood scheme reduces the risk of flooding to some 300 businesses and homes. Over a 4km reach, the river's capacity has been increased by creating more space for water to flow, removing restrictions to flow and raising low spots along the river banks. The flood embankments have been innovatively set back from the river to create a 6 hectare wetland habitat. The project also improved flood warning, community flood awareness and piloted a multi-agency flood plan.
- The £7m project was funded by Welsh Government and the European Regional Development Fund. It was delivered with exemplary collaboration between Natural Resources Wales and City and County of Swansea.

- **Felindre**

- The infrastructure and strategic landscaping works have been completed within the £11.7m budget, and has delivered the **whole** 16 Ha Business Park in one phase, rather than the Ph1 12Ha that was required by WEFO through the grant conditions/Business Plan.
- Marketing Consultants were appointed in July 2014 and are currently finalising the Marketing and Branding Strategy, to enable the Business Park to be actively marketed late Spring 2015. This will include an official launch as part of a comprehensive promotional programme.
- The completion of the entire Business park in one single Phase will make the site more easily marketable to potential investors. A planning application is currently being determined for the relocation of Sancta Maria Hospital to Felindre, and it is anticipated that this first development will commence on site later in the year, providing an early success towards the establishment of the Business Park.

- **Vibrant and Viable Places**

- The 2014/15 programme has been successfully completed with full spend achieved by 31/3/15. Main items have included the £3m loan to Coastal, completion of 3 housing units at 71 High St within the Homes above Shops programme, and early acquisition of property along High St by Coastal as part of the Urban Village scheme to be constructed in 2015/16.

- Sandfields HRA- Phase 1 stakeholder engagement (Renewal Area Community Open day event) taken place and a positive response received. The scheme tenders have been issued and works have commenced at the end of March 2015 with a completion target of September 2015. Phase 2 survey programme has commenced, caseworkers and surveyors have begun property visits/ surveys, and contractors are scheduled to be onsite in June 2015.
- **Enabling Infrastructure Works – Work on the High Street Corridor is nearing completion:**
  - The High Street clutter has been removed and awaiting resurfacing works, this will be completed early April 2015.
  - Consultancy Team preparing draft recommendations on Kingsway Infrastructure feasibility, and anticipated that the £1.95M V&VP budget for 2015/16 will focus on the west end of Kingsway, including demolition of Oceana, along with associated public realm enhancement.
  - WG/CCS Partnership Group established, meeting on a monthly basis and is undertaking effective programme monitoring.
- **Waterfront City**
  - Waterfront Connections – Substantially complete
  - Contract with Griffiths for Lower Oxford St. works finalised and settled in period
  - Main Boulevard Scheme – Main works completed end Nov 2014, in year work focused on the Sainsbury's to Tawe Bridges section.
  - High Street Corridor – Work progressing - est. completion May 2015 to include improvement works to the Argos junction and improvements to the area around High St. Station
  - Clarence Terrace – Demolition completed by Walters UK.
  - DTZ CCS City Centre framework review financed by Waterfront City in year
  - Art works in progress to complete by June 15 to include Marina sculpture and Paxton street tunnel, LC screen/gates and museum green.
- **Building Enhancement Programme**
  - 24 City Centre schemes delivered in 2014/15
  - £3.2m Waterfront City grant funding towards a total programme cost including private sector match funding of £13m
- **Homes Above Shops (VVP)**
  - 1 scheme delivered providing 3 flats at 71 High Street
  - £58k Vibrant and Viable Places grant towards a total project spend of £116k

## **5. Archives Service**

- **Objectives of the Archive Service:**

West Glamorgan Archive Service collects documents, maps, photographs, film and sound recordings relating to all aspects of the history of West Glamorgan. It is a joint service for the Councils of the City and County of Swansea and Neath Port Talbot County Borough.

- The Service's mission is the preservation and development of its archive collections, to safeguard our documentary heritage and to enable research in order to further our collective knowledge. The Archive Service is committed to providing information and the opportunity to engage with archives to everybody.

- **Achievements in 2014/15**

The Neath Abbey Ironworks collection has been recognised by inscription in the United Kingdom National Register of the UNESCO Memory of the World Programme, a list of documentary heritage which holds cultural significance specific to the UK. . The UK Register helps raise awareness of some of the UK's exceptional, but lesser-known documentary riches by awarding them with the globally-recognised Memory of the World status. As of 2014, there were 50 items and collections on the UK Register, including four from Wales. The Neath Abbey Ironworks collection is the only UNESCO-registered collection held by a Welsh local authority archive rather than by one of its national institutions.

- **Performance**

CIPFA statistics for 2013/14 from across the UK and, measured by individual visits to the archives, West Glamorgan Archive Service was the eleventh busiest service in the whole of the UK in that year, which is comparable to some of the larger English counties such as Devon and Leicestershire. This figure is up from 14<sup>th</sup> in the previous year and 19<sup>th</sup> in the year before that. No other archive service in Wales has anywhere near this number of individual visits.

- 2013/14: 13,146 reached on or off-site; 8,546 individual visits to the archives (in Swansea and our Neath branch); 1,710 school pupils attended learning sessions; 10,560 documents issued to researchers; 187,215 records on our electronic catalogue. Figures for 2014/15 not yet available.

- **Engagement**

In 2014/15 we received two grants from Welsh Government under their 'Changing Cultures' grant scheme (child poverty-related) to carry out engagement projects with target communities in Swansea and Neath Port Talbot. We have just finished one on the Sandfields Estate in Port Talbot which involved 50 children from Year 9 at Sandfields Comprehensive School researching the history of the estate and its connection with the steelworks. The next project is similar type looking at the history of Townhill.

- Our education service to schools in Swansea and Neath Port Talbot at Key Stages 2 and 3 receives excellent feedback from teachers. We provide a service both on-site and in the school classroom using facsimile documents.

- **Challenges**

The biggest challenge facing the Archive Service is the future of the Civic Centre. In the case of a sale, approximately 3 miles of records will have to be relocated to a secure, air-conditioned repository with a front-facing public access point. To this end we are in discussion with Carmarthenshire County Council and Swansea University about merger/co-location of services and constructing a

shared facility either on the Singleton Park campus or in a city location. A radical approach involving shared services is a more sustainable solution and the capital investment more likely to attract external funding.

## **6. Dylan Thomas Centre HLF Project:**

Launched on the centenary of Dylan Thomas' birth, the project aims for the Dylan Thomas Centre to become a cultural hub for Dylan Thomas' legacy, based in the city and community that he grew up in and that inspired him. It encourages people to take an active part in understanding this inspiring legacy of enormous local and international significance.

- To safeguard and develop the Dylan Thomas heritage,
- Focus upon the Centre's Dylan Thomas Collection.
- The project is jointly funded by CCS and Heritage Lottery Fund.
  
- The project seeks to:
  - Develop an active, rather than passive, facility
  - Provide high quality learning and participation opportunities to the widest possible audiences
  - Develop and enhance skills and promote public enjoyment
  - Create a more resilient Dylan Thomas heritage, supporting conservation
- **Benefits**  
It aims for the following benefits:
  - Increase the range of audiences using and enjoying the Dylan Thomas Exhibition.
  - Conserve and enhance the heritage value of the Dylan Thomas Collection and Exhibition.
  - Increase the quality and quantity of participation with the Dylan Thomas heritage.
  - Improve knowledge about Dylan Thomas and develop skills in research, curation and interpretation through learning and training.
  - Improve management and maintenance of the Centre, its Collection and the visitor experience.

This has resulted in:

- £935k HLF funding
- Refurbished free permanent Dylan Thomas exhibition
- New learning space
- New temporary exhibition gallery
- New fully-funded full time Learning Officer and
- New fully funded part time Outreach Officer
- Three year funding for activities budget
- New fully funded part time Project Officer
- New touring exhibition
- New branding, revised website, and a wide cultural events programme.
- The grant also supported two major free temporary exhibitions of Dylan Thomas manuscripts, never before seen in UK, in partnership with Buffalo University, National Library of Wales and University of Wales. These ran to the end of 2014.

- **Performance Headlines and key targets**

Since the HLF award in April 2014 and the opening on October 27<sup>th</sup> 2014,

- 90,585 attendees have visited our exhibitions up to February 2015.
- This represents a doubling of attendance to the permanent DT exhibition.
- 41 participatory projects over 126 sessions,
- Reached 3960 participants.
- Created 4 work placements and engaged 34 volunteers.

- **Engagement**

- Proactive engagement with Swansea's communities and provision of a real legacy from the centenary.
- Providing new and innovative learning and participation opportunities, so that communities in Swansea can learn new skills and engage with their heritage.
- Having the facility and resources to increase and broaden our activities.
- An ambitious programme of learning and outreach projects is supported by grant and CCS match-funding, including interaction with some of Swansea's most vulnerable communities.
- From extensive consultation, to shape an evolving programme of participant driven activity that responds to their needs. Some communities showed a high level of interest in Dylan's health and lifestyle issues, which allowed for work, using culture to address health problems in our participants with partners such as WCADA.

- **Partnerships**

Partners so far in our learning and participation programmes include

- YMCA,
- Dragon Arts,
- WCADA,
- Communities First,
- Townhill Youth Service,
- Primary and secondary schools,
- Most Able & Talented groups,
- Young Writers Squads,
- Kids in Museums

- **Targets & Challenges over next 12 Months)**

- Continue to develop and deliver DT HLF project against commitments in Activity Plan.
- Continue to increase income.
- Continue to address ambition and sustainability with limited staff capacity.
- Be flexible and maximise opportunities with changes to Cultural Services.

## **7. Special Events**

Delivered a broad range of music and arts events and manages the Brangwyn Hall and George Hall complex.

In the last year it has delivered (amongst others):

- Singleton Park saw the return of the BBC's Proms in the Park for the 10<sup>th</sup> time in Swansea as part of the BBC's Last Night of the Proms celebrations. Acts included;
  - Bryn Terfel
  - Violinist, Jennifer Pike

- Singer-songwriter Casi.
- Presented by Tim Rhys-Evans and Josie d'Arby,
- With the BBC National Orchestra and Chorus of Wales, led by conductor Tecwyn Evans.
- Currently shortlisted for Best Live Music Event at the Event Production Awards in London on April 1 2015.
- Swansea's first ½ Marathon took place in June,
  - 2500 runners taking part
  - (The race sold out in just 6 weeks).
  - Voted highly commended for best event in Swansea at the Swansea Bay Tourism Awards
  - Shortlisted for the UK Running Awards which will be awarded on April 24<sup>th</sup> 2015.
  - In 2015 this event is expanding to take 5000 entries so will be the second largest road race in Wales with plans for further development in future years.
- IPC Athletics European Championships in August 2014 (partnership featuring various local and National stakeholders, main partner Swansea University),
  - The first time this Paralympian event held in the UK
  - Over 600 athletes from 40 countries taking part
  - 600 officials and volunteers .
  - Russia topped the medal table with 41 gold and 88 medals overall.
  - Ukraine 2<sup>nd</sup> with 17 golds and 43 medals
  - Great Britain third with 16 gold medals and 52 medals overall.
  - Over 12,000 tickets sold
  - Major TV coverage on Channel 4 (including live daily TV) plus daily news coverage and coverage across Eurosport and many other national TV channels this event.
  - Raised the bar for delivery of Paralympian Sports events outside of the Olympics and World Championships
  - Hailed as the most successful European Championships to date.
- City of Sport - 2 other European Sporting events in August 2014.
  - 2014 European Touch Rugby Championships (500 competitors from 17 countries in male and female categories).
  - Dart 18 European Sailing Championships hosted by Mumbles Yacht Club at Knab Rock.
- Admiral Swansea Bay 10k
  - Record breaking entry
  - Inter Area Match with teams from Wales, Midlands, the North and Combined Services
  - First ever Paralympian winning a major 10k road race in the UK.
  - In 2015 event will feature the Welsh 10k Championships.
- Waterfront Winterland 2014 saw record year
  - 43,000+ people on the ice
  - 150,000+ visitors to the site.
- December - Prince Charles, welcomed to the Guildhall to inspect the 1st Queen's Dragoon Guards prior to them exercising their right to Freedom of the City and march through the streets of Swansea. The Welsh Cavalry was the last group of British soldiers to leave Afghanistan's war-torn Helmand Province.

- The success of many of the events that the Special Events section is involved with was reflected in nominations and awards at various award ceremonies during the year which included ;
  - Evening Post Pride Awards 2014 – Winners - IPC Championships
  - Swansea Bay Tourism Awards 2014 – Best Festival & Events (BBC Proms, WNAS, Waterfront Winterland)
  - Swansea Bay Tourism Awards 2014 – IPC Championships (Highly commended in Best Event Category)
  - Swansea Bay Tourism Awards 2014 – Swansea Half Marathon (Highly commended in both Best Event and Start up Business Categories)
  - Swansea Bay Volunteer Awards 2014 – IPC Championships (Winner - Best Volunteer Campaign)
  - Swansea Life Awards – Swansea Bay 10K (Highly commended in Best Event category)
  - Swansea Life Awards – Wales National Airshow (Winner - Best Event)
  - Event Production Awards 2015 – One of 9 finalists for Best Music Event (BBC Proms in the Park) - awards ceremony on April 1 2015 in London.
  - CIPR Cymru Wales Pride Awards 2014 – IPC Championships (Winner - Best Sporting Campaign)
  - UK Event of the Year 2014 – IPC Championships (1 of 5 finalists in Best Event Category)
  - Swansea Half Marathon nominated in the UK Running Awards 2015 - Award Ceremony on April 24<sup>th</sup> 2015 in London
- **Brangwyn Hall**  
 The Brangwyn Hall reopened after its closure for over a year to much acclaim in July 2014 with a major refurbishment of the facilities which included;
  - A stage lift was introduced that will allow access to both levels of the under-stage storage which is safer for staff under H&S. All equipment can now be stored under the stage and not left around the perimeter of the hall.
  - New in-house PA system, which incorporates a loop system and show relay to all associated rooms.
  - Newly refurbished bar with skylight, incorporating a new baby change facility and Changing Places toilet, making the hall more accessible.
  - Brangwyn chandeliers refurbished with low energy lights, allowing cost savings over the next few years.
  - The successful re-opening of the Brangwyn Hall with Elvis Costello as the opening concert with other major concerts following on –most recently that of Russell Watson.
- **New Catering Contract**
  - Successful re-tender of the Brangwyn Hall / Guildhall catering contract. The successful caterers were JR Catering, who are achieving very impressive returns within the first 9 months of the contract and are very pro-active with staging new events and attracting Award Ceremonies and added business to the refurbished facility.
- **Looking Forward**
  - 4<sup>th</sup> Wales National Airshow returns on the 11<sup>th</sup> and 12<sup>th</sup> July 2015 with huge crowds expected at this award winning free event.

- New sporting event - the first city centre based Swansea Triathlon in early June 2016 - ambitious and expansive plans to establish itself as an iconic national event.
- Early 2016 should see the first ever Swansea Marathon following the success of the 2014 Swansea Half Marathon.
- Paolo Nutini - a major concert 20<sup>th</sup> June 2015 (other promoters in discussion for future events).
- Discussions taking place with Swansea University to jointly attract future major events based on the success of the 2014 IPC Athletics European Championships. This has already resulted in the following events coming to Swansea in the near future
  - European Lifesaving Championships (Clubs and Nationals) - 1-15 Aug 2015 – approx. 800 competitors expected to take part.
  - FISU World University Rugby Sevens Championships - 6-9 July 2016 – approx. 6000 competitors expected to take part.

## **8. Swansea Grand Theatre**

### **• Dylan Thomas 2014**

Swansea Grand Theatre made a significant contribution throughout 2014 towards the international Dylan Thomas Centenary Celebrations (DT100) by co-producing a number of productions on a range of scales.

- Co-produced Dylan Thomas: Clown in the Moon with Miles Productions played to 75% capacity in the studio theatre and went on to be presented throughout Wales and at the Edinburgh International Festival
- Caitlin was co- produced with Helen Griffin and Phil Clarke and was an outstanding example of small scale theatre. Over a week's production it achieved 65% capacity and also allowed the theatre to work jointly with Gower College Swansea performing arts students.
- The Wales Theatre Company, Swansea Grand Theatre and Arts Council of Wales (DT100) presented Dylan's A Child's Christmas in Wales, directed by renowned Michael Bogdanov, which subsequently went on tour around Wales. In addition the theatre and the Wales Theatre Company ambitiously presented a 36 hour non-stop Dylathon reading using an eclectic mix of VIPs including; 1st Minister of Wales Carwyn Jones and President of Ireland, Michael D Higgins, community groups and schools and renowned artistes including:- Sir Ian McKellen, Katherine Jenkins, Jo Brand, Sian Philipps, Robert Peston, Mal Pope, Kevin Johns and Jeff Towns
- The Theatre was successful in gaining an award for £73,000 from Arts Council Wales towards its Theatre Partnership Development scheme to continue its work with a number of local theatre producers including Miles Productions, Fluellen Theatre Co. Lighthouse Theatre Productions. This has enabled the theatre to be the catalyst for a number of productions of new work through the professional support that the theatre is able to offer these local companies.

### **• Gower College**

The Grand and Gower College Swansea continued for the 3rd year with its joint project, Primary Partners, which saw 12 junior schools taking part in short

presentations with full technical back-up. The project in 2015 has been expanded to include a 3rd day and an additional 6 schools taking part.

- Working with the City and County of Swansea's Education Improvement section the Grand jointly developed the West-End in Swansea scheme which was accessible to all young people in the City and County of Swansea and enabled high quality training by West -End artistes and a showcase performance by the participants. The scheme was limited to 50 places and was fully subscribed.
- The Grand will be early adopters of the national carers scheme HYNT which will improve access to the theatre.

## **9. Swansea Museum**

### **• New projects and grants received in 14/15**

- **Varda project** partnership working with Gypsy Traveller young people also partners with Pembrokeshire Museum and Education services + CCS Education dept. dedicated team.

- The aim of the project is to enable the young people to explore their heritage and to record and acquire records and objects to represent their communities in the local museum collections. An exhibition will be built around the project.
- HLF funded total £ 30,000 – carried forward to 2105/2016

- **Great War Propaganda Project**, SWM ( South West Wales Museums working together)

- The initial project was to produce a travelling exhibition using the original propaganda posters found in the Museum's collections. An element of the grant was to conserve and frame the posters so they are in a suitable condition to display.
- The exhibition will tour the museums of the partners, Carmarthenshire, Ceredigion, Pembrokeshire and Swansea.
- The grant was supplied by CYMAL ( Welsh Government) £ 11,325
- A subsequent grant was applied for to enable an outreach youth worker to be appointed to engage young people across SW Wales with the exhibition and the legacy that the Great War has on our lives today. Also explore the use of modern propaganda, peer pressures have on their own lives today. The grant was supplied by HLF £ 18,400 ongoing 2015/2016

### **• Museum at Night - Dept. Culture Media and Sport.**

- Swansea Museum in open competition won a partnership with the artist Amy Sharrocks to explore the world of falling and to help create her Museum of Water. The majority of communication for the project was carried out through social media Facebook and Twitter.
- The penultimate event of the project was a large group of the public spending the day at the Museum reviewing their personal ' falling' experiences, fallings negative aspects and trying to look at the positive side of ' falling' , fortunately the weather was kind to us and in the late afternoon a large group walked to the beach and fell in the sea.

- Sample of peoples 'special water' and the locations they were taken from was added to the Museum of Water Collection
- Grant of £1,000 was received to cover the artist's costs, towels and hot chocolate!
- **Small grants from the Welsh Federation of the Museums Association/CyMAL.**
  - Grants were received from the Welsh Federation of the Museum's Association to enable a member of staff to attend the 'Unstraight Museum LGBT' conference and another member of staff to attend natural sciences specialist sector skills training seminars.
- **Racing Donation.**
  - A donation from a member of the public specifically given to cover the costs of the Museum's Bristol Channel Pilot Cutter 'Olga' to attend the Pilot Cutter review in St Mawes. This gave different members of the Volunteer crew the opportunity of sailing various legs of the voyage to Cornwall and to take part in some very exciting racing. Olga then took part in the Pilot Cutter Fastnet Race to Southern Ireland which with the weather against them turned into a very gruelling race, a real test of the crew's stamina. Olga's crew won the race. In fact there is a whole cabinet of the trophies she won for Swansea last year on display at the Museum. Donation £ 500.
  - Tall Ships Training partnership with Communities First/ NEETS
  - The Museum staff have been working with David Walters to develop a way forward for the young people who have been involved in the Tall Ships training programme to continue gaining sailing experience by signing up as Volunteer crew on Olga.
  - Several groups sailing on Olga over the year, this is to be developed in 2015/2016 so that the Museum can be established as a RYA approved tallship training centre which can award sailing qualifications. Income received to cover the costs of the trips out.
- **Savings.**
  - None identified but still doing more with a tight budget.
- **New partnerships**
- **University of Swansea Copper works /Morfa project.**

Swansea Museum is an active partner in the project and has contributed to the interpretation of the site adjacent to the Collections Centre at Landore.

  - Over the year various events have been held at the Collections Centre in partnership with the University and
  - GGAT (Glamorgan Gwent Archaeological Trust) to enable the public to explore the objects in the Museum's collections which relate to the site and the copper industry.
  - Volunteers are now being recruited to work alongside staff from the Museum and University to develop a programme of guided walks and activities to tie in with the Collections Centre being open to the public every Wednesday.
- **Swansea Metropolitan University**

Various photographic workshops have been held at the Collections Centre enabling groups of students to engage with the collections and record their photographic responses for a future exhibition.
- **Penny Halas – Boxing the Chimera**

An exhibition held at the Collections Centre created by the artist celebrating the beauty and variety of objects on display.

- **University of Cardiff Conservation Department.**

Visit from students on the Conservation course to explore and report on the environmental conditions and display techniques used at Swansea Museum.

- **University of Glamorgan.** Visits from staff and students to explore and examine historic photographic material held in the collections for papers and projects.

- **MENCAP**

Museum staff worked with staff from MENCAP to source and record the oral histories of patients and staff who lived at Hensol Castle between 1927 and 2003. From conversations with patients and staff various room settings were recreated and iconic objects traced to produce a thought provoking exhibition. MENCAP had sourced funding from an HLF 'Your Histories' grant.

- **U3A ( University of the 3<sup>rd</sup> Age)**

A group of students from U3A visit the Museum on a weekly basis to work on various projects based both at the Museum and at the Collections Centre. The projects range from digitally recording parts of the ephemera collections, working on elements of research for temporary exhibitions to identifying and recording geology samples, natural history specimens from the natural science collections.

- **Royal Institute of South Wales ( Friends of Swansea Museum)**

- The RISW ran a series of lectures/talks at the Museum throughout the year.
- The Museum also hosted the welcome event for the British Friends of Museums Conference in September. This was the first
- Time the conference, which draws delegates from all over the UK was held in Wales. It was voted the best conference they had ever had – the wonderful sunny weekend weather helped!
- The group continue to run fund raising events which have resulted in the purchase of several donations to the Museum's collections.

- **University of Southampton.**

A partnership with staff from the University of Southampton to create an exhibition examining the facts behind the myth of William Cragh who was publicly executed by hanging but lived to tell the tale. The University had explored the remains of medieval Swansea and created a 3D overlay plan of the town as it was then plus a trail to enable locals and visitors to explore medieval Swansea today.

- **Gwent Glamorgan Archaeological Trust**

Working with GGAT to deliver a series of workshops and events at both the Collections Centre and for National Archaeology Day at the Museum. Also to identify and go through the processes which enable the Museum to acquire local finds for the archaeology collection.

- **Swansea Metal detecting Club/Heritage Metal Detecting Club.**

The Museum's Collections Access Officer attends their monthly meetings to help identify finds and ensure that 'best practise' of reporting treasure etc. is carried.

- This partnership gives the Museum a wonderful opportunity to work with the groups to display new finds at the Museum and in the case of Treasure to be in a position to purchase local items if they are offered for sale.

- **SWM Partnership ( South West Wales Museums working together)**

Grants obtained (see above) to develop a WW1 Propaganda exhibition and education/outreach package to tour the various partner Museums. The partnership are also working with a project officer to develop the 'pan Wales' travelling exhibition on 'travellers to Wales' using the stories of persons who visited the area in the 18<sup>th</sup>/19<sup>th</sup>/20<sup>th</sup> centuries and the objects held in the various Museums which reflect their activities.

- Medwyn the Mole Museum Detective (SWM) website continues to be used by schools and is currently being updated.
- A book to accompany this is also being written by Hazel Williams.

- **Kids in Museums**

The UK wide Kids in Museum festival takes place in October and kids literally work with Museum staff to design a project, carry it out, then they take over the Museum for the day. The Museum worked this year with a group from Pen y Bryn School and with the education officer from the DTC to create and select objects to link into the Dylan exhibitions.

- Staff have been asked to present a feedback session on the project at the launch event for Kids in Museums 2015.

- **Key exhibitions.**

- **Dylan Thomas's Swansea**

An exhibition which reflected on Dylan's life and work in Swansea. The people he knew, the places he visited.

- The exhibition also launched the book Dylan Thomas 'The Pubs'.
- Special features of the exhibition were the creation of a typical Swansea pub of the 1930's, a display of paintings by local artist Wyn Thomas and some marvellous loans of first editions of Dylan's work. Local Dylan enthusiast Jeff Towns, the Luperini family were amongst those who kindly lent material to the exhibition. The Museum also showed a selection of films relating to Dylan's life.

- **A Child's Christmas in Wales.**

Continuing the Dylan theme, the exhibition reflects Christmas past.

Featuring an array of paintings by John Upton and a loan of his historic Christmas decoration as well as items from the Museum's collections. This exhibition tied in well with the December school visits for Toy sessions and Christmas stories.

- **Pen y Bryn 'Kids in Museums' exhibition.**

The exhibition was held in the long gallery. The children arranged the objects for display and worked with staff to design the interpretation panels, invitation to the preview etc. Lots of family and school staff attended the preview.

The project has been recognised as an example of good practise and staff will go through the way the partnership worked at the next Kids in Museums Welsh launch in June.

- **Swansea Art Society ' Dylan Response'**

This annual exhibition by the Swansea Arts Society was mixed media with an underlying theme of a response to the work and influences of Dylan Thomas.

- **Medieval Swansea**

The life of William Cragh, the facts behind the myth were the main theme behind the exhibition created from the partnership with the University of Southampton to explore medieval Swansea.

- The exhibition features new research into the structure of Swansea in medieval times recreated through virtual overlays.
- The exhibition also launched a new interactive trail of medieval Swansea today.

- **Swansea Potteries 200<sup>th</sup> and 250<sup>th</sup> anniversaries exhibition.**

The exhibition celebrated the founding of two of Swansea's main potteries 200 and 250 years ago.

- The display featured objects from the Museum's reserve collections as well as loans from private individuals, Liverpool Museum, Plymouth Museum and the Royal Institute of Cornwall Museum. A bilingual catalogue (the first bilingual ceramics catalogue) will be published shortly.

- **Swansea and the Great War**

This exhibition reflects how the Great War of 1914 – 1918 affected the lives of Swansea folk. From stories of those who went to join battles in Europe and beyond so those who stayed at home and took over the roles of the men who had gone to war. The exhibition preview evening (the busiest ever) was attended by many of the descendants whose stories were told in the exhibition. It was opened by Simon Weston and attended by the Welsh Horse who set up camp in the Museum garden.

- Mounted troopers on guard at the front of the Museum actually caused the traffic to stop on the Boulevard!

- **Hidden Now Heard**

An exhibition created in partnership with MENCAP and funded by HLF reflected the changing attitudes and provision of care for local people with learning difficulties. Based on oral recollections of life as residents/patients and staff at Hensol Castle. By recreating parts of the hospital, incorporating oral histories, artefacts and

- Interactive exhibits the exhibition provided a personal history of life for people with learning disabilities during Hensol's use as a long stay hospital between 1927 and 2003.
- Smaller community-based exhibitions /displays which have taken place over the year – 11.

- **KPI's**

(All figures quoted to end of February 2015.)

- Visitor figures to the end of February 142,086 above target for 2014/2015 140,000
- Formal education pupil visits pre booked groups to end of February 8,594 on targets. ( 9,000)
- Number of exhibitions 19 ( above target)
- Programmed events and activities 74 ( target 60)
- Higher Education planned visits 32 ( target 40)
- Lifelong Learning Groups 68 ( target 35)

- Outreach talks and events (4225)
- Professional enquiries 17,109

• **Feedback from Customers**

- No formal CCS customer satisfaction survey carried out this year. Awaiting new formal/question content previous survey 89% - 90% satisfaction, lack of parking, café and more toilets accounted for negative feedback.
- In house spot surveys this year, identified -
- dissatisfaction with crossing points on Boulevard
- Lack of parking near the Museum + difficulty in parking in dedicated Museum spaces due to three rows of bollards.
- Need for more toilets/café!
- All rest reflect positive feedback re - exhibitions, provision of Welsh language.

• **Customer service.**

- Visit Wales – excellent report re information given to/service received by mystery shopper.

• **Service 2015/2016**

- Continue with temporary exhibitions programme but a few less. Continue to use Gallery 1 and long gallery.
- Turn Gallery 2 over to displays from the Museum's collections. So more reserve collections on display.
- Changing themes!
- Redisplay Cabinet of Curiosities - Swansea's story – so that 1<sup>st</sup> floor will reflect local history from prehistoric to industrial revolution and beyond.
- Redisplay areas of Archaeology gallery - put in application to HLF for redisplay of this gallery!
- Complete qualifications/registrations etc. to enable Olga to be used as a Sail training ship.
- Continue with sailing partnerships with Communities first/education dept.
- Carry out first corporate hire trip for Olga.
- Continue digitisation of collections to enable further valuations to be carried out.
- Introduce the use of Volunteers to support and extend FOH staff across sites to enable more public access.

• **Education stats April 14-15**

- 9778 pupils have visited Swansea Museum service over past year
- October busiest month with 1989 pupils in single month
- **'The White Feather'**  
Last autumn's partnership production with Theatre Na N'Og was entitled 'The White Feather'. The project was between September and October, with a Welsh language run after the half-term break. Over 155 class groups visited from 72 local schools with 20 being Welsh language schools.
- The story told the tale of a young boy dreams of escaping the humdrum reality of life in Swansea as WWI rages. He signs up for the excitement he

believes the war will bring, leaving behind his family, friends and shell-shocked elder brother. It is far from the Boys Own adventure he thought it would be and on a fateful night during the dreadful battle for Mametz Wood in July 1916, his life passes before his eyes as he is stranded in a muddy bomb crater. The play mixes the harsh realities of warfare with moments of magic, incorporating the words of the First World War poets amongst others with beguiling Welsh folk music to tell a devastating tale of family, love and loss. Pupils then spent time exploring our Swansea and The Great War exhibition and activities in the Education Room.

- Evening Community groups also attending the museum and a performance of the play. This year over 362 people booked a place for this from 13 community groups:
- Llantrisant & District History Society, Sketty Wesley Club, Tabernacl Guild Cwmrhydyceirw, Llangyfelach WI, Murton Village WI, Newton Ladies Guild, Cwmdulais Historic Society, Skewen and District Historical Society, St Barnabas Church Group, Llchwyr Historical Society, Briton Ferry Inner Wheel, Royal Institution of South Wales, Murton Ladies Guild
- We continue to provide work experience placements for Y10/ A level students and have had 7 weeks of placements this year with students from Cwrt Sart, Pentrehafod, Olchfa, Llantwit Major Comprehensive and Ysgol Gyfun Gwyr. We have also offered placements to international students from colleagues in Culture Dept.

## **10. Tourism & Marketing Services**

- Attended and presented at the 'Annual Tourism Stakeholder Day' in the George Hall on 29<sup>th</sup> Sept 2014 at which 90+ tourism businesses attended to hear how tourism continues to be major sector of the economy and a significant contributor to the future prosperity of the destination.
- Chaired the Destination Management Plan (DMP) Steering Group (meets 2 to 3 times a year) to review the delivery actions of the plan. The DMP was approved by Cabinet and was one of the key recommendations from the Tourism Scrutiny committee, which concluded that CCS was making the most of its Tourism assets.
- Secured £14K Visit Wales grant to support the continued operation of the 2015 Gower Sunday Service. This is a major and significant boost for rural communities and tourism operators for the season ahead.
- Supported development of detailed management plans for 4 Blue Flag Beaches using Visit Wales 'Partnership 4 Growth' money. This included major consultation exercises with communities and stakeholders whom live by or operate on the 4 blue flag beaches. This is a major key performance indicator for City & County of Swansea and a key to sustaining communities in the future as a result of the economic contribution that beach users bring to the destination.
- Hosted the 2014 Dylan Thomas Festival, probably the most significant cultural event CCS has helped deliver and proved to be a fitting finale to the year of celebrations.
- Introducing the 2015 "Enjoy Swansea Bay" in-destination marketing campaign for the residents of Swansea and visitors in destination. This will prove to be a vital tool in communicating the positive messages of the services provided in

the main by Cultural services on the range of in and outdoor facilities, attractions and events resident can enjoy. Even more vital this year, to counter the corporate messages of austerity measures and will also support the marketing of Swansea to inward investors for the city centre with positive Quality of Life messages.

## **11. Glynn Vivian Art Gallery**

### **The gallery received (amongst others)**

- Arts Council of Wales Revenue Grant £123,750  
GVAG received this annual grant for the delivery of our offsite programme of activities for Exhibitions and Learning.
- Arts Council of Wales Large Grant £29,000  
Support our offsite learning programmes,
- Heritage Lottery Fund £576,000  
Support our work for the collection over a 3 year period, now to 5 years capital and revenue funding. The Richard Glynn Vivian Bequest will have a commemorative display when the Gallery re-opens, which the capital funds will support.
- Achieved savings of £177,000  
New partnerships including
  - Royal Shakespeare Company and Swansea University's CREW (Centre for Research into the English Literature and Language of Wales)
  - Saturday Morning Art Club & Children's Holiday Workshops partnerships with Family arts week, Children's University, Swansea University, Technocamps, Wales Remembers, Art with Friends
  - Artist in Residence: LGBT Young people's group, Swansea Day service, Swansea YMCA
  - Young People: Community First, Youth Service, The Gwalia Foyer, Arnolfini, Olion, Agored Cymru, Arts Awards, engage Cymru
  - HLF projects: Swansea African Association and Swansea Centre for Deaf People and RNIB Swansea
  - Continuing partnerships with primary schools programme across Swansea continues to be extremely popular and this year we have been developing our secondary schools programme and initiated partnerships with Gower College Swansea
  - Plus Tate is a partnership - GVAG is one of two galleries representing Wales.
- **Key Exhibitions**
  - Manfinger: Maria Pask
  - The Wakelin Award 2014: Clare Woods
  - Time, a Hesitant Smile
  - Dylan Thomas Centenary;
    - Dylan Thomas Notebooks  
Over the summer, the Gallery presented a group of 20<sup>th</sup> century paintings from the collection, with loans from State University of New York at Buffalo, in partnership with the National Library Wales. The

paintings on loan from the Gallery included portraits of Dylan and his friends by Swansea artist Alfred Janes, amongst others.

- Poems in October: Dylan Thomas and Shakespeare  
Inspired by Dylan Thomas's love of Shakespeare, Glynn Vivian presented Poems in October: Dylan Thomas and Shakespeare in collaboration with the Royal Shakespeare Company, Michael Sheen and Swansea University's CREW
- **Key Learning**
  - Hard to Reach Young People  
Our successful Saturday Morning Art Club (5-14 year olds) and Black Kettle Collective (15-24 year olds) programmes have engaged new audiences of children, young people and their families from a range of backgrounds.
  - Artists as Learners  
We delivered a continuing professional development training and mentoring programme for two visual artists, in partnership with engage Cymru and three galleries and organisations across Wales. The young people created an animated film as part of the project and all achieved an Agored Cymru qualification in Fine Art: Creative arts practice Level 1.
  - Momentum  
Targeted hard to reach young people in Swansea, partnering Swansea Youth Service, young offenders or those at risk of offending, and Swansea Foyer, homeless young people. The Gallery worked with 28 young people as part of the project entering 8 for Bronze Arts Award qualification which 6 achieved. The Gallery's innovative delivery of the programme was commended by Arts Award.
  - Digital  
Saturday Morning Art - long term projects with children and families - *The Adventures of Richard Glynn Vivian – The Comic* (12/13), *The Animation* (13/14) and *The Computer Game* (14/15). The work that is created by the groups is then used as interpretation in the new gallery for visiting families.  
This will lead to an expansion of digital equipment and launch the digital programme Dec-Jan 2016. Over this period we have recorded and archived our contemporary and historical talks programme, now available online.
- **Development**
  - Offsite Artist-in-residence programme - 11 artists valuable research opportunities to develop and share their practice with the community.
  - Black Kettle Collective used an empty shop space in the city centre where they are preparing for a collaborative event with Young Arnolfini & IKON. Black Kettle will be hosting the Glynn Vivian stage at Olion Festival presenting live music by Black Kettle. Both projects will integrate Young People from deprived backgrounds and different cultural backgrounds which will raise aspirations, confidence and employment.

- 4Site – Primary and Secondary School Service continues with additional development and Launch of online provision for schools programme see business plan
- **Sharing Resources**  
During the year our Learning Officer, Tom Goddard, has given talks about the Gallery programme to a range of organisations and at different events including Engage Conference, BAFM Conference etc. He has always been available to give guidance and mentoring support to arts organisations and artists in Swansea. Learning, Child Protection and Access Policies have been updated for MLA Accreditation.
  - Offsite displays at City & County of Swansea offices:
  - June 2014 - install works from the collection in the corridors of the Civic Centre. Paintings by the Gallery's Over 55s group, also exhibited in the Civic Centre in October 2014.
- **Publications:**  
Collection images included in: Friends of the Glynn Vivian Newsletters, Swansea History Journal, the Musée d'Orsay's Gustave Doré publication, the Ben Uri Gallery's 'Refiguring the 50s' publication.
- **Community Roadshows**
- **Community Café talks at the Gallery's space at YMCA.**  
2015/2016, working with key target audiences to deliver activities and events in preparation for the re-launch in Summer 2016, across communities, schools and colleges, and other partner organisations, to test and build audiences for the reopening.  
Working with the Exhibitions, Collections and Learning teams, devise, implement and evaluate an integrated marketing communications plan in the lead up to the reopening and post re-launch. The re-launch campaign will begin six months prior to the reopening, with key milestones targeted throughout, and increased activity six and three months prior to opening which will culminate in a weekend of activities and events for all our core and targeted visitors.

### Glynn Vivian PI's

| Attendance Figures  | 2013/14  |              | Projected 2014/15 |               |
|---|----------|--------------|-------------------|---------------|
|   | Events   | Attendances  | Events            | Attendances   |
| Exhibitions   | 8        | 8,805        | 7                 | 51,734        |
| Total Attendances   | <b>8</b> | <b>8,805</b> | <b>7</b>          | <b>51,734</b> |
| Participation Figures   | 2013/14  |              | 2014/15           |               |
|   | Sessions | Attendances  | Sessions          | Attendances   |
| Participatory Activity Inside a School Setting – 4Site                                  | 121      | 3,229        | 128.5             | 3,180         |
| Participatory Activity Outside a School Setting – Workshops, Lectures, Talks and Events | 264      | 7, 285       | 232               | 3,041         |

|                     |     |        |       |        |
|---------------------|-----|--------|-------|--------|
| Total Participation | 385 | 10,514 | 359.5 | 6,221* |
|---------------------|-----|--------|-------|--------|

\*Note: The attendances for participation are slightly lower than last year, because in 2013 / 2014, attendances included a major launch of *The Adventures of Richard Glynn Vivian Animation Film* in Castle Square, whereas this year's project, the *Richard Glynn Vivian Computer Games* are due to be launched in Castle Square in April 2015, so cannot be included in the figures above for this year.

- **Strategies**

- Complete and operate the newly redeveloped Gallery building, improved facilities for access and social engagement
- Retain existing and develop new audiences – inclusive communities programmes, supporting our cultural identity and the language of Wales
- Develop a synergy between Collections, Exhibitions and Learning programmes
- Develop, maintain and care for the Collections to make these meaningful for today and for future generations
- Expand our Learning & Engagement programme to make Collections and Exhibitions widely accessible to wider audiences,
- Reach new audiences for our Exhibitions programmes of contemporary and modern art, supporting artists' and curators' professional development and practice in Swansea and Wales
- Contribute to the Regeneration of Swansea,
- Our ongoing work with the Heritage Lottery Fund and the Arts Council of Wales (part of Welsh Government), will be central to our future prosperity and success.

## **12. Library achievements 14-15**

- **New projects and grants**

- **Summer Reading Challenge** Grant for £900:
  - SRC money went towards prizes for our winners of the SRC, the Teenage challenge, the under 5's challenge and for best volunteer as well as some local events promoting the challenge.
- **ECALM** (Every Child a Library Member)- £1,000
  - The funds went towards the hire of buses for nine schools to visit their local libraries, as well as having two authors to run sessions in 2 libraries.
- Both grants were provided by Welsh Government (CyMAL)

- **Dylan Thomas events** (Grants as per DT100 programme)

- **Dylan Thomas Big Read**

- This project aimed to attract more library customers to read works by Dylan during the months of September and October 2014. Poetry is not a popular genre and sometimes not as accessible to all readers. We were pleased to find that one of Dylan's poetry

anthologies appeared in the top 10 most issued non-fiction titles for 14-15.

- **Dylan Thomas Touring Exhibition**
  - In conjunction with the Society of Chief Librarians Wales a touring exhibition was created providing information on Dylan's life and works. The exhibition is being toured throughout Wales at libraries and other venues and also ties into a Dylan Thomas reading list (see below). The exhibition has already visited Carmarthenshire, Merthyr Tydfil, Pembrokeshire, Rhondda Cynon Taff and Wrexham. It is scheduled to visit north Wales authorities over the summer before returning to South Wales.
- **Dylan Thomas Reading List**
  - In conjunction with the Society of Chief Librarians Wales a reading list was created of Dylan's major works. All libraries across Wales bought the selected materials and the reading lists have been distributed across all 22 local authorities. The list has been used in conjunction with the travelling exhibition and local events to promote Dylan's work throughout the centenary year.
- **New ITC development events**
  - Customers were invited to try their hand at programming at Raspberry Pi Workshops and Techno Lego Camps. These projects were trialled after the publication of the Literacy Trust report on Technology and Literacy levels. Their research showed that access to technology has a direct link to improved literacy.
  - Get Swansea Online - Libraries have been a big contributor of venues and supporter of this project which aims to break down barriers to accessing digital resources. Free Public WIFI in libraries – 16 libraries now have free public Wifi
  - New E-magazine and E-audio service
  - Centralised grants (for the whole of Wales) provided by CyMAL have allowed the service to participate in an E-magazine and E-audio download service providing library members free access to almost 500 e-magazines and a further 1500 e-books, 3,000 e-audio titles.
- **Key exhibitions**
  - **WW1 Commemoration** events and exhibitions
    - The library service has run over 30 events, exhibition, films and talks to support the commemoration of World War 1. The local study talks have been especially popular.
  - Other exhibitions
    - Playright – Tori Wright (February 2014)
    - Welsh Language Forum – Phil Cooze (March 2014 & 2015)
    - LOCWS – Erin Richard (April 2014)
    - Schools Arts Project – Lynne Bebb (May 2014)
    - Lifelong Learning – Judith Porch (July & August 2014)
    - A Year of Art – Clase School (September 2014)
    - Black History Month – Kirsty Roderick (October 2014)
    - Armistice Day – Archives (November 2014)
    - Swansea Your Story – Roy Kneath (December 2014)

- Water Journeys – Environment Centre (January 2015)

- **Savings achieved 14/15**

The library service contributed to £113,000 of savings in 14-15 through the reduction of the book fund and removal of mobile library services.

- **New partnerships**

- Sensory Services Team
- Age Cymru Swansea bay
- Age Concern
- The Carer's Centre
- Red Cross
- Coastal Housing
- All the above are now referring customers to us in relation to our Housebound Service. We are also involved in supporting the Older People's Strategy in relation to Dementia Friendly Cities, Isolation and loneliness and Age Friendly Communities. The service is actively working with Social Services who also refer vulnerable adults to the service. Safeguarding is ensured via reciprocal reporting if staff notice anything amiss.
- **Premier League Reading Stars Cymru (National Literacy Trust)**  
35 schools in Swansea have signed up to take part in Reading Stars in Swansea. Four training sessions were arranged by the Reading Agency, to which the Children's Librarian attended to enforce the importance of reading and partner working with libraries in Swansea.
- **Save the Children – Read On , Get On**  
The launch was held in Swansea Central Library, and since then the Principal Librarian for Children and the Children's librarian have attended follow-on meeting in Cardiff, to see how the project will continue in the future.
- **UNICEF – Welsh** and also recently with the UK Programmes Support Officer re Scottish Free Book ('Baby, I Love You)
- A 'Children's Rights' questionnaire was run during the summer holidays, asking children and young people to chose 12 rights for Swansea Libraries. All libraries now have a set of 12 Rights to display in their children's library, one for every month of the year.
- Other contacts made this year:
  - Schools Readiness Groups – Bookstart/Early Literacy
  - Spark Centre – Bookstart Corner
  - New Flying Start settings – Gors/Clase etc.
  - Equalities Officer – Kirsty Roderick
  - Swansea Your Story
  - Environment Centre
  - Welsh Language Forum
  - Get Swansea Online
  - Morryston Brain Trauma Unit
  - Singing for the Brain
  - Dementia Friends
  - Down's Syndrome Parental Support Group
  - LGBT (Information Pod)

- In-house Writing Group (adults)
- Deafblind Cymru
- National Libraries Wales – Tithe Map Project (digitising)

• **Links to Policy Commitments**

- *Explore ways of improving pupil engagement and attendance.*
  - Libraries will challenge pupils who are using the library within school hours and wherever possible contact the school to ensure reasons are valid.
- *Raise educational standards and the performance of all schools and pupils in Swansea.*
  - Libraries provide a supportive environment for children in relation to their educational needs through the provision of ICT, stock and homework help. Libraries also provide a safe and supportive place to study.
- *Promote community-focused schools and ‘family learning’.*
  - Libraries also extend this support into the community space through ‘family learning’ events such as Rhyme times, story times and craft sessions.
- *Improve perceptions of our city as a place to work, to visit and to live*
  - Libraries are one of the indicators in the Welsh Index of Multiple Deprivation in relation to Access to Services. Many people look to such services when they move into an area e.g. access to GP, school, post office, library etc.
- *Tackle Poverty and unemployment, especially among young people and within the most deprived communities. Draw up and implement and anti-poverty action plan for the city*
  - Libraries support Job Clubs, CV writing workshops, job seeking either directly via library run support or through partner agencies. Libraries also provide the ICT infrastructure to allow job seekers to use technology within their job seeking activities. Libraries also purchase stock to reflect this such as Job seeking, CV writing guides etc.
- *Work with organisations such as Swansea Citizens’ Advice Bureau and make targeted use of schemes such as Community First, to enhance the Council’s existing Welfare Rights Unit to help low-income families, including working parents with children*
  - Libraries provide referral to other agencies along with information on a broad range of subjects including welfare rights, debt advice and financial literacy. Special collections help target this information in the places of greatest need. Although not direct providers they do act as supporting mechanisms and enable communities to make informed choices.

- Play a full part in the 'Healthy Cities' initiative, to address the health inequalities and differences in life expectancy across the city.
- Specific services such as Books on Prescription and special collections around Parenting and general health help support this agenda. Various research show that reading for pleasure supports wellbeing outcomes. Arts Council research show that the economic value of benefits to health and well being contributed through the use of public libraries could be valued nationally at around £748.1 million per annum and benefits to people's quality of life and improvements to health could save the NHS in the region of £27.5 million per year.
- *Support independent living; provide improved options for older people*
  - 25% of library customers are over 50. Libraries support the Older people's strategy through contributions around isolation and loneliness along with support on a number of levels for customers with dementia. The Housebound Service is seen as a lifeline for many – 'Since my husband passed away I don't leave the house anymore as I can't drive and am not able to walk far. Having books delivered to my door is something I look forward to as I have no one to take me out to the library and I only ever see my carer'.
- *Examine the feasibility of a 'Blue Plaque' scheme in Swansea to highlight those houses and buildings of historic interest.*
  - Library staff have taken part in selecting and providing information on the candidates chosen. Libraries have also promoted the scheme through exhibitions and a guided leaflet.
- *Ensure that Swansea's industrial legacy is central to plans for regenerating our city and local communities.*
  - Libraries hold specialist collections in relation to the industrial heritage of the area. Many customers make use of these collections supported by our Local Studies Librarian. It is important that the link to these collections across libraries museums and archives is maintained and used effectively to support such initiatives.
- *Work with the Welsh Government and others to prepare for the Dylan Thomas centenary celebrations in 2014.*
  - Please see previous comments in relation to events, exhibitions etc.
- *Promote citizenship in schools, seek to involve young people in a range of activities in our communities and initiate a county-wide youth leadership programme*
  - Swansea Libraries was the original creator of the ECALM (Every Child a Library Member) which is now an all Wales scheme. Often a library card is the first contact a child has in relation to citizenship outside a school environment (and often before they attend school). Libraries and museums also work with young people on a diverse

range of activities and engage with them through work experience and volunteer programmes.

- *Where appropriate implement the Rights of Children and Young Persons Wales Measure*
  - As far as I am aware libraries were the first organisation outside of schools to consult with children in relation to the Rights of the child. Consultation took place at a number of libraries asking children to rank what they felt to be their most important rights. This also provided libraries with the opportunity to ensure staff were also engaged in this important area.
- *Value Swansea's various communities by celebrating diversity and 'each other's festivals' to create a positive and cohesive sense of community and emphasising social justice and respect.*
  - Libraries have run a number of events and exhibitions over the years to support this. Libraries also provide stock based around such events and have a duty to support the community it that uses it services.

- **KPIs**

- **Summer Reading Challenge performance**
  - Children participating 3664 an increase of 20% on previous year
  - Children completing the scheme 1592 an increase of 29% on previous year

- **User survey**

- **Adults**
  - Staff helpfulness 99.6%
  - Staff knowledge 99.2%
  - Opening hours 94.7%
  - Choice of books 93.4%
  - Overall customer satisfaction 99.4%
- **Children**
  - Library is very good or good 97.9%
- **Consultation with customers**
  - Have your say forms available at all libraries
  - The forms allow customers to make a comment, complaint or compliment in relation to library services. Forms are dealt with locally by library managers and/or escalated to senior managers if needed.
- **Rights of the child**
  - Consultation was carried out with children through community engagement at libraries and through school visits.
  - Customer Satisfaction survey (overall satisfaction rate 99.4%)
- **Sustainable Swansea** consultation – 2 surveys
- Libraries also contributed to various consultations by making them available throughout the library network and alerting people to online options.

- **Plans for 15/16 and how you hope to achieve them in light of budget challenges**
  - We will continue to roll out our use of tablet technology for staff and customers. This will allow for a better customer experience as staff will be able to access resources wherever they are on the library floor.
  - We will look to further expand our partnerships especially around provision for our less able bodied customers. We are currently investigating greater provision of materials for visually impaired customers through a possible partnership with BWFB (British Wireless for the Blind).
- **Digital Literacy** – The library is leading on bringing together a forum to address digital literacy issues in Swansea. It is looking to the work with partners including the further and higher education sector.
- **Learn Together Cymru**

A new major partnership for Libraries in 2015/16 will be our involvement in the Learn Together Cymru project run by CSV - the previous project worked with 21,000 people, readers and volunteers.
- We will train staff to support and signpost where necessary customers who need access to ICT in relation to welfare reform changes.