

LOGIC TABLE FOR PROPOSED EU OPERATIONS (PROJECTS)

***PLEASE NOTE – This template does not constitute a business plan and will not be subjected to formal appraisal through the selection criteria. The aim of this logic table is to demonstrate the potential of the proposal to effectively deliver against the EU programmes.**

Operation Title:	Swansea Kingsway High Growth Employment Hub
Operation Synopsis (max. 50 words):	Creation of a high growth regional employment hub via enabling infrastructure and high quality, modern, flexible and affordable property development at the Kingsway in Swansea City Centre to provide grow-on space for existing tech businesses and new start-up companies growing out of the higher education sector.
Programme/Priority/Theme (multiple if the proposal could constitute an Integrated Operation i.e. receive funding from multiple Programmes and/or Priorities):	West Wales and the Valleys 2014-2020 ERDF Operational Programme Priority 4: Connectivity and Urban Development Specific Objective 4:
Geographical area within proposed activity would take place:	Swansea

Table 1

Which Specific Objectives within the programmes would the proposed operation deliver against?	What change will the proposed operation seek to achieve?	How will the proposed operation achieve the changes sought?	Programme output indicators and targets
<p><i>List the Specific Objective(s) relevant to the proposed operation.</i></p> <p>Priority 4: Connectivity and Urban Development</p> <p>Specific Objective 4.4: To increase employment through investments in prioritised local or regional infrastructure supporting a regional or urban economic strategy</p>	<p><i>Against each Specific Objective listed under the previous column, please concisely describe the final outcome(s) that the proposed operation seeks to achieve, including how it will contribute to the result target(s) for that Specific Objective.</i></p> <p>The final outcomes will be:</p> <ul style="list-style-type: none"> Reconfigured site at West end of Kingsway through building acquisition and selective demolition Reconfigured transport infrastructure immediately adjacent to the development site Design and construction of new high quality but affordable office space on the site to accommodate expansion of high growth SMEs, in particular TechHub businesses and spin-outs from HE. Limited public realm enhancements within and immediately adjacent to the site to complement the new office space created. 	<p><i>For each specified final outcome identified in the previous column please describe, through a series of concise bullet point descriptions of activity, how this will be achieved.</i></p> <p>The proposed programme of activities will be:</p> <ul style="list-style-type: none"> Preparatory works to include acquisition and demolition of redundant buildings Limited reduction, reconfiguration and greening of the road infrastructure in the immediate area and any consequential works to ensure effective road access to the development sites Site infrastructure enabling works Development of flexible and affordable office space facilitated by City and County of Swansea 	<p><i>Please identify which Programme output indicators will be used to capture the activities described under the previous column. If possible, please identify a provisional contribution towards the relevant output target if possible.</i></p> <p>Operational Programme outputs are anticipated as:</p> <ul style="list-style-type: none"> 2 ha of land developed 4000 sq m of new office floorspace created 20 SMEs accommodated 250 jobs accommodated

Table 2

Group(s) targeted	Identifying the barriers	Overcoming the barriers	How does the proposed operation fit within the wider investment context as set out in the Economic Prioritisation Framework (EPF)?
<p><i>Please identify the specific target group(s) (participants and/or SMEs/sectors) that the proposed operation would seek to support.</i></p> <p>High growth SMEs – in particular high tech businesses and new start ups growing out of the HE sector.</p> <p>Individuals closest to the labour market at most risk of poverty (linked to ESF P1.1)</p>	<p><i>For each target group identified under the previous column, please describe the specific barriers faced that form the need for the proposed operation.</i></p> <ul style="list-style-type: none"> • Strong evidence of the need for high quality, flexible office space to meet growing demand from spinout companies from the Higher Education sector and incubators such as the original Technium buildings at SA1 Swansea Waterfront, Swansea University campuses and University of Wales Trinity St David’s developments • Strong interest from TechHub and related technology businesses to significantly expand their presence in the City Centre but lack of suitable office space to facilitate the open innovation / co-working approach favoured by these tech businesses • Portfolio of poor quality, dated office accommodation in Swansea City Centre that does not meet the needs of modern day businesses • Low office rents (typically <£8/sq ft) undermine the viability of private sector led development – necessitating public sector intervention to stimulate the market <p>Lack of employment opportunities, and work placement/ training opportunities to improve employability skills</p>	<p><i>For each barrier identified under the previous column, please describe how the operation will provide effective support for the target groups(s).</i></p> <ul style="list-style-type: none"> • Acquisition and selective demolition of redundant buildings to create brownfield development sites on the Kingsway to facilitate the development of new modern office space, and re-vitalise the Kingsway as a high quality location for high growth SMEs. • Construction of high quality, modern, flexible and affordable office space in the City Centre to meet the demand from high growth SMEs • Reconfiguration of access routes and surrounding environment to create the environment required by high growth SMEs • Using the combined effect of this investment to act as a catalyst for growth in the wider City Centre – potential impact on demand for retail and services. • Creation of a high growth employment hub that will act as a key driver for the wider Swansea Bay City Region economy <p>Utilisation of social benefit clauses to create employment and training opportunities on the Kingsway regeneration project for target individuals, linking with ESF funded operations such as Communities 4 Work, PACE, and the potential regional employability project</p>	<p><i>Of the ‘economic opportunities’ identified within the EPF (thematic and/or regional), please list those that the proposed operation would deliver against.</i></p> <p><u>Thematic link:</u> Exploitation of ICT assets and opportunities of the digital marketplace – the operation will support the expansion of the first Tech Hub in Wales that is located in Swansea p.29</p> <p><u>Central and South West Wales Regional opportunities:</u> pp.63-64 The operation is an essential complement to the SA1 Swansea Waterfront development and the previous and planned investments in the core of Swansea City Centre. The operation is designed to exploit the potential of the ‘pipeline’ of technology businesses that have already filled incubation space at SA1, and existing City Centre premises and need substantial additional grow-on space to retain the companies in Swansea City Centre to achieve a high impact growth zone for the wider City Region.</p>