

# **Service Overview for Development & Regeneration Scrutiny Panel**

## **Planning & City Regeneration**

**Phil Holmes**  
**Head of Planning & City Regeneration**



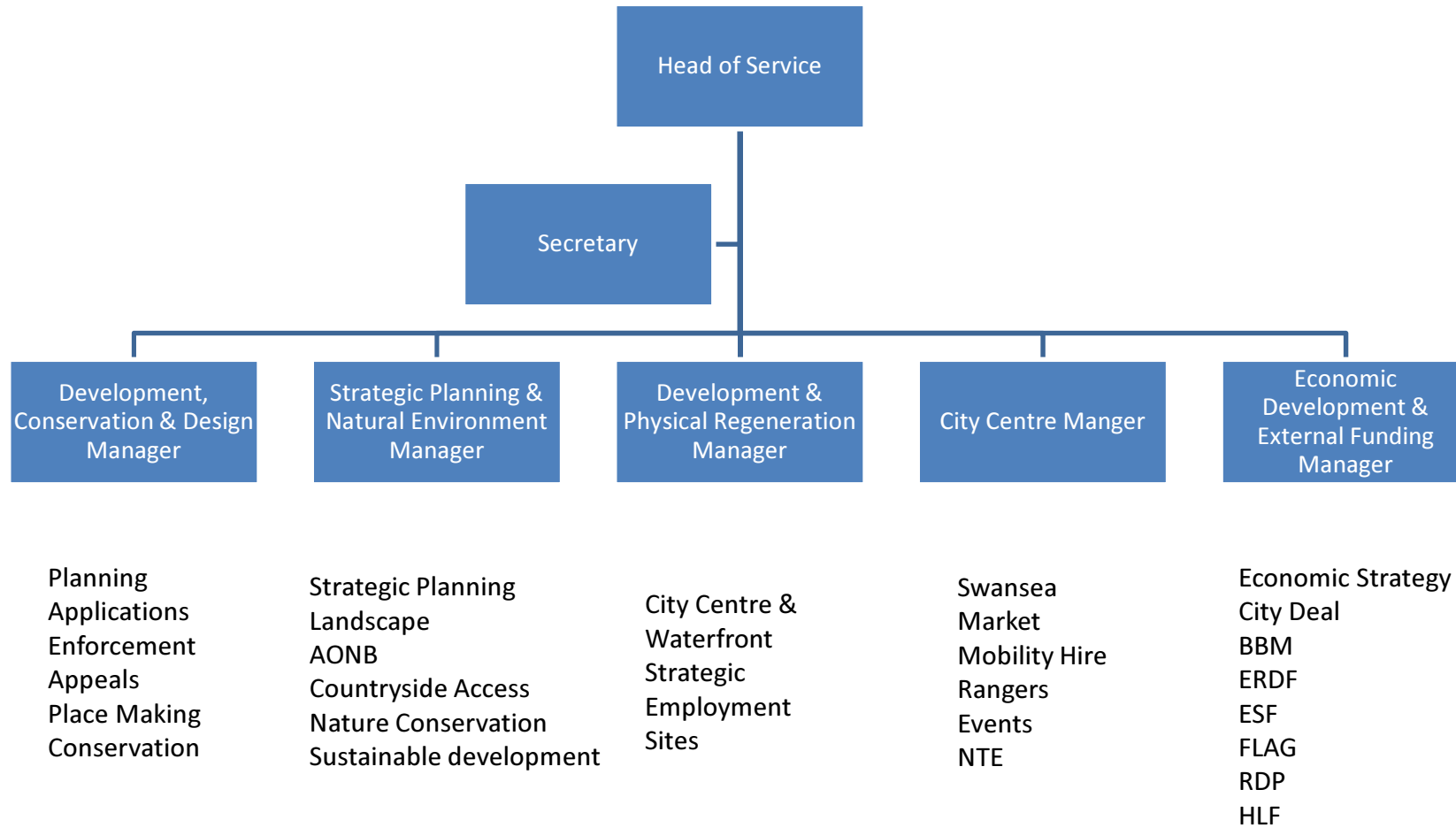
## ***Introducing the service...***

- P&CR is a multidisciplinary service delivering across a range of diverse, yet related functions.
- Service created in 2010 following Senior Management Review
- Majority of services have a statutory background. Some are discretionary, but all areas are complementary and important to our delivery.
- The service has a leading role in delivering CCS Corporate Priorities

## ***Introducing the service...***

- Many services are frontline and have a direct impact on individuals and communities.
- Significant reductions in budget and senior staff in recent years
- Leading a high profile, high pressure and high stakes regeneration agenda for Swansea & City Region
- A growing regional dimension

# The service structure...



## *The financial picture...*

- Gross annual revenue expenditure circa £9.3m
- Income generated circa £6.3m (68% of gross expenditure)
- Cost of service to CCS circa £3m
- Circa £1.4m of savings delivered since 2013/14
- Capital budget of circa £10m, largely financed through grants won by the service

## ***The team...***

- 150 employees (118 FT, 32 PT) with an average age of 42 (in 2015/16)
- 20% of our staff are funded by grant or external sources
- Management tiers and spans of control significantly tightened since service first created.
- 20 staff members lost through ER/VR alone since 2010.

## ***A word, or two, on our performance...***

- City Deal funding offer secured
- Consistently achieving top quartile for planning services PIs through previous transformation of service
- Planning Permission secured for Swansea Central
- Track record for securing external funding via competition
- Deposit LDP prepared for examination
- City Centre Management – high customer satisfaction rates
- Purple Flag secured
- Numerous accolades & national awards won
- £22m of inward investment secured in 2015/16 via property projects on Council owned land

## ***2016/17 Service Achievements...***

The major City Centre redevelopment scheme, now known as Swansea Central, has undertaken extensive consultation and engagement as part of the pre-planning application process. Outline planning consent has now been secured for a comprehensive mixed-use redevelopment of the site, with flexibility to offer a range of uses compatible to the council's objective to regenerate the city centre

The City Deal was signed by the Prime Minister in Swansea during March 2017 which represented a massive commitment from both the UK and Welsh Governments. It provides an opportunity for a long-term plan to invest in the infrastructure, both physical and digital with a value totaling of £1.3bn for the wider Swansea Bay City Region area.

Demolition work on the former Oceana nightclub building on the Kingsway was successfully completed. The redevelopment plans to create a Digital Village include the transformation into a Tech-industries led employment district with new office development which will help to create jobs for local people and boost city centre footfall.



## ***2016/17 Service Achievements...***

Successfully published and consulted upon the deposit Local Development Plan (LDP), later submitting the plan to Welsh Government for independent examination by the planning inspectorate for Wales.

The management plan for the Gower Area of Outstanding Natural Beauty (AONB) was reviewed and published during 2016/17

European Social Fund (ESF) funded regional projects, Workways + & Cynnydd underway and delivering help to address economic inactivity and NEET issues in Swansea.

The City Centre's evening and night time economy sector retained its Purple Flag status – the only area in Wales to have achieved such an accolade.

The Swansea Community Energy & Enterprise Scheme (SCEES) established by the Council developed 10 community owned solar projects in Townhill and Penderry following a successful community share offer which raised £467,000.

## ***2016/17 Service Achievements...***

HLF funding totalling £1.51m was committed towards the Gower Landscape Partnership programme

Apprentice strategy was launched in March 2017. Five number of apprentices and trainee opportunities created and filled

BB&M have delivered 2170 person weeks of targeted recruitment and training, 65 new starters on site and 42 participants continuing in post from the previous financial year, and included clauses into 13 projects.

Vibrant and Viable Places programme completed an investment of £11.76m across a range of projects, leveraging £50m of additional public and private investment, including 11 Housing above shops and 27 property enhancement grants to local property owners.

HLF Stage 1 grant approval achieved for development phase for Hafod Morfa Copperworks project to complete architectural design leading to submission of Stage 2 application to release £3.9m capital contribution to this £9m project.

Rural Development Plan has supported 10 projects amounting to £250,000, including the popular Gower Sunday Bus service as well as a range of feasibility work around tourism and transport.

# 2017/18 Service Plan

## *Service Priorities...*

- Implement recommendations from the Commissioning Review (in-house transformation option agreed)
- Progress City Centre regeneration programme
- Secure employment and skills development opportunities
- Secure investment to support regeneration and economic growth
- Submit the LDP for examination
- Provide an efficient and transparent planning service
- Deliver a quality and resilient built and natural environment that supports well-being, prosperity and quality of life

# Kingsway Digital District



100,000 sq ft of new office space for Digital District innovation and Technology sector



City and County of Swansea  
Dinas a Sir Abertawe



# Swansea City Centre Projects

- 3500 seat Digital Arena, Hotel and Digital Square with Swansea Central
- 5th Generation (5g) Mobile Telecommunications test bed





Arena operator procurement to be completed

Shopping, leisure, residential, university and parking uses on the north site

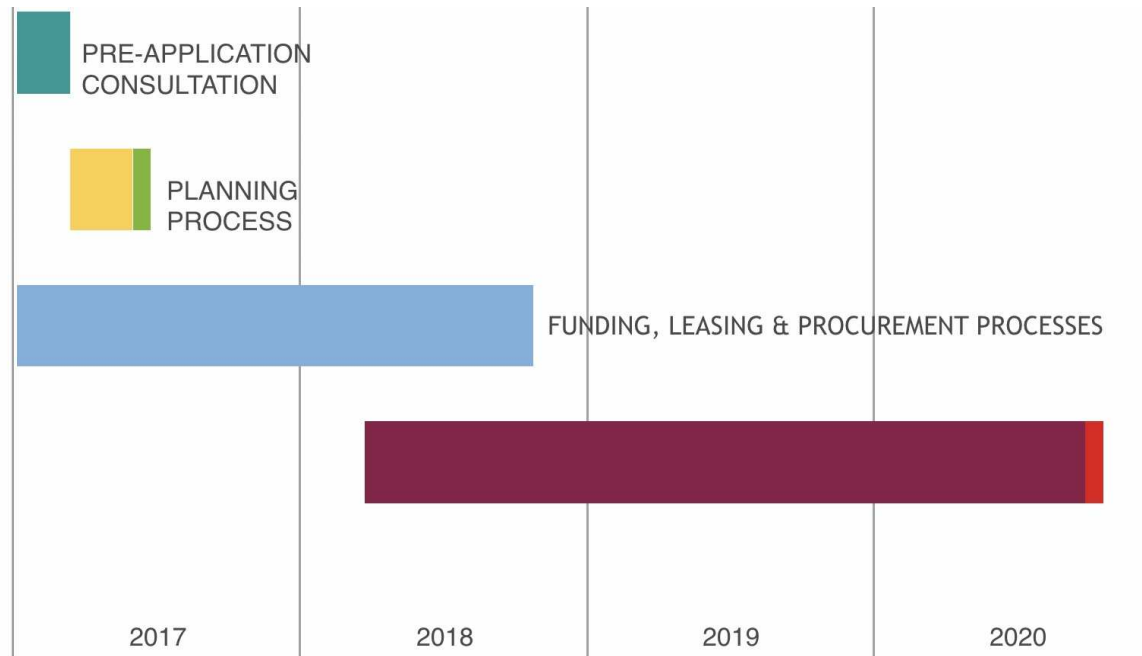


13 Storey  
150 + bed hotel

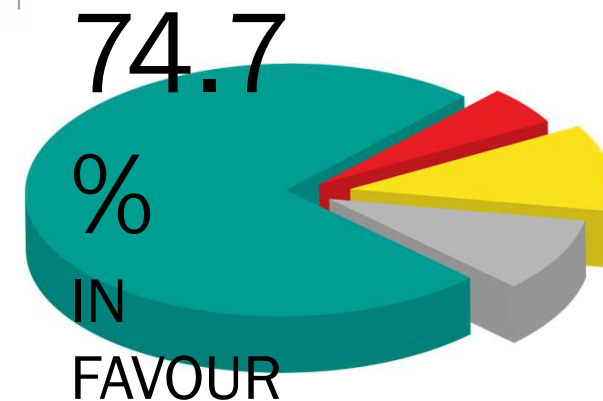
Arena, hotel, urban park and 6 storey car park on the south site

Sites united and waterfront-city centre links enhanced by

# Delivery Timeline



*"The cooperation with Swansea Council and its partners has been unparalleled and has made this happen - nowhere else has responded like Swansea has"*  
**Mike Galvin - Head of Digital Infrastructure BT**



TRANSFORMATION OF CITY CENTRE

ATTRACTIVE MIX OF CITY WORKING, LIVING AND LEARNING, SUPPORTED BY A DIVERSE RETAIL AND LEISURE OFFERING

NEW MAJOR VISITOR ATTRACTIONS

Digital Arena and Hydro-Hub aquatic visitor attraction

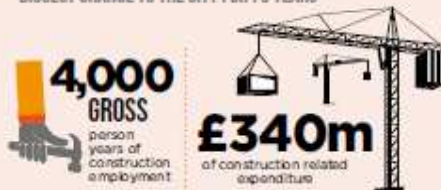


PUBLIC SECTOR REVENUE IMPACTS



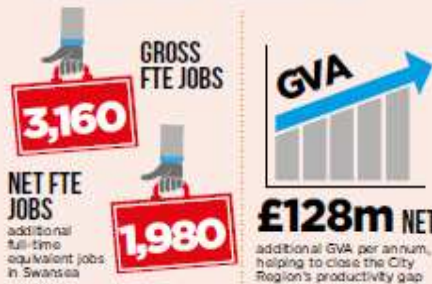
CONSTRUCTION IMPACTS

SIGNIFICANT INVESTMENT PROPOSED, REPRESENTING BIGGEST CHANGE TO THE CITY FOR 70 YEARS



ECONOMIC IMPACTS

CREATION OF A STRONG AND VIBRANT DIGITAL CITY THAT IS THE ECONOMIC ENGINE OF THE WIDER CITY REGION

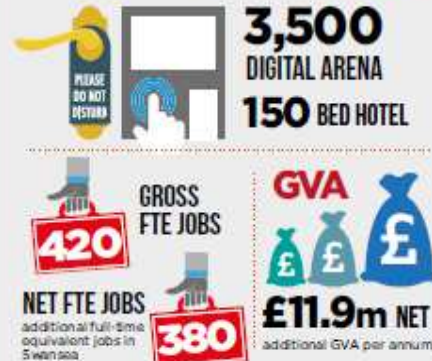


SUBSTANTIAL CATALYTIC EFFECT ECONOMICALLY. INCREASING INVESTOR AND BUSINESS CONFIDENCE



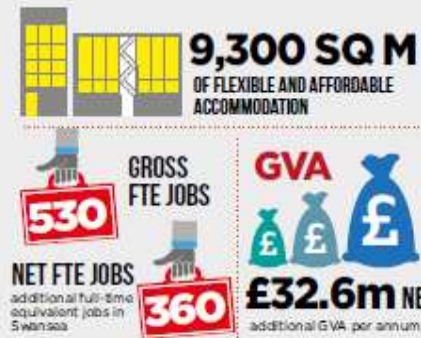
SWANSEA CENTRAL PHASE 1

CREATION OF A VIBRANT CITY CENTRE ENVIRONMENT, ATTRACTING TECHNOLOGY BUSINESSES AND SKILLED WORKERS



KINGSWAY DIGITAL VILLAGE

SUPPORTING GROWTH OF TECHNOLOGY AND OTHER HIGH VALUE BUSINESSES



UWTSO BOX VILLAGE AND INNOVATION PRECINCT

SUPPORTING INNOVATION AND THE DEVELOPMENT OF NEW BUSINESSES TO DRIVE THE GROWTH OF THE ECONOMY OF SWANSEA AND WALES



SWANSEA CENTRAL PHASE 2

REVITALISATION OF CITY CENTRE THROUGH MIX OF RETAIL, LEISURE, OFFICE AND RESIDENTIAL USES



REDEVELOPMENT OF CIVIC CENTRE

CREATION OF A WORLD-CLASS WATERFRONT DEVELOPMENT IN AN AREA OF OUTSTANDING BEAUTY

