

SWANSEA BAY DESTINATION MANAGEMENT PLAN 2017-2020

ACTION PLAN

| STRATEGIC THEME 1: FOCUS ON PARTNERSHIP | | | | |
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| ACTION | LEAD PARTNER | TIMESCALE | FUNDING | MEASURED BY |
| Continue effective partnership working with: <ul style="list-style-type: none"> • Tourism Swansea Bay • SC departments / teams • SC Beaches Management Group • Visit Wales • Visit Swansea Bay Partners • DMP Delivery Group members and stakeholders e.g. National Trust, Natural Resources Wales, Swansea University, Keep Wales Tidy, etc. | SC Tourism | On-going | N/A | <ul style="list-style-type: none"> • DMP delivery group meetings • 130 VSB Partners in 2018 • On-going marketing campaigns, competitions and journalist visits • Regular meetings with key partners |
| Host tourism stakeholder days informing operators of SC Tourism activity, major development, funding opportunities and DMP delivery timeframe | SC Tourism | On-going | Tourism budget | <ul style="list-style-type: none"> • 1 x annual event • 100+ attendance • PR coverage • Income and number of VSB Partners |
| Support and provide input for tourism related RDP LEADER and RCDF project applications | SC Economic Development & European Funding Team (EDEF) | On-going until 2020 | | <ul style="list-style-type: none"> • Attend LAG Tourism Sub-group meetings • Attend general LAG meetings |
| Offer support and guidance to relevant funding applications & projects coming forward from local / regional partners | SC Tourism | On-going until 2020 | RTEF TPIF TAIS TISS | Number of collaborative projects include: <ul style="list-style-type: none"> • The Hyst • Kiffyn Williams |

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| | | | MSBF RDP / RCDF CCF... | <ul style="list-style-type: none"> • Now The Hero - COMPLETE • Sea Sculptures Festival - COMPLETE • Swansea Canal Society (bring the boats back to Clydach) – on-going • Dwr Cymru – Lliw Project • Dark Skies at Rhossili (Gower Activity Centres) |
| Continue to liaise with SC Planning and provide feedback on relevant planning application | SC Tourism | On-going | N/A | <ul style="list-style-type: none"> • No. of approved funding applications |
| Develop a Memorandum of Understanding (MOU) between Swansea Council's Tourism Team and the local trade association Tourism Swansea Bay | SC TSB | Autumn 2018 | N/A | <ul style="list-style-type: none"> • 1 x MOU COMPLETE • Launch at 2019 Stakeholder Day (15-05-19) |
| STRATEGIC THEME 2: INCREASING QUALITY | | | | |
| ACTION | LEAD PARTNER | TIMESCALE | FUNDING | MEASURED BY |
| Support suggested improvement works and development proposals at Mumbles Pier, including: <ul style="list-style-type: none"> • Pier frame / infrastructure • Redevelopment of old lifeboat station • Hotel / apartment development • Overall site layout improvements | Mumbles Pier | 3-5 year project plan (subject to funding) | HLF application being developed in partnership with SC EEFT Potential WG funding | <ul style="list-style-type: none"> • Secured funding • Delivery of each phase |
| Support proposal to develop improved infrastructure and amenities for motorhome provision | SC Highways | On-going | TBC | <ul style="list-style-type: none"> • Motorhome provision in place at identified key sites <p>UPDATE REQUIRED FROM CAR PARKS</p> |
| Support major schemes and schemes for the destination, such as Hafod Copperworks / Penderyn Distillery and Skyline project. <ul style="list-style-type: none"> • Provide feedback and comment where required • Provide supporting information | SC EDEF Regeneration | Completion expected by 2019-2021 | HLF application successful for Penderyn | <ul style="list-style-type: none"> • Project completion and usage figures |

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| Develop and implement project plan for the Swansea Bay Coastal Access Project | SC Cultural Services | 2017 | CCF 2 nd phase application to be submitted March 2017 | COMPLETE |
| Encourage accommodation operators to develop improved provision and work in partnership: <ul style="list-style-type: none"> Increased star grading / Listed scheme Promote available funding, e.g. TAIS, TISS, SMBF, TPI, RTEF, RDP | SC Tourism | On going | VW / RDP | <ul style="list-style-type: none"> Stakeholder events DMP Delivery Groups Trade e-shot Campaigns Partner events, e.g. TSB, RDP, KWT |
| Support and encourage new high quality accommodation provision in key sites and sectors: <ul style="list-style-type: none"> City Centre Mumbles – serviced Rural Swansea – self catering | SC Tourism in partnership with SC Planning | On going | Signpost to appropriate funding schemes | <ul style="list-style-type: none"> Business Support Guidance and signposting Promotional activity |
| Develop and implement Caswell Bay improvement scheme <ul style="list-style-type: none"> Road layout - COMPLETE Toilet Block Refurbishment – on-going Prom - COMPLETE Welcome on arrival / sense of place - COMPLETE Changing Places toilet – on-going | SC Cultural Services incl. Beaches Management Group | 2019 | TBC | <ol style="list-style-type: none"> Secured funding & planning Feasibility study completion |
| Implement recommendations from the Gower Signage Audit | SC Highways | On-going | TBC | <ul style="list-style-type: none"> 1 new signage scheme on Gower Repair and replacement as recommended in the audit |
| Support improvement / interpretation scheme for Cefn Bryn / Arthur's Stone site | SC AONB Team | TBC | Possible Reynoldston ward member environment fund (TBC) | <ul style="list-style-type: none"> Car parking facility Visitor interpretation panels Access routes from Reynoldston <p>UPDATE REQUIRED FROM TSB AND COUNTRYSIDE</p> |

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| Support Mumbles sea wall improvement works <ul style="list-style-type: none"> Initial study – COMPLETE Second phase – detailed study and potential funding streams (on-going) | SC Regeneration | 2020-21 | Welsh Government | <ul style="list-style-type: none"> Completion of feasibility study - COMPLETE Secure funding - COMPLETE Implement findings |
| Toilet block refurbishment scheme and toilet asset transfer scheme | SC Tourism | On-going | TBC | <ul style="list-style-type: none"> Three Cliffs Coffee Shop asset transfer – COMPLETE Port Eynon feasibility study - COMPLETE Facilities at Caswell Bay – on-going |
| Development of 'Pontarddulais Link', a new walking & cycling route between Grovesend and Pontarddulais. | Swansea Council and Sustrans | 2020/21 for delivery (indicative) | Welsh Government - Active Travel Fund | <ul style="list-style-type: none"> 1 x new walking & cycling route designed - COMPLETE |
| STRATEGIC THEME 3: ALL YEAR ROUND DESTINATION | | | | |
| ACTION | LEAD PARTNER | TIMESCALE | FUNDING | MEASURED BY |
| Continue to develop and deliver effective and measurable marketing campaigns throughout the year tying in with: <ul style="list-style-type: none"> 2017 Year of Legends - COMPLETE 2018 Year of the Sea - COMPLETE 2019 Year of Discovery | SC Tourism | On-going | Tourism budget | <ul style="list-style-type: none"> YOL and YOS marketing campaigns - COMPLETE 1 x RTEF application for 'Surfari Bus' Campaign Tour of Ireland & Wales - COMPLETE YOD marketing campaigns – on-going |
| Improve presence on Visit Britain website | TSB and individual members | On-going | N/A | <ul style="list-style-type: none"> Increased presence of operators and events Increased number of web referrals <p>On-going</p> |

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| Work with regional partner LAs to deliver funded projects COMPLETE | Carms County Council | 2016 – 2018 | VW | <ul style="list-style-type: none"> 1 x Year of Legends marketing campaign delivered – COMPLETE 1 x Year of the Sea themed project delivered – COMPLETE |
| Use planned major events to promote destination: <ul style="list-style-type: none"> Wales Airshow Waterfront Winterland Swansea Bay 10k Liberty Stadium concerts BBC Biggest Weekend BBC Proms in the Park Major concerts and festivals | SC Tourism | On-going | Tourism budget | <ul style="list-style-type: none"> Yearly STEAM figures Website stats Visitor survey |
| Support and encourage projects or proposals demonstrating the potential of extending the season and/or offering all weather facilities: <ul style="list-style-type: none"> All weather attractions and activity providers Iconic new visitor attractions Events | SC in partnership with private sector operators | On-going | N/A | <ul style="list-style-type: none"> New businesses opened New events taking place |
| Delivery of Swansea BID's 'place dashboard' scheme – data collecting scheme to inform future marketing of the City Centre businesses (800+) <ul style="list-style-type: none"> 2017/18 scheme - COMPLETE 2018/19 scheme in preparation with WG and NSA Need update from BID | Swansea BID | On-going | Funded by BID member fees | <ul style="list-style-type: none"> Data capture in the form of postcode travel, demographics, heat mapping and dwell time % increase in visitor numbers to the City Centre (shops, car parks, etc.) |
| STRATEGIC THEME 4: ENSURING SUSTAINABILITY | | | | |
| ACTION | LEAD PARTNER | TIMESCALE | FUNDING | MEASURED BY |
| Identify and address tourism industry skills gap and requirements: <ul style="list-style-type: none"> Encourage trade to participate in appropriate training, accreditation and surveys | SC in partnership with TSB | On-going | RDP TSB WG | <ul style="list-style-type: none"> 50 x Gower Ambassadors trained between June – Sept 2017 - COMPLETE |

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| <ul style="list-style-type: none"> • Introduce Ambassadorial training as part of the VIP scheme - COMPLETE • Encourage employers to up-skill their staff in all areas of the business operation • Develop and promote out of season training opportunities for the industry | | | | <ul style="list-style-type: none"> • 30 x VIP businesses - COMPLETE |
| <p>Support delivery of the Beaches Management Plan:</p> <ul style="list-style-type: none"> • Identify projects with realistic potential for delivery • Identify relevant funding • Explore potential of gaining Blue Flag status for Swansea Bay • Conduct Port Eynon feasibility study • Maintain existing Blue Flag status for Langland, Caswell and Port Eynon • Explore funding avenue for investment at 3 x BF sites in terms of infrastructure, cleanliness and ground maintenance | SC Tourism and Outdoor Leisure Services | On-going until 2020 | Existing budget and relevant funding for specific projects | <ul style="list-style-type: none"> • Administer 2 x Beach Management meetings per year (pre-season and post-season) • Maintain Blue Flag status for Langland, Caswell, Port Eynon for 2018 and 2019 - COMPLETE • Achieve Seaside Award for Bracelet Bay - COMPLETE |
| <p>Reduce plastic waste & litter in Swansea Bay by promoting relevant litter picks and campaigns, such as:</p> <ul style="list-style-type: none"> • Refill campaign • Take 3 campaign • Recycling schemes • 'Smoke free beaches' at Langland and Caswell • Various campaigns by RNLI, KWT, NT, etc. | SC Tourism in partnership with SC Environment, RNLI, KWT, NT... | On-going | N/A | <ul style="list-style-type: none"> • Higher level of trade and visitor engagement in reducing litter and plastic waste in destination • Raise profile of Swansea Bay as green destination |

LARGE SCALE TOURISM REGENERATION PROJECTS:

It is vitally important that major regeneration projects continue to feature prominently in the DMP. Whilst completion of these projects will be beyond the life of this current DMP, they will no doubt influence and shape the way the industry will develop and perform in Swansea Bay over the next 5-10 years and beyond.

The DMP Steering and Delivery groups will monitor the progress of these developments and ensure they are considered and referenced in all tourism related funding or planning applications.

➤ **Tidal Lagoon**

- Swansea Bay Tidal Lagoon as the world's first tidal lagoon power plant
- A tourism and recreation hub with the potential to attract 100,000 visitors per year
- Playground, beach and rockpools, as well as art installations from local and international artists
- Offshore Visitor Centre for visitors to learn more about tidal power and enjoy the truly unique seascape setting

➤ **Swansea Central regeneration scheme**

- Former St David's shopping centre re-development
- 3,500-seat arena capable of hosting major international performers, exhibitions and conferences (underground multi storey car park incorporated)
- Hotel development
- New retail street and circuit featuring iconic brands
- Restaurants, café quarter and state-of-the-art cinema
- New public square
- Improved links between the city centre and waterfront

➤ **The Civic Centre 'hydro hub'**

- Cafés and restaurants
- New public space
- Public aquarium
- State-of-the-art aquatic sciences research centre
- Residential properties

➤ **Kingsway urban park development**

- Remodelling of The Kingsway vehicular route to include a two-lane road (one lane in each direction)
- Enhanced pedestrian areas
- Creation of The Kingsway Urban Park, which features more green space for residents, workers and visitors

➤ **Skyline development at Kilvey Hill**

- Major tourist attraction for region
- Cable car rides, toboggan rides, zip wire rides and restaurant

Funding opportunities:

- Rural Development Plan
- Visit Wales – RTEF, TPIF, TISS, TAIS, MSBF
- Welsh Government – VVP, Town Centre grants, BFF
- ERDF
- City Region area investment
- HLF / Coastal Communities Fund

It is worth noting that public sector funding is reducing and will continue to do so over the next few years and the effects of 'brexit' on European funding are yet to be determined. Both are likely to impact on the development and delivery of projects in future.