



Report of the Interim Director of Place

Economic and Infrastructure Corporate Delivery Committee
– 23 March 2023

Swansea Bay Delivery Plan

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| Purpose: | To provide a summary of progress made in accordance with the Swansea Bay Strategy Action Plan 2008 – 2023. |
| Policy Framework: | Swansea Bay City Region Economic Regeneration Strategy Swansea Local Well-being Plan |
| Consultation: | Legal, Finance, Access to Services. |
| Recommendation: | that the Committee: <ol style="list-style-type: none">1) Agrees that the South West Wales Regional Economic Delivery Plan will inform a programme of works for Swansea, in association with the Destination Management Plan and Swansea Bay Strategy Action Plan;2) Considers and proposes priorities/schemes for inclusion in the Plan for approval by Cabinet;3) Considers the governance structure for the Swansea Bay Delivery Plan to be included as part of Regeneration Programme Board to ensure; delegation, reporting and monitoring protocols;4) Considers the proposal to facilitate a feasibility study;5) Makes appropriate recommendations to Cabinet for informing, agreeing adequately resourcing the Swansea Bay Delivery Plan. |
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1. Background

The **Swansea Bay Strategy Action Plan** (Appendix A) was commissioned on 28th February 2008.

In collaboration with the; City Centre Strategic Framework (Roger Tym & Partners), Tawe Riverside Corridor (Hyder Consulting) and Swansea Tourism Strategy (Steven & Associates), the ambition was to complement the SA1 development, together with enhancements at Morfa and Swansea Enterprise Park.

The aim was to deliver enhancements within key focal areas over a period of fifteen years. The priority was outlined within an indicative programme (Short term 1-3 yrs, Medium term 3 -5 yrs and Long term 5 -15 yrs).

1.1 The aim of the strategy was to cover three main elements, comprising:

- **A Vision for the Bay**, which presents an holistic view of what it can offer in terms of recreation and tourism and includes an analysis of issues, constraints, policy context, extensive market research and consultations with various stakeholders, landowners and Council officers;

- **An Action Plan**, which considers the potential development at identified key destinations, and environmental and infrastructure enhancement proposals between those destinations; and

- **A Delivery and Implementation Plan**, which sets out the potential mechanisms for bringing forward development and enhancement.

1.2 The Swansea Bay Strategy focuses on the 8.5 kilometres of waterfront of Swansea Bay from the West Pier in the east to Mumbles Pier in the west.

1.3 The eastern end of the study area includes the land around the Civic Centre and the link up West Way to the bus station. The National Maritime Museum and LC are on the north of the Marina close to the Civic Centre. The study area excluded the city centre, River Tawe and the SA1 areas of the City, as these were subject to separate initiatives.

1.4 The western end of the study area includes Oystermouth, Mumbles and Mumbles Pier

2. Progress

2.1 Scoping Exercise

2.1.1 The Head of Property Services has allocated resource with the aim to; capture the progress made to date, identify stakeholders, and identify new opportunities and risks within the policy framework of the existing Swansea Bay Strategy Action Plan .

It is envisaged the collaborative approach will limit duplication, whilst informing a viable programme of works to ensure delivery.

2.1.2 The **Swansea Bay Strategy Action Plan** outlined proposals over a fifteen-year period.

2.1.3 The **Destination Management Plan (DMP)** (Appendix B) and Tourism Strategy were also considered.

It is acknowledged that whilst the DMP is currently under review, the purpose of Swansea as a destination is less obvious.

2.1.4 During December 2020, South West Wales local authorities together with Welsh Government commissioned the **South Wales Regional Economic Delivery Plan (SWREDP)** (Appendix C).

The plan outlines and an ambitious 'route map' for the development of the region's economy, identifying priorities for intervention and articulating how business, government, education, voluntary, community and social enterprise organisations and other partners should work together to bring them forward.

The **South West Wales Regional Economic Delivery Plan Project Pipeline Supplement** (Appendix D) has been drafted to outline priorities aligned with the three missions;

1. Establishing SWW as a UK leader in renewable energy and a net zero economy
2. Building a strong, resilient and embedded business base
3. Growing and sustaining the 'experience' offer

Cabinet (20th January 2022) approved and adopted the South West Wales Regional Economic Delivery Plan as the Council's over-arching economic regeneration policy to replace the Swansea Bay City Region Economic Regeneration Strategy.

2.1.5 Stakeholders have been identified to include; sponsoring Cabinet Member/s and service leads from Cultural Services, Regeneration, Highways and Transportation.

2.1.6 These stakeholders will analyse proposals they have already identified, which will be grouped in six destinations - to enable easier management and reporting.

2.1.7 The six destinations have been derived by forming clusters from appreciating priorities outlined within the Swansea Bay Strategy Action Plan, together with new commitments to include the South West Wales Regional Economic Delivery Plan. This will enable priority to be given to targeted destinations.

Destination 1. City Centre – City Waterfront

Destination 2. Sketty – St. Helen's

Destination 3. Blackpill – West Cross

Destination 4. Mumbles – Pier

Destination 5. Bays

Destination 6. SA1

Destination Misc – Toilet Strategy, South West Wales Regional Economic Delivery Plan Missions 2 & 3

2.2 Governance

2.2.1 The Head of Property Services has allocated resource to support the scoping exercise. It is envisaged that task and finish group/s will be established for particular schemes. Reporting and monitoring will be governed by the Regeneration Programme Board.

3.2 Opportunities

Fifty proposals have been identified across six destinations. Several proposals are in the process of being developed as agreed priorities with approved funding from Welsh Government and the Economic Recovery Fund, to include;

- Coastal Flood Defence Works (Oystermouth Square – Knab Rock)
- Changing Places (Knab Rock)

Urban Splash will also be working with Swansea Council as part of £750m agreement.

Sponsoring Cabinet Member/s were keen to seek investment opportunities within Blackpill, whilst encouraging deliverables to complement the wider strategy for promoting Swansea as a destination.

Schemes will need to be linked to the following missions (note. Initiatives shown are those explicit to Swansea forming several of the fifty pipeline proposals associated with the SW REDP);

1. Establishing SWW as a UK leader in renewable energy and a net zero Economy

Dragon Energy Island Swansea Bay (Now Blue Eden)

Major renewable energy infrastructure project, harnessing the power of the world's second highest tidal range at Swansea.

2. Building a strong, resilient and embedded business base

Swansea Central North Swansea

Delivery of an office hub as the next phase of a comprehensive programme to regenerate Swansea city centre (building on the completion of the first phase at Copr Bay).

Local supplier development Swansea

Increase in use of local suppliers

3. Growing and sustaining the 'experience' offer

Smaller Towns and Coastal Zones Swansea

Targeted investment to support the leisure, visitor and town centre offer in smaller centres in the county of Swansea

Regional Waterways Project Swansea, with scope for wider regional application

Measures to open up the waterways across Swansea's River Tawe, adding new routes, re-routing existing routes and developing new tourism infrastructure and access to the historic environment.

Lower Swansea Valley Heritage and Destination Swansea

Series of investments opening up the heritage offer at the Hafod Morfa works, improving access along the Tawe and enhancing the museum and heritage assets in Swansea City Centre.

In addition, it would be beneficial to develop a management plan that incorporates both a caretaking and cleansing regime, together with a specification for street furniture for ease of maintenance.

3.3 Limitations

3.3.1 Budget

Cost plans are to be developed for agreed priorities.

3.3.2 Resource

Dedicated resource will need to be established and approved for agreed schemes.

The last twelve months has highlighted the impact of limited technical and specialist resource within both the public and private sectors.

This has presented a challenge to recruit In house expertise, together with the cost of resource and programming of works.

3.3.3 Inflationary pressures

During the last twelve months, the sector has been impacted with inflation due to material shortages, haulage and energy rises. This would clearly suggest that there needs to be contingency within any budget allocation. That does leave the Council exposed to wider inflationary risks as reserves can of course be spent only once.

4. Integrated Assessment Implications

4.1 The Council is subject to the Equality Act (Public Sector Equality Duty and the socio-economic duty), the Well-being of Future Generations (Wales) Act 2015

and the Welsh Language (Wales) Measure, and must in the exercise of their functions, have due regard to the need to:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Acts.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.
- Deliver better outcomes for those people who experience socio-economic disadvantage
- Consider opportunities for people to use the Welsh language
- Treat the Welsh language no less favourably than English.
- Ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

4.1.1 The Well-being of Future Generations (Wales) Act 2015 mandates that public bodies in Wales must carry out sustainable development. Sustainable development means the process of improving the economic, social, environmental and cultural well-being of Wales by taking action, in accordance with the sustainable development principle, aimed at achieving the 'well-being goals.

4.1.2 Our Integrated Impact Assessment (IIA) process ensures we have paid due regard to the above. It also considers other key issues and priorities, such as poverty and social exclusion, community cohesion, carers, the United Nations Convention on the Rights of the Child (UNCRC) and Welsh language.

4.2 Each scheme will require a project specific IIA screening form, which will form a part of the decision making process.

5. Financial Implications

5.1 Whilst the approval of The South West Wales Regional Economic Delivery Plan informs the development of a programme of works for Swansea, in association with the Destination Management Plan and Swansea Bay Strategy Action Plan, the ultimate delivery of any of the schemes within that programme shall be subject to appropriate budget scrutiny and allocation of capital in consideration of the availability of 3rd party capital and whether to commit any of the Council's own or borrowed capital at that time and shall be subject to appropriate consideration via the usual governance channels.

6. Legal Implications

6.1 Any legal implications will be considered on a scheme by scheme basis.

Background Papers:

Cabinet held at 10.00am on Thursday, 20th January 2022

<https://democracy.swansea.gov.uk/documents/g10565/Printed%20minutes%20Thursday%2020-Jan-2022%2010.00%20Cabinet.pdf?T=1&LLL=0>

Appendices:

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| Appendix A | Swansea Bay Strategy Action Plan |
| Appendix B | Destination Management Plan (DMP) |
| Appendix C | South Wales Regional Economic Delivery Plan |
| Appendix D | South West Wales Regional Economic Delivery Plan Project Pipeline Supplement |
| Appendix E | IIA Screening Form |