



Report of the Director of Place

Economy & Infrastructure CDC - 20 April 2023

Annual Report

Purpose:	To summarise the progress made in relation to the work programme for 2022/2023.
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For Information	

1. Introduction.

This report sets out the progress made on the work programme during the 2022/2023 municipal year.

2. Work programme 2022/2023.

The Committee received a number of reports over the course of the year summarised as follows (in chronological order).

2.1 Thursday, 23 June 2022 at 2.00 pm

Transforming our Economy & Infrastructure - Status Report.

The Head of Planning & City Regeneration submitted a report updating the Committee on recent progress with regard to the Corporate Well-Being Objectives – ‘Transforming our Economy & Infrastructure’.

Members’ noted the background, delivering longer term economic recovery and delivering economy and infrastructure programmes and projects.

In response to Member questions, the Head of Planning & City Regeneration stated that:

- 1) The REDP has recently been adopted by Council and the Joint Committee so there are no immediate plans to undertake a review. The plan is a 'live' document which can be responsive and flexible.
- 2) The plan reflects projects involving major investors.

Resolved that:

- 1) The update report be noted.
- 2) A forward plan of activity for 2022-2023 be developed to align with the delivery of the Corporate Well-Being Objective.

Work Plan Discussion.

Members' discussed potential items for inclusion in the Work Plan 2022-23:

The Chair stated that some items may be the responsibility of another CDC's and it was important to avoid duplication.

Resolved that the Chair discuss the potential items further with relevant Officers and Cabinet Members.

2.2 Thursday, 28 July 2022 at 2.00 pm

Economy & Infrastructure CDC Work Programme 2022-23.

The Head of Planning & City Regeneration provided the Economy & Infrastructure Corporate Delivery Committee with a draft outline of their work programme for 2022-23 and highlighted what the Committee sought to achieve in terms of policy objectives.

Resolved that:

- 1) The proposed work programme for 2022-23 outlined in paragraph 2.2 of the report be approved;
- 2) The following item be considered at the scheduled meeting on: 22 September 2022:
 - Swansea Residents Rewards.
- 3) The following items to be scheduled during the Municipal Year:
 - Tawe River Corridor Strategy.
 - Swansea Bay Strategy.
- 4) The Chair to speak to the Head of Planning & City Regeneration regarding the Economic Development Plan.

2.3 Thursday, 27 October 2022 at 2.00 pm

Residents' Rewards App.

The Head of Digital and Customer Services presented an update of the Residents' Rewards App.

It was outlined that the introduction of discounts, loyalty points, and rewards for the residents of Swansea was a policy commitment. A scheme of this nature would require close links into a wide range of retailers and other private sector organisations across Swansea. The Council was therefore partnering with the Swansea Business Improvement District (BID). BID already had the links, relationships, and infrastructure into local businesses and an existing gift card scheme, "Big Heart of Swansea".

It was explained that an App is the easiest and most cost effective way for residents to access the scheme, as discounts and rewards are constantly changing. An app can also provide useful additional benefits and functionality while residents are out and about across Swansea, e.g.

- The ability to report suspicious packages;
- Scanning of QR codes to obtain additional information held within the app;
- Personal profiling so the app can push relevant content and discounts based on their location.

The app would include the following:

- A Loyalty Scheme (Phase 1);
- Ability for retailers to give discount (Phase 1);
- Ability to run competitions (Phase 1) Monthly BID giveaways is part of the loyalty programme;
- Data analysis. Such as footfall etc. (Phase 1);
- Personal Profiles, e.g. food preferences could be used to recommend new places to eat with discount/gift cards/loyalty points available. (Phase 1);
- Link to discounts on certain Council run events / services where no such scheme exists already and there is no resultant loss in budgeted income to the Council. Assumption will be full cost recovery is maintained (Phase 2);
- Link to bus travel discounts and tracking (Phase 2);
- QR code functionality to access further information (Phase 3);

- Notifications, e.g. suspect package found, Emergencies in city Centre (Phase 3).

It was noted that digital inclusion is high in Swansea, however it is important all residents can access the app. Officers and BID are exploring ways to support residents with sign-up and access to the app and growing digital inclusion.

Anticipated benefits of the app includes:

- Loyalty rewards and discounts for residents that can be accumulated and used later;
- Increased footfall into the City Centre in the first phase;
- A platform and infrastructure to roll out to other high streets in wards across Swansea;
- Discounts and loyalty points for residents at certain Council owned venues. As mentioned previously, where no such scheme exists already and there is no resultant loss in budgeted income to the Council. Assumption will be full cost recovery is maintained;
- The roll-out to other cities in the future, which would benefit Swansea residents out of county;
- Extra safety measures, with a feature in the app which flags any emergency issues, e.g. suspect packages;
- Specific sections, e.g. Swansea beauty, and the ability to generally promote tourism, where there are no identified conflicts with other schemes aimed at promoting tourism, for example locally;
- A platform to easily add further initiatives, benefits, and promotions for Swansea residents that align with existing schemes and where there are gaps or opportunities.

Phase one of the system development could begin immediately, delivered in increments. This will be followed by further phases. The aim is to launch phase one in time for St. David's day.

In response to Member questions, the Head of Digital and Customer Services stated that:

- Nothing is available 'off the shelf' and Schemes used by other local authorities do not fit into the criteria Swansea requires.

- BID is in the infancy of discussing the Scheme with traders, although traders are aware it is being developed. Issues such as trader incentives are still being developed.
- It is anticipated that there will be an official launch of the Scheme.
- The importance of such a Scheme in regard to encouraging footfall into the City Centre.

The Chair thanked the Head of Digital and Customer Services for the informative report.

Resolved that:

1. A progress update be provided to the Committee in January with an invitation extended to BID to attend and participate in discussions.

2.4 Thursday, 22 December 2022 at 2.00 pm

Update on the Tawe Riverside Corridor Strategy.

Gail Evans and Paul Relf presented a detailed report which updated the committee on the Tawe Riverside Corridor Strategy.

The background to the development of the draft strategy was referred to in the report. The draft document had been developed and drafted but not formally adopted due to the pandemic. Information, updates and progress on the following areas/schemes were outlined and detailed during the presentation:

- St Thomas Waterfront Site – included in the Shaping Swansea Initiative and under the remit of Urban Splash;
- Hafod Morfa Copper Works Site (HWCW) including the Skyline proposals and HWCW River Pontoon development;
- Restoration & Activation of Heritage Assets including Penderyn Whiskey Distillery and Visitor Centre which should be open in the spring, Laboratory Building, Musgrave and Vivian Engine Houses, Bascule Bridge Restoration;
- Morfa Road Regeneration Area including construction of the new link road, and mixed housing and commercial developments;
- White Rock and Eastside Riverside Green Corridor;
- Next Steps and Way Forward – Ongoing Masterplan, Landore Park & Ride Review, Future Action Plan and potential schemes and proposals which would be dependent on funding being secured.

Members of the Committee asked numerous questions and made comments regarding the information and ongoing schemes highlighted in the report and presentation to which the Officers and Director responded accordingly.

The Chair indicated that a follow up report and further discussion would be needed to bring together and update the previous strategy, with potential Member and public consultation to be undertaken before it could be approved and referred to the Cabinet Member.

Resolved that the update be noted and a further report be brought back to Committee next year.

2.5 Thursday, 26 January 2023 at 2.00 pm

The Local Economic Delivery Plan.

The Economic Development and External Funding Manager assisted by the Economic Development Manager presented a report which detailed the process for producing a new Local Economic Delivery Plan for Swansea which would complement the existing Regional Economic Delivery Plan.

In January 2022, the South West Wales Regional Economic Delivery Plan (REDP) covering Carmarthenshire, Neath Port Talbot, Pembrokeshire and Swansea was adopted as the Council's overarching economic regeneration policy. To build on this work and guide the implementation of the REDP in a local context, a complementary Local Economic Delivery Plan was now required to set out the economic regeneration priorities and actions in Swansea.

The Regional Economic Delivery Plan (REDP) provided the strategic framework for the preparation of the Local Economic Delivery Plan. It was developed in the context of a range of plans and strategies at the local, Welsh and UK level, in particular the Well-being of Future Generations Act, the commitment to decarbonisation and achievement of net zero by 2050, the opportunities and challenges presented by technological and demographic change, and the UK's exit from the European Union.

The evidence base for developing the Local Economic Delivery Plan could be drawn from the extensive economic analysis undertaken for the preparation of the REDP and the 2022 Assessment of Local Wellbeing in Swansea (which informed the Local Wellbeing Plan).

These identify that the longer term economic challenges faced by Swansea are:

- The need for Post-Covid support and recovery.
- Growing the business base - the relative size of the business base (508 businesses per 10,000 population) is below Wales (539) and UK (718) averages. Swansea has a healthy level of business formations and one and five year survival rates for enterprises have improved in line with Wales and UK, but the increasing costs of goods and services, particularly energy costs, and rising interest rates are creating very challenging trading conditions for local businesses.
- 98.2% of businesses in Swansea are either micro or small scale. The scale-up potential of these businesses is vital to the economic growth of the

County as a whole. These businesses are the driver of employment growth and higher value, higher paid jobs.

- Addressing the ongoing productivity gap with rest of UK - Swansea's productivity (GVA per hour worked) stood at 85.9% of the UK average in 2020.
- Increasing wage rates – Over the year to April 2021, annual median full time earnings in Swansea rose by 5.2%, greater than Wales (+1.2%) and UK (-0.6%). Annual median full time wage rates in Swansea stood at 91.6% of the UK average in April 2021.
- Ongoing issue of unemployment and inactivity and ensuring a supply of genuine pathways and opportunities. Economic activity and employment rates in Swansea are lower than Wales averages and further below equivalent UK rates.
- Skills Gaps - work needs to continue to upskill people to take advantage of opportunities in new and emerging industries, and to address the gaps in sectors such as care, hospitality and construction.
- The Household Income Gap - In 2019 Gross Disposable Household Income in Swansea was 75.9% of the UK average.
- Reducing deprivation across the county - In the 2019 Welsh Index of Multiple Deprivation (WIMD), Swansea had an above average proportion of its Lower Super Output Areas (LSOAs) featuring in the most deprived 10% in Wales, with 17 (11.5%) of its 148 LSOAs in the 191 (10%) most deprived. There is need to create sustainable well paid employment to help address this.
- Swansea's Local Development Plan identifies a lack of available, high quality office space to meet inward investment and economic growth needs, combined with an oversupply of sub-standard office space at central and out of town locations. There is a viability gap for commercial property development so public sector investment is needed before commercial developers are willing to invest.
- Responding to changing consumer and workers habits by developing new uses for city centre, district and local centres. Including adapting to new ways of working including transport methods and connectivity and positive impact on places.
- Climate change and nature emergencies, the need for rapid adaptation and the achievement of the Council's Net Zero ambitions
- Responding to the digital revolution and connected future with new models of working.

The LEDP would set out the strategic framework for economic regeneration locally and will outline the key actions that would deliver against the aims and objectives.

The indicative timescales for completing the work was detailed with the final LEDP expected by September 2023.

Committee discussions focussed on:

- Examining enablers for new businesses in regard to streamlining the Planning process and improving public transport.
- Achieving Net Zero by 2050 and the ongoing work in relation to the Carbon Reduction Grant.
- Examining the opportunities that may arise as the free port bid progresses.
- The role and methodology of the Office for National Statistics in quantifying figures regarding the economic analysis.
- The levels of support, incentives and grants available for the 7930 small businesses within the County.
- The role of the Business Support Officers.
- The three complimentary missions underpinning the ambitions.
- Frequency of meetings, membership and governance of the Regeneration Swansea Partnership Board.

The Chair thanked Officers for their informative report.

Resolved that:

1. The Committee noted the progress for producing a new Local Economic Delivery Plan.
2. A further report be submitted to the Committee in April 2023.

2.6 Thursday, 23 February 2023 at 2.00 pm

Tawe Riverside & Levelling Up.

The Principal Regeneration Manager referred to the report presented to the Economy and Infrastructure Corporate Delivery Committee (CDC) in December 2022 which set out the planning policy context for the Tawe Riverside and Hafod Morfa strategic development area and reflected on the work undertaken on a draft Tawe Riverside Strategy (2019). Whilst the draft Strategy document had informally guided development and investment in the area, it was agreed that a further report would be brought back to CDC during the Spring of 2023 to consider priorities, funding opportunities, deliverability and next steps with regard to longer term actions.

Projects identified in the draft Tawe Riverside Strategy were included in the successful 2023 Lower Swansea Valley Levelling Up bid. This second update report therefore outlines the key projects included in that funding bid, along with progress to date with other regeneration schemes in the Tawe Riverside corridor. The report is intended to be an interim report with a fuller review of actions and programmes in due course and at a date to be agreed.

The Principal Regeneration Manager assisted by the Economic Development and External Funding Manager presented images and plans in respect of:

- Tawe Riverside Strategic Regeneration Area.

- Lower Swansea Valley Levelling Up Fund Bid 2023 (Projects 1, 2 and 3).
- Project 1A Hafod Morfa Copperworks: Rolling Mill.
- Project 1B The Laboratory.
- Project 1C Musgrove and Vivian Engine Houses.
- Project 2 Community and Water space Accessibility.
- New pontoons at Morfa and Morfa Road/Riverfront.
- Project 2 Strand Arches.
- Project 3 Swansea Museum.

The Economic Development and External Funding Manager referred to timescales and detailed the benefits for the City as a result of the Levelling Up bid.

The Principal Regeneration Manager detailed the Hafod Morfa Copperworks wider programme which included the Skyline Luge Leisure Proposal, the River Pontoon, Morfa Road Regeneration Area and Riverside Walkway, Lower Swansea Valley and Hafod Morfa Heritage Trails.

She stated that the Levelling Up funding would be a significant boost to support the next stages of regeneration for a number of projects along the river corridor. Those projects would act as a catalyst for development and further regeneration in due course as we work towards the objective of delivering a new destination for Swansea's riverside waterfront.

In terms of next stages for the projects identified in the Levelling Up bid, resources would be allocated to work up designs and feasibility where required and programmes developed to secure delivery. These were substantial areas of work with a programmed end date of 31 March 2025.

Further work was required to develop and refine the Masterplan for Hafod Morfa Copperworks, to respond to the outputs from technical studies and incorporate a number of development requirements which were emerging for the site. The Council would continue to work with Skyline Luge and Urban Splash to ensure the scheme aligns with strategic planning and placemaking objectives and responds to planned consultation and feedback from stakeholders and communities.

A number of further projects were identified in the draft Tawe Riverside Strategy (2019) which could be explored further, and there may be other new initiatives which could be added to these proposals and actions. However, there would be resourcing and funding issues, which would require detailed consideration of prevailing priorities for the Regeneration and External Funding Team who would lead on the delivery on a number of these alongside the commitments that will emerge from the recent Levelling Up funding bid approval.

A further report would be brought to the CDC later this Spring to evaluate the scope for further projects and report back on progress with the LSV Levelling up projects and regeneration of key sites.

Member discussions focussed on:

- West Riverside Walk - work is ongoing in relation to site investigation feasibility work, designs, potential planning permission, funding (including Section 106) with tenders and construction towards the end of next of year. Officers to provide a progress update to the Committee in due course.
- Riverside Walkway/nature trail walks consultation/engagement with of local interest groups and schools.
- Potential revenue generation as a result of letting commercial space within the proposed buildings.
- Funding in respect of the Skyline Scheme.
- The sensitive extension of storage facilities and exhibition space within Swansea Museum to ensure the building retains its original charm.
- Opportunities for local interest groups to take on renovation projects for pieces of equipment currently in storage (e.g. locomotive engines etc).

The Chair thanked Officers for their informative presentation.

Resolved that:

- the report be noted; and
- Officers develop an action plan in terms of future priorities/improvements and grant opportunities.

2.7 Thursday, 2 March 2023 at 3.00 pm

Residents Rewards App (Demonstration in closed session).

The Head of Digital Strategy and Service introduced representatives of Swansea BID and Vindico who provided a demonstration of the Resident's Rewards App.

Members asked questions of the Officers and representatives of BID/Vindico who responded accordingly.

The Cabinet Members for Finance and Economy and Service Transformation both spoke in support of the App and thanked all involved in developing the App.

The Chair thanked all attendees for the informative demonstration.

2.8 Thursday, 23 March 2023 at 2.00 pm

Swansea Bay Delivery Plan.

The Head of Property Services provided a summary of progress made in accordance with the Swansea Bay Strategy Action Plan 2008–2023.

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

- A Vision for the Bay;
- An Action Plan; and
- A Delivery and Implementation Plan.

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

The eastern end of the study area included 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.

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

The Head of Property Services detailed the 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 was envisaged the collaborative approach would limit duplication, whilst informing a viable programme of works to ensure delivery.

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

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

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 outlined 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) had been drafted to outline priorities aligned with the three missions;

- Establishing SWW as a UK leader in renewable energy and a net zero economy;
- Building a strong, resilient and embedded business base; and
- 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.

Stakeholders had been identified to include; sponsoring Cabinet Member(s), the Economy & Infrastructure CDC and service leads from Cultural Services, Regeneration, Highways and Transportation.

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

The six destinations had 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 would 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.

The Head of Property Services stated that resources had been allocated to support the scoping exercise. It was envisaged that task and finish group(s) would be established for particular schemes. Reporting and monitoring would be governed by the Regeneration Programme Board.

In relation to opportunities, fifty proposals had been identified across six destinations. Several proposals were 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 would 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 would 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.

It was noted that cost plans would be developed for agreed priorities and dedicated resource would need to be established and approved for agreed schemes.

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

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

Additionally, during the last twelve months, the sector had 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.

Members discussions focussed on:

- Opportunities arising from Bay sites and the inclusion of Langland.
- Green Energy and a review of Hydro Electricity and any commercial companies.
- Inclusion of the River Corridor in regard to cleansing and cleaning.

The Head of Property Services suggested that a Committee Workshop may be appropriate for discussing some of the commercial sensitivities in relation to some of the issues raised by Members.

The Chair thanked the Head of Property Services and Head of Planning and City Regeneration, who was also present, for their informative report.

Resolved that:

- 1) The Chair liaises with Officers and relevant Cabinet Member(s) to organise a Workshop to discuss commercially sensitive issues associated with the Strategy.

3. Financial Implications.

- 3.1 There are no direct financial implications associated with this report. Any subsequent implications would be set out in individual reports to Cabinet.

4. Legal Implications.

- 4.1 There are no direct legal implications arising out of this report. Any subsequent implications would be set out in individual reports to Cabinet.

5. Integrated Assessment Implications.

- 5.1 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.

5.1.1 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'.

5.1.2 Our Integrated Impact Assessment (IIA) process ensures we have paid due regard to the above. It also takes into account 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.

5.2 This is a for information report. As such an IIA screening is not required.

Background Papers: None.

Appendices: None.