



Report of the Cabinet Member for Economy, Finance and Strategy and Investment, Regeneration & Tourism

Development and Regeneration Scrutiny Performance Panel –
11 July 2023

Project Review: Swansea Arena

Purpose:	This report will provide information and updates on Swansea Arena after one year of trading.
Councillors are being asked to:	Review the information provided and feedback any comments in a letter to the relevant Cabinet Member.
Lead Councillor:	Councillor Rob Stewart, (Leader) Cabinet Member for Economy, Finance and Strategy Councillor Robert Francis-Davies, Cabinet Member for Investment, Regeneration & Tourism
Lead Officer	Lee Richards, City Centre Team Leader

1. Background

- 1.1 The Development and Regeneration Scrutiny Performance Panel meets every two months to review the 'health' of the City Centre and regeneration projects within Swansea.
- 1.2 As part of its monitoring role, the Panel have requested a progress update/review of Swansea Arena now that it has completed one year of trading.
- 1.3 The Panel are asked to review the report and ask any questions which they may have, in response to the information provided. The Panel may then follow up the meeting with a letter to the relevant Cabinet Member to convey its views and any recommendations.

2. Update on a year's performance

- 2.1 The statistics listed below give a picture of performance so far.
 - 261,500 (approx.) people have come through the door to date.
 - 74 ticketed performances, as well as 45 days of conferences, exhibitions, banquets and graduations (not including set-up days or meeting room use) to date.

- Additionally, in-venue hosted Creative Learning events number 32, with 1,340 solely attending these.
- 183,591 tickets sold so far to date.
- 78.9% occupancy on ticketed shows for FY23, up on expectation of 65% for first year.

3. Social Media

- 3.1 The Arena has been received well received on social media. Average monthly Impressions sit at 2,070,293.

4. Partnership Working

- 4.1 Close working partnership with council both in regards to operational management of Copr Bay, but also a future view to collaborate on city wide Conferencing.
- 4.2 Monthly meetings with SCC Events Team to ensure a balanced approach to programming across venues and calendar.
- 4.3 Excellent support from SCC Licensing team – especially in regards to challenging standing events.
- 4.4 ATG were very happy to host Purple Flag Assessors to venue to demonstrate their collaborative working approach across the city.

5. Successes and Challenges

- 5.1 ATG are very happy to report that their event numbers are on par with other venues of similar size and business model for FY23 and now moving in to FY24. ATG advise that they have proven themselves capable of an “Arena Scale Tour” with visits from Alice Cooper, Busted, Royal Blood, Kaiser Chiefs, etc. The challenge post Covid with the more risk averse promoters is encouraging them to come to a new venue and location off their usual routing.
- 5.2 ATG are building up the business case for this with their high occupancies and many sold out shows are proving there is demand to the west of the country. As this business case grows ATG will grow the quality of the programme as well as the number – specifically around full capacity events (3500).
- 5.3 Utilities and Inflation continue to be the biggest challenges for the venue – with utilities in yr1 being 5 times higher in cost that in the initial business plan. Exploring service providers and monitoring the consumption is being undertaken.

Background Papers: None

Appendices: None