



Report of the Director of Place

Economy and Infrastructure Service Transformation Committee
20 July 2023

Swansea Bay Strategy Status Report

Purpose:	Provide an update of a Workshop session held on 4 th July 2023, exploring opportunities for development within five of the six Swansea Bay destinations
Policy Framework:	Swansea Bay Strategy
Consultation:	Access to Services, Finance, Legal.
Recommendation(s):	It is recommended that:- 1. The committee supports the suggestions proposed from the July 4 th workshop and approves a second workshop to be arranged to agree destinations and consider next steps.
Report Author:	Geoff Bacon
Finance Officer:	Ben Smith
Legal Officer:	Debbie Smith
Access to Services Officer:	Rhian Millar

1. Background

- 1.1. Following the Corporate Delivery Committee (CDC) held on 23rd March 2023 it was agreed that a Working Group be convened and a report developed to inform the delivery plan. This will ensure that the Cabinet Members Cllr Francis-Davies and Cllr David Hopkins are included in discussions to agree a way forward.

It was also proposed that the Swansea Bay Strategy be updated, together with a review of the Destination Management Plan.

- 1.2. A workshop session was chaired by Cllr Philip Downing on 4th July 2023. The Head of Property Services provided an update on the Swansea Bay

Strategy Action Plan, whilst providing an overview of potential sites within six destinations.

- 1.3. Attendees reviewed locations within five of the six destinations, providing suggestions that could inform feasibility and allow the working group to further explore suggested developments.
- 1.4. It is recommended that the Economy and Infrastructure Service Transformation Committee review the summary of the workshop outcomes listed in section 2, in advance of the next workshop.
- 1.5. The Swansea Bay Delivery Plan is an item included as a part of the City Regeneration Programme Board (CRPB).

2. Workshop Outcomes

- 2.1. Cllr Philip Downing chaired the workshop, inviting the Head of Property Services Geoff Bacon to provide an overview of potential locations, identified under six destinations.
- 2.2. Suggestions captured at the Workshop (4th July 2023).
 - 2.2.1. Review the Destination Management Plan to complement the destinations.
 - 2.2.2. Promote All Year Tourism.
 - 2.2.3. Any development must include a travel plan.
 - 2.2.4. Promote and make the most of the seafront to support development and investment.
 - 2.2.5. Create an attractive visitors offer that benefits local communities.
 - 2.2.6. Create more café and toilet facilities along the coast.
 - 2.2.7. **Blackpill** – Consider commercial opportunities on the promenade, improve the Lido, visitor centre.
 - 2.2.8. **Langland** – Commercial opportunities to include; serviced apartment, toilets, restaurants and boutique hotels to benefit and attract visitors.
 - 2.2.9. **St Helen's** - Slip Bridge – Elevated Café on the sand
Recreation Ground – Park & Ride, multi-level parking and Apartments.
- 2.3. It is proposed that a second workshop will be arranged in the next few months to discuss the creation of a suitable targeted delivery plan for the Swansea Bay Strategy activity from 2023 onwards.

3. Integrated Assessment Implications

- 3.1. 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.
- 3.2. 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'.
- 3.3. 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.
- 3.4. This report is for information only, hence there is not requirement to undertake the IIA screening at this point in the project.

4. Financial Implications

- 4.1. From the initial scoping and suggestion workshop it is clear as these ideas are more fully developed there are likely to be both revenue and capital implications. At this early stage there are no direct financial implications from the report itself or the proposed follow up action but any more fully scoped proposals will need to be fully worked up, costed, and funded by Council, partners, or from potential commercial income streams. Any such assessment of feasibility will need to be considered by Cabinet and Council as part of their allocation of overall budget resources and priorities in due course.

5. Legal Implications

- 5.1. There are no legal implications associated with this report.

Background Papers:

Economy & Infrastructure Service Transformation Committee 8th June 2023 at 2.00pm

<https://democracy.swansea.gov.uk/ieListDocuments.aspx?CId=738&MId=11265&Ver=4&LLL=0>

Appendices:

None