



City and County of Swansea

Notice of Meeting

You are invited to attend a Meeting of the

Economy & Infrastructure Service Transformation Committee

At: Multi-Location Meeting - Gloucester Room, Guildhall / MS Teams

On: Thursday, 2 November 2023

Time: 2.00 pm

Chair: Councillor Philip Downing

Membership:

Councillors: C R Doyle, W G Lewis, P Lloyd, N L Matthews, S J Rice, W G Thomas and T M White

Watch Online: <https://shorturl.at/wDPZ6>

Agenda

	Page No.
1 Apologies for Absence.	
2 Disclosures of Personal & Prejudicial Interests. www.swansea.gov.uk/disclosuresofinterests	
3 Minutes. To approve & sign the Minutes of the previous meeting(s) as a correct record.	1 - 3
4 Swansea Bay Strategy Projects.	4 - 7
5 Work Plan.	8

Next Meeting: Thursday, 14 December 2023 at 2.00 pm

A handwritten signature in black ink that reads 'Huw Evans'.

Huw Evans
Head of Democratic Services
Friday, 27 October 2023

Contact: Democratic Services - (01792) 636923

Agenda Item 3



City and County of Swansea

Minutes of the **Economy & Infrastructure Service Transformation Committee**

Multi-Location Meeting - Gloucester Room, Guildhall / MS

Teams

Thursday, 21 September 2023 at 2.00 pm

Present: Councillor P Downing (Chair) Presided

Councillor(s)

C R Doyle
S J Rice

Councillor(s)

W G Lewis
W G Thomas

Councillor(s)

P Lloyd
T M White

Officer(s)

Lewis Hinds

Phil Holmes

Steve Hopkins (Tourism
& Marketing Manager)

Frances Jenkins

Geraldine Williams

Samantha Woon

Client Services Manager, Property Services

Head of Planning & City Regeneration

Tourism and Marketing Manager

Strategic Manager -Tourism, Marketing and Events

Tourism Development Officer

Democratic Services Officer

Apologies for Absence

Councillor(s): N L Matthews

14 Disclosures of Personal & Prejudicial Interests.

In accordance with the Code of Conduct adopted by the City & County of Swansea, no interests were declared.

15 Minutes:

Resolved that the Minutes of the Economy & Infrastructure Service Transformation Committee held on 20 July, 2023, be approved and signed as a correct record.

The Chair referred to the recent site visit to Langland and Mumbles and stated that no report was available for consideration at the meeting today. He reported that a further site visit would be scheduled prior to the next meeting.

On behalf of the Committee he thanked Client Services Manager, Corporate Property, for his assistance over the years and wished him well for his future career.

16 Destination Management Plan 2023-2026.

The Tourism and Marketing Manager presented the Destination Management Plan (DMP) 2023-2026 for Swansea.

He provided an overview of Swansea Bay as a visitor destination, the research that informed the new DMP, its strategic priorities and delivery mechanism.

He defined the DMP and detailed:

- Visitor economy recovery in Swansea
- The three strategic pieces of research informing the DMP
- Strategic priorities and outcomes
- The bigger picture (including completed projects, development)
- Swansea visitor economy
- Hotel room occupancy figures
- Bedstock figures.
- Value of tourism.
- Visitor survey 2022 (key facts about our visitors)
- Tourism Trade Survey 2022 (key findings).
- Swansea City Centre Hotel Demand Study 2022 (key findings and recommendations).
- Destination marketing.
- Major events.
- Strategic fit.
- Governance and delivery.
- What success looks like.
- Looking forward to 2026.
- What are partners say.

The Cabinet Member for Regeneration, Events and Tourism, praised Officers (including Officers who were tasked with securing grant funding) for their work. He referred to the need for more hotels in Swansea and the potential to attract large conferences, the development of river taxis and the growing demand for air B&B's. He referred to the huge capital programme within Swansea and opportunities this afforded.

Members discussed the report and asked questions of the Officer who responded accordingly.

The Chair thanked the Cabinet Member for Regeneration, Events and Tourism and Officers for their informative report.

Whilst the report was for information, the Committee wished to express their support for Destination Management Plan.

17 Work Plan 2023-2024.

The Chair introduced the 'for information' Economy & Infrastructure STC Work Plan 2023-2024.

The topics for discussion at the following meeting were noted:

- 2 November 2023

Swansea Bay Strategy Projects
Local Economic Delivery Plan Strategic Framework

The meeting ended at 3.03 pm

Chair

Agenda Item 4



Report of the Director of Place

Economy and Infrastructure Service Transformation Committee

2 November 2023

Swansea Bay Strategy Projects

Purpose:	Provide an update of a Workshop session held on 23 rd October 2023, exploring opportunities for development for Llangland Tennis Courts.
Policy Framework:	Swansea Bay Strategy
Consultation:	Access to Services, Finance, Legal.
Recommendation(s):	It is recommended that the Committee: - 1. makes recommendations for a revised development brief to be drafted in accordance with the findings of recent workshops as described within item 2 of this report. 2. support sponsoring Cabinet Members for; Investment, Regeneration, Events & Tourism and Corporate Services & Performance to develop and agree a viable delivery plan for Llangland Bay Tennis Courts as a priority under the Swansea Bay Strategy.
Report Author:	Geoff Bacon
Finance Officer:	Ben Smith
Legal Officer:	Debbie Smith
Access to Services Officer:	Rhian Millar

1. Background

1.1. Following the Economic & Infrastructure Service Transformation Committee (E&I STC) held on 21st September 2023 the Chairperson referred to the recent site visit to Llangland and Mumbles. A further workshop would be scheduled prior to the next meeting (2nd November 2023) to inform the Swansea Bay Delivery Plan.

1.2. A second workshop session was held on 23rd October 2023.

1.3. Following the second workshop held on 23rd October 2023, the Chairperson advised that the Workshop outcomes within item two of this report be presented for approval at the Economy and Infrastructure Service Transformation Committee on 2nd November 2023.

2. Workshop Outcomes

2.1. The Head of Property Services provided an overview of potential locations, identified under six destinations that were considered during the workshop sessions.

2.2. Suggestions captured at the Workshop One (4th July 2023)

2.2.1. Create a 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. Make the most of the seafront - More Hotels, Commercial opportunity

2.2.5. Create an offer to benefit visitors and local communities

2.2.6. Create more café and toilet facilities along the coast and somewhere you can just buy a bucket and spade along the way

2.2.7. **Blackpill** – Consider commercial opportunities on the promenade, improve the Lido, visitor centre

2.2.8. **Langland** – Commercial opportunities to include; serviced apartments, toilets, restaurant/s and boutique hotel/s 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, High value apartments

2.3. Suggestions captured at the Workshop Two (23rd October 2023)

Development opportunities for Langland Bay were explored. It is imperative that a viable development would present opportunities and benefits on balance for the community and public, whilst promoting commercial opportunities.

2.3.1. Refine the particulars for Langland marketed by B2P on behalf of Swansea Council during 2020

2.3.2. Seek opportunities for the community and visitors as an affordable destination as a mixed-use development

2.3.3. Non-Residential Stay and dine location – Serviced Apartments, Hotel and Restaurant

2.3.4. Recreational activities

2.3.5. Retail

2.3.6. New Public Conveniences and Change Facilities

2.3.7. Incorporate Planned and Preventative Maintenance (PPM)

2.3.8. Beach Hut (daily/weekly hire)

2.3.9. Low level development

2.3.10. Leasehold of 125yrs

- 2.3.11. Seek Capital **and** Revenue Offers from all interested parties with the intention of maximising financial return
- 2.3.12. Revenue linked to percentage of turnover with stepped increases after a defined period
- 2.3.13. Emphasis on cost savings and quantifying benefit

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.

3.1.1 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'.

3.1.2 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.

3.2 This report is for information only, hence there is no requirement to undertake the IIA screening at this point in the project.

4. Financial Implications

4.1 The report proposes items which may have direct or indirect future revenue and capital costs or benefits. The intention should be to seek to maximise third party involvement to maximise return but if any costs fall to Council of any of the ideas generated this will need to be considered in the round as part of normal budget setting process and therefore could not be guaranteed to be funded by Council .

5. Legal Implications

5.1 There are no legal implications associated with this report.

Background Papers:

Economy & Infrastructure Service Transformation Committee

Thursday, 21 September 2023 at 2.00 pm

<https://democracy.swansea.gov.uk/ieListDocuments.aspx?CId=738&MId=11267&Ver=4&LLL=0>

Appendices: None

Agenda Item 5



Report of the Chair

Economy & Infrastructure Service Transformation Committee – 2 November 2023

Work Plan 2023-2024

Date of Meeting	Agenda Item(s) & Format	Lead Officer
8 June 2023	Work Plan Discussion	
20 July 2023	Local Economic Delivery Plan Strategic Framework. Swansea Bay Strategy Status Report	Paul Relf/Clare James Kristy Tillman
21 Sept 2023	Destination Management Plan.	Steve Hopkins
2 Nov 2023	Swansea Bay Strategy Projects.	Geoff Bacon
14 Dec 2023	Review of the Council's Housing Allocation Policy. Local Economic Delivery Plan Strategic Framework.	Carol Morgan Paul Relf/Clare James
18 Jan 2024	Maintenance of Road Infrastructure.	Stuart Davies
29 Feb 2024	More Homes Delivery Programme.	Carol Morgan
11 April 2024	Tawe Riverside Corridor Action Plan.	Gail Evans/Paul Relf