



Report of the Cabinet Member for Investment, Regeneration, Events & Tourism

Service Improvement, Regeneration and Finance Scrutiny Performance Panel 12 March 2024

Development & Regeneration Achievements

Purpose	To brief the Panel on the Achievements against Corporate Priorities / Objectives / Policy Commitments for Development and Regeneration
Content	The report sets out a summary of the achievements.
Councillors are being asked to	Consider the information provided and give views on the progress made to date.
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1. Background

- 1.1 Development and Regeneration activities are led by teams within the Planning and City Regeneration department, the achievements contribute to transforming Swansea's economy and infrastructure.
- 1.2 Transforming Swansea Economy and Infrastructure is one of six priorities in the Council's Corporate Plan and a Stronger Economy is a key policy commitment for the Council.
- 1.3 This report highlights activities and achievements of the Development and Regeneration work during the last year against the Corporate Priorities and Policy Commitments.

2. Achievements

- 2.1 Development & Regeneration work areas and achievements are as follows:-

Work Area	Achievement	Link to
Lead implementation of South West Wales Regional Economic Delivery Plan in Swansea and associated work packages.	Delivery of the Regional Economic Delivery Plan is underway through the programmes and projects outlined below.	Corporate Plan
Lead implementation of UK funding streams including Shared Prosperity Fund (SPF) and Levelling up.	<p>Successfully bid for £20m from the UK Government as part of its levelling-up programme for a Lower Swansea Valley project</p> <p>Swansea is the lead authority for the UK Shared Prosperity Fund for South West Wales. As part of a £45.1m investment in Swansea, a number of anchor projects under the Shared Prosperity Fund are now in place. They include:</p> <ul style="list-style-type: none"> • Business Swansea anchor which provides a package of schemes to support Swansea businesses including start-up grants, growth grants, carbon reduction grants, training for businesses to move towards net zero carbon, and a commercial property development fund. • Pathways to work employability anchor that includes support for economically inactive and long-term unemployed people aged 16 and over, paid work placements and a £2m grant for specialist employability support. • Transforming County anchor which includes grant funding for historic structures and conservation areas, improvements to villages and small town centres, and heritage-led regeneration activities and trails. • A culture and tourism anchor that includes the development 	Corporate Plan

Work Area	Achievement	Link to
	<p>of a creative network, public arts, marketing campaigns, events, exhibitions and support for cultural and tourism businesses.</p> <ul style="list-style-type: none"> • Supporting Communities anchor that is providing grant funding for community and third sector projects. Rural anchor providing grant funding for renewable energy, biodiversity, volunteering, rural markets and visitor trails in Swansea's rural areas. • 24 open call projects have also been approved and more are in the pipeline. • In addition, a number of projects been approved under the 'multiply' funding stream which is targeted at improving adult numeracy skills. 	
Lead implementation of Welsh Government funding sources.	Swansea Council is the regional lead for WG Transforming Towns regeneration funding.	Corporate Plan
Continuing support to business (both start up and existing) through the Business Swansea provision.	Core business support activities are in place supported by additional funding through the SPF business anchor to deliver a programme of business support and business grants.	Corporate Plan
Help create thousands of new jobs for the people of Swansea, aiming to provide high quality and secure employment.	Start up and business development/improvement grants being delivered which support creation and retention of jobs. A range of other support measures have been put in place including business growth grants, all supported with UK Shared prosperity funding. Inward Investment promotion and support is in place to attract new companies to the area.	Corporate Plan Policy Commitment
Secure a major new tenant for the Debenhams unit in the Quadrant Shopping Centre, securing the use	Acquisition completed. Marketing has commenced and discussions held with prospective tenants.	Corporate Plan Policy Commitment

Work Area	Achievement	Link to
of this unit for the future.		
<p>Working with our regional partners, progress a £1 billion regeneration and £750 million strategic partnership with Urban Splash as our new strategic partner, with an initial focus on Copr Bay Phase 2, the Civic Centre site and St Thomas site.</p>	<p>Progressing of individual projects underway subject to capital funding availability.</p> <p>Our long-term regeneration partners, Urban Splash, are continuing to work with partners on preparatory designs for both the Swansea Central North and Civic Centre development sites. Mixed-use schemes are being proposed for both sites. The demolition of the Civic Centre is not being envisaged. It's anticipated the site will include retail, residential and leisure uses.</p>	<p>Corporate Plan Policy Commitment</p>
<p>Progress the Palace Theatre and Albert Hall developments to secure our historic buildings for future generations and seek an innovative solution to secure the future of the Elysium building.</p>	<p>Tramshed Tech Ltd has signed a heads of terms agreement with the council for the development of the 133- year-old Palace Theatre building. Conservation and restoration work is continuing on site. Planned to open in 2024, modern workspace is being developed for young and growing businesses, especially those in the tech, digital and creative sectors.</p> <p>Led by the private sector, work to restore the 157-year-old Albert Hall façade to its original splendour, with repurposed spaces for flexible use inside, is due to be completed in 2024.</p>	<p>Corporate Plan</p>
<p>Work with partners to develop commercial meanwhile uses.</p>	<p>UK Shared Prosperity funding secured and contract awarded for developing meanwhile spaces in City Centre and districts.</p>	<p>Corporate Plan</p>
<p>Develop and promote more city living, including new hotels, retail, office space and food and beverage facilities.</p>	<p>Design of mixed use schemes in partnership with Urban Splash underway. Regeneration work continues to utilise all funding levers in particular WG Transforming Towns grant and</p>	<p>Corporate Plan Policy Commitment</p>

Work Area	Achievement	Link to
	loan support to bring about mixed used regeneration projects.	
Progress work on the new Castle Square Gardens project.	Planning consent has been secured. Entered into a Pre Contract Services Agreement with Knights Brown. These will inform final designs before the main contractor for the scheme moves on site in the coming months.	Corporate Plan Policy Commitment
Progress work on the new city centre Community Hub project providing a new home to the Central Library.	This building is being transformed into a multi-purpose community hub and renamed as Y Storfa. Our main contractor for the scheme – Kier Group Plc – is now continuing with the demolition phase of the development while designs for the interior layouts are at the final stage. New brand guidance has been developed for known and prospective tenants and a presentation of this progress will feature on the hoarding surrounds in the coming weeks. Once the project is complete, it will include the city centre’s main library and archive service, alongside a dedicated children and young people’s library space, a community creative hub and seminar space. Citizens Advice Bureau Swansea Neath Port Talbot and Careers Wales Swansea have also been announced as scheme tenants.	Corporate Plan
Complete the phased demolition of Ty Dewi Sant and the old multi-storey car park.	Following the original contractor for the scheme – Buckingham Group Ltd – going into administration, the council appointed Willmott Dixon as the new contractor for Copr Bay. All unfinished work is being completed as soon as possible, including snagging work on site and the car park on the north side of Oystermouth Road.	Corporate Plan Policy Commitment

Work Area	Achievement	Link to
	<p>The St David's multi-storey car park will remain open until the new car park is operational.</p> <p>Surveys are now being undertaken by Wilmott Dixon as part of their appointment. Demolition of MSCP is part of their service agreements.</p>	
<p>Progress the build of 71-72 The Kingsway, to create an innovation hub which will be home to new businesses and up to six hundred new jobs.</p>	<p>Contractors for the 71/72 Kingsway development – Bouygues UK – are making considerable progress on the construction of a major new office scheme at the former Oceana nightclub site. Part-funded by the Swansea Bay City Deal, the development, once operational, will provide space for 600 jobs in the tech, digital and creative industry sectors. It will be worth £32.6m a year to Swansea's economy. The 104,000 square foot scheme includes public spaces with specific areas of the building being offered to the open market to let. These are made up of Grade A office space, as well as retail, food and beverage spaces, an event hall, and flexible and serviced workspaces. The scheme will include solar panels on top of the building, as well as heat recovery systems to minimise energy use. Extensive marketing of spaces at the building is ongoing. The development has also helped attract major private sector investment into the area. This includes the innovative living building development led by Hacer Developments at Picton Yard that's also due for completion this year.</p>	<p>Corporate Plan Policy Commitment</p>
<p>Continue to progress development and investment through the</p>	<p>Skyline Enterprises have submitted a planning application for a major new leisure</p>	<p>Corporate Plan Policy Commitment</p>

Work Area	Achievement	Link to
Skyline park attraction on Kilvey Hill.	destination at Kilvey Hill, which is anticipated to be determined in the coming months. Skyline's proposals include plans for a gondola (cable car) route, a gravity-fuelled luge ride, a zipline, a sky swing, new walking and mountain bike trails, and food and drink outlets. The company says the scheme would create 100 permanent jobs in the first year of operation and bring an £84m boost to the local economy if given the go-ahead. No council funding has been directly awarded to Skyline to date. While Cabinet has approved funding in principle, there is no binding commitment as yet on the council's part and funding would need to meet certain conditions before any money is potentially paid out. If it goes ahead, the proposed investment by the council would be repaid in full as part of an agreement with Skyline.	
Progress hotels discussions for the city.	Hotel opportunity is being re-marketed.	Corporate Plan Policy Commitment
Working in partnership with Penderyn Distillery, support the opening of a new whiskey distillery attraction at Landore.	Completed - Penderyn Distillery opened in 2023.	Corporate Plan Policy Commitment
Progress the development and reopening of the River Tawe corridor, including new pontoons.	Pontoon 1 installation complete on the river's western bank, around 1.5 miles upstream from the Tawe Barrage and next to the former Hafod Morfa Copperworks site. The other two planned pontoons are in the design phase – one close to the junction of The Strand and New Cut Road, and one at Morfa Quay near the Swansea.com Stadium and being progressed under the Levelling Up Lower Swansea Valley	Corporate Plan Policy Commitment

Work Area	Achievement	Link to
	programme . This £28.7 million programme also includes a Swansea Museum extension, further transformation of the copperworks and improvements to The Strand.	
Progress discussions for the new interactive aquarium, aiming to offer an immersive experience for visitors and a wider educational resource.	Initial Design works underway and discussions taking place with aquarium company/operator via Urban Splash.	Corporate Plan Policy Commitment
Commit to investment in our towns and villages.	Utilising funding support via WG Transforming Towns, Economic Recovery fund, UK Shared Prosperity and UK Levelling Up Fund to deliver County-wide interventions.	Corporate Plan Policy Commitment
Progress the replacement Swansea Local Development Plan to provide an up-to-date planning and place making framework for guiding decisions on development proposals.	Work commenced on replacement LDP. Currently researching and building the evidence base on several planning themes and technical areas. Landowners and site promoters invited to submit candidate sites for potential allocation and assessments of these ongoing. Stakeholder engagement and wider public consultation on Key Issues, Strategic Objectives and Growth Scenarios will take place during Feb - April 2024. Statutory consultation on the proposed draft LDP Strategy (based on evidence base and abovementioned engagement) is currently scheduled for Autumn 2024. The aim is for the new plan to be adopted by the end of 2026.	Corporate Plan
Agree a new Swansea Bay Strategy.	Report to Strategic Transformation Committee (STC) agreed a way forward with concentration of resources on marketing of Llangland site.	Corporate Plan

Work Area	Achievement	Link to
	Recommendations from STC were put to Cabinet Members to inform marketing.	
Progress TAN15 discussions with Welsh Government to find a solution that supports appropriate development.	Commission instructed and initial reports received. Workshop held with Welsh Government. Formal response submitted to Welsh Government. Awaiting publication of revised TAN by WG in 2024.	Corporate Plan Policy Commitment
Delivering Social Benefits through development projects- maximise the benefits through the creation of employment and training opportunities for the long-term unemployed and economically inactive via community benefit clauses in contracts	2495 Targeted Recruitment and Training weeks have been achieved to date for the financial year 23/24. These weeks have been made up by 100 individuals who have worked on council development/regeneration projects; through jobs, apprenticeship, work experience, interns and summer placements.	Corporate Plan
Employability support	Building on previous employability supports schemes, a range of measures are in place and funded through the SPF to support people into employment. The project creates employment pathways through the delivery of engagement activity, employability support, skills and training, volunteering and paid placements opportunities.	Corporate Plan
Development of a Local Economic Delivery Plan (LEDP) to support delivery of the Regional Economic Delivery Plan and local economic development work.	LEDP drafted in consultation with Regeneration Swansea partners and reported to Policy Development Committee in December 2023. Action plan drafted and in the process of being finalised.	Corporate Plan
Partnership working/Regeneration Swansea	Strong partnership arrangements in place with monthly meetings of Regeneration Swansea. The partnership consists of key representatives from private, public, education and 3 rd sector.	Corporate Plan
City centre management to support the day-time	Swansea Market entrance upgrade works underway	Corporate Plan

Work Area	Achievement	Link to
and evening economy.	<p>following the opening of public toilets and The Market Garden. Swansea Market marketing and events programme in place for both the Market and City Centre including speciality outdoor markets including the annual Xmas Market.</p> <p>Ranger & mobility hire services operate to support visitors and businesses including the execution of the Public Space Protection Order to help tackle ASB. This is alongside mobility hire and left luggage services. Purple flag status maintained to support evening and night time economy since 2014.</p> <p>The Market has recently won the National Association of British Market Authorities' award 'Britain's best large indoor market' for the 3rd time. This follows being the 2022 winner of the APSE Best Commercialisation and Entrepreneurship Initiative.</p>	
Support for communities to fund small scale community projects through Crowdfund Swansea	Additional funding secured through SPF for the Crowdfund Swansea platform where local project creators can raise funds for their proposed community projects. New funding round open Jan 2024. Up to £5k available towards each project.	Corporate Plan

3. Conclusions

- 3.1 A robust strategic framework is in place to guide development and regeneration activities and good progress is being made against all areas of work. Visible progress can be seen around the city such as the opening of Penderyn Distillery and nearby Pontoon with many more schemes due to come to fruition in the next 2 years. Strong partnership working arrangements are in place which helps ensure benefits from regeneration schemes are maximised, this includes the use of social benefit clauses.

4. Legal implications

- 4.1 There are no legal implications arising from this report.

5. Finance Implications

- 5.1 There are no direct additional financial implications arising from this report on Council core budgets.

Core revenue economic regeneration activity is funded from existing core budgets, supplemented by temporary use of the Shared Prosperity Fund and by way of leveraged access to a range of government grants and support mechanisms.

Capital projects are subject to individual consideration on a case by case basis, often again leveraging substantial government grant and other investment partners and within an overall assumed affordability envelope for council contributions which is determined as part of medium term financial planning and annual budget consideration by Council.

6. Integrated Assessment Implications

- 6.1 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.

- 6.1.1 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'.

- 6.1.2 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.

- 6.2 As this is an information report there is no need for an IIA.

Glossary of terms:

LEDP Local Economic Delivery Plan

REDP Regional Economic Delivery Plan

SPF Shared Prosperity Fund

Background papers:

Swansea Council Corporate Plan 2023-2028

[Corporate plan - Swansea](#)

Policy Commitments

Appendices: None