



**Report of the Cabinet Member for Investment, Regeneration, Events & Tourism  
Service Improvement, Regeneration and Finance Scrutiny Performance Panel –  
8 April 2025**

**Achievement against Corporate Priorities / Objectives /  
Policy Commitments for Development and Regeneration**

<b>Purpose</b>	To brief the Panel on the Achievements against Corporate Priorities / Objectives / Policy Commitments for Development and Regeneration.
<b>Content</b>	The report sets out a summary of the achievements over the last year.
<b>Councillors are being asked to</b>	Consider the information provided and give views on the progress made to date.
<b>Lead Councillor</b>	Councillor Robert Francis-Davies, Cabinet Member for Investment, Regeneration, Events & Tourism
<b>Lead Officer</b>	Phil Holmes, Head of Planning and City Regeneration
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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. Briefing/Main Body of Report

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

Work Area	Achievement	Link to
<p>Lead implementation of South West Wales Regional Economic Delivery Plan in Swansea and associated work packages.</p>	<p>Delivery of the Regional Economic Delivery Plan continues through the programmes and projects outlined below.</p> <p>During 2024 work has also been undertaken with stakeholders for a new vision for the future of Swansea city centre – with overall themes and a number of key initiatives. This strategic document will replace the previously adopted Swansea Central Area Regeneration Framework and will be known as the City Centre Placemaking Plan. The final documents will be published during 2025.</p>	<p>Corporate Plan</p>
<p>Lead implementation of UK funding streams including Shared Prosperity Fund (SPF) and Levelling up.</p>	<p>Swansea is the lead authority for the UK Shared Prosperity Fund for South West Wales.</p> <p>The programme is operating at full capacity and expects to spend the full allocation by the conclusion of the funding in March 2025.</p> <p>£20m was also secured from the UK Government as part of its levelling-up programme for a Lower Swansea Valley project.</p> <p>This extensive project seeks to develop a modern, attractive and vibrant riverside urban area, creating a place where people wish to live, work and visit, capitalising upon and celebrating the Tawe's unique contribution to the Industrial Revolution.</p>	<p>Corporate Plan</p>

<b>Work Area</b>	<b>Achievement</b>	<b>Link to</b>
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.	Our Business Swansea business grants and business support programme, funded through UK Shared Prosperity Fund, is continuing to support local businesses to start up and grow, and by the end of March 2025 it is anticipated that we will have supported the creation of 85 new businesses, created 87 new jobs and safeguarded 160 jobs in Swansea.	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 of this unit for the future.	Discussions are ongoing with potential new retail and leisure tenants for the Debenhams building.  A professional team has been appointed and they are working up proposals to reconfigure the building to offer more suitable space to meet potential tenants needs.	Corporate Plan Policy Commitment
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	The Council's regeneration partner Urban Splash is progressing proposals for repurposing the civic centre and waterfront area.  Stage 1 proposals have been received from Urban Splash to deliver circa 160 new homes to	Corporate Plan Policy Commitment

Work Area	Achievement	Link to
<p>site and St Thomas site.</p>	<p>bring the disused St Thomas station site back into use. The proposal is currently being worked through with the Urban Splash design team to enable a planning consent late 2025.</p> <p>Planning has been secured for the Public Sector Hub at the former St David's shopping centre site with construction work anticipated to start during 2025.</p> <p>This new flexible office building will include commercial floorspace for shops and restaurants with the Council occupying office space on the floors above along with other public sector partners. The public sector hub will enable the redevelopment of the current Civic Centre site, with proposals for that currently being worked up by the Council's regeneration partners Urban Splash.</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>This historic Palace theatre building reopened on 7 November 2024 following an extensive restoration project led by the Council. While the council retains control of the building it is being operated by Tramshed Tech - its seventh venue in Wales - and offers flexible work space, business growth programmes as well as skills and training for the creative, digital and technology sectors.</p> <p>Swansea's historic Albert Hall was officially reopened on Friday 27 September 2025. Led by Welsh firm LoftCo, the development includes a food court, shared workspaces, meeting rooms, accommodation and a children's play area.</p>	<p>Corporate Plan</p>

Work Area	Achievement	Link to
	Discussions regarding the Elysium building are ongoing.	
Work with partners to develop commercial meanwhile uses.	UK Shared Prosperity Funding secured and contract awarded for developing meanwhile spaces in City Centre and districts. 11 vacant spaces have been brought into meanwhile use as a result of this scheme.	Corporate Plan
Develop and promote more city living, including new hotels, retail, office space and food and beverage facilities.	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 loan support to bring about mixed used regeneration projects.	Corporate Plan Policy Commitment
Progress work on the new Castle Square Gardens project.	Castle Square is being revamped as part of a project that will include a substantial increase in greenery as well as the introduction of permanent food and drink units and a playful water feature. The square will be retained and improved as a focal point for public gatherings.	Corporate Plan Policy Commitment
Progress work on the new city centre Community Hub project providing a new home to the Central Library.	The new multi-purpose community hub in the heart of the city centre is due to be completed in 2025. The development 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 as well as the Council's Contact Centre. Citizens Advice Bureau Swansea Neath Port Talbot, Careers Wales Swansea and Swansea University Miners' Library have also been announced as scheme tenants.	Corporate Plan
Complete the phased demolition of Ty Dewi Sant and the old multi-storey car park.	Work on the Copr Bay north car park continues and is due for completion in 2025.	Corporate Plan Policy Commitment

Work Area	Achievement	Link to
	The St David's multi-storey car park will remain open until the new car park is operational.	
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>Building is complete and over 75% of the office space is under offer, with terms progressing for the ground floor commercial space.</p> <p>This building was part-funded by the Swansea Bay City Deal and provides space for 600 jobs in the tech, digital and creative industry sectors. It will be worth £32.6m a year to Swansea's economy.</p>	Corporate Plan Policy Commitment
Continue to progress development and investment through the Skyline park attraction on Kilvey Hill.	<p>Skyline Enterprises submitted a planning application for this major new leisure destination at Kilvey Hill in 2024. The planning application remains live. Further timelines are yet to be agreed.</p> <p>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.</p> <p>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.</p>	Corporate Plan Policy Commitment
Progress hotels discussions for the city.	A new 150 bedroom hotel next to Swansea Arena that would cater for around 40,000 people a year is moving forward. This will help meet increasing demand for bed space. There are ongoing discussions with a preferred hotel developer. Construction is expected to start towards the end of 2025.	Corporate Plan Policy Commitment
Working in partnership with Penderyn Distillery, support the opening of a new whiskey distillery	Penderyn Distillery and visitor centre opened in 2023.	Corporate Plan Policy Commitment

Work Area	Achievement	Link to
attraction at Landore.		
Progress the development and reopening of the River Tawe corridor, including new pontoons.	Due to be completed in 2026, the Lower Swansea Valley project is focussing on restoration of the remaining listed buildings at Hafod Morfa Copperworks and other linked schemes in the Tawe Riverside corridor such as installation of a pontoon which has been completed on the river's western bank, around 1.5 miles upstream from the Tawe Barrage and next to the former Hafod Morfa Copperworks site.	Corporate Plan Policy Commitment
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. Placemaking plans are being developed for all district centres to inform this.	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.	<p>The Council and Welsh Government approved a Delivery Agreement (DA) in July 2023 which set out how the Authority will produce the new Swansea LDP 2023-2038 - known as LDP2. Since then the following key stages of work on LDP2 have been undertaken:</p> <ul style="list-style-type: none"> <li>- A 'Call for Candidate Sites' process was undertaken from August to October 2023, which provided an opportunity for any land owner, site promoter or other interested party to submit a site for potential inclusion in LDP2. A</li> </ul>	Corporate Plan

Work Area	Achievement	Link to
	<p>Candidate Sites Register has been produced detailing all sites submitted and was published in January 2025. This Register includes the results of the initial assessment (a so-called Stage 1 sift) undertaken during 2024 which determined whether sites should reasonably progress to a more full and detailed process of site appraisal (so called Stage 2 and 3 Assessments). This work identified whether, on the basis of the agreed methodology and national planning policy, sites are fundamentally not appropriate to form any part of LDP2.</p> <ul style="list-style-type: none"> <li>- A 'Pre-Deposit Plan' has been prepared following significant periods on public consultation and stakeholder engagement on the foundations of the strategy for the new Plan, including on Key Issues, Strategic Objectives and Growth Scenarios. This engagement process involved collaborative work with officials in the Welsh Government, Natural Resources Wales and utility providers. The Council's Elected Members have inputted as part of seeking to build a broad consensus around LDP2 from the outset, most notably through the LDP2 Member Engagement Group (MEG). The main purpose</li> </ul>	



Work Area	Achievement	Link to
	<p>of the Pre-Deposit Plan is to set the strategic direction and overarching principles from which the detailed plan - known as the 'Deposit' - will be formulated. The LDP2 Pre-Deposit Plan was approved by Council in January 2025.</p> <ul style="list-style-type: none"> <li>- To support and underpin the Pre-Deposit Plan the Authority has undertaken work to produce an extensive evidence base during 2024, which will continue throughout the ongoing LDP2 process. This includes comprehensive assessments of: Future Economic and Housing Growth; Green Infrastructure Assets, Financial Viability; Local Housing Markets and Affordable Housing Needs; Flood Risks; and many other technical areas.</li> <li>- A statutory public consultation on the LDP Pre-Deposit Plan and supporting documentation, including the Integrated Sustainability Appraisal (ISA), Habitats Regulations Assessment and Candidate Site Register (including Stage 1 Assessment) documents will be carried out during February and March 2025</li> <li>- Representations received during the above consultation, including any new candidate sites submitted, will be</li> </ul>	

Work Area	Achievement	Link to
	<p>considered alongside the on-going accumulated evidence base as part of preparing the LDP2 Deposit Plan, which itself will be subject to a public consultation. Subject to Council approval LDP2 and all relevant accompanying documents will be submitted to the Welsh Government for an independent Examination in Public to be held. The aim is for the new plan to be adopted by the end of 2027 at which time it will become the new development plan for determining planning applications.</p>	
<p>Agree a new Swansea Bay Strategy.</p>	<p>Work is currently underway to renew the strategy and is being led by Cultural Services.</p>	<p>Corporate Plan</p>
<p>Progress TAN15 discussions with Welsh Government to find a solution that supports appropriate development.</p>	<p>Awaiting publication of revised TAN by Welsh Government.</p>	<p>Corporate Plan Policy Commitment</p>
<p>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</p>	<p>2,485 Targeted Recruitment and Training weeks have been achieved to date for the financial year 24/25. These weeks have been made up by 106 individuals who have worked on council development/regeneration projects; through jobs, apprenticeship, work experience, interns and summer placements.</p>	<p>Corporate Plan</p>
<p>Employability support</p>	<p>Building on previous employability supports schemes, a range of measures are in place and funded through the UK SPF to support people into employment.</p>	<p>Corporate Plan</p>

Work Area	Achievement	Link to
	The project creates employment pathways through the delivery of engagement activity, employability support, skills and training, volunteering and paid placements opportunities.	
Development of a Local Economic Delivery Plan (LEDP) to support delivery of the Regional Economic Delivery Plan and local economic development work.	The LEDP was approved by Cabinet in December 2024.	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 <sup>rd</sup> sector.	Corporate Plan
City centre management to support the day-time and evening economy.	Plans to upgrade Swansea Market's external entrances are advancing following the opening of public toilets and The Market Garden communal area. An events programme is in place for both the Market and City Centre including seasonal events such as the annual Xmas Market and lights programme. Ranger services operate to support visitors and businesses including the execution of the Public Space Protection Order to help tackle ASB. This is alongside scooter hire, Changing Places and left luggage services operating from Swansea Mobility Hire. Purple Flag status continues to be maintained annually for over 10 years to support the evening and nighttime economy since 2014. The Market has recently won the National Association of British Market Authorities' 'Britain's best large indoor market' ward for the 3 <sup>rd</sup> time. This follows being the 2022 winner of the APSE Best Commercialisation and	Corporate Plan

Work Area	Achievement	Link to
	Entrepreneurship Initiative.	
Support for communities to fund small scale community projects through Crowdfund Swansea	Additional funding secured through SPF for the Crowdfund Swansea platform to continue in 2024, where local project creators were able to raise funds for their proposed community projects. Eight projects reached their funding goal funding during 2024.	Corporate Plan

### 3. Conclusions/Key Points Summary

- 3.1 A robust strategic framework is in place to guide development and regeneration activities and good progress continues to be made against all areas of work. Visible progress can be seen around the city such as heritage buildings being brought back into new use - Tramshed Tech and the Albert Hall. 71/72 The Kingsway is opening this year with more schemes due to come to fruition in the near future.
- Strong partnership working arrangements are in place with Regeneration stakeholders and this helps ensure benefits from regeneration schemes are maximised, including the use of social benefit clauses in procuring contractors.

### 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 to Scrutiny an IIA is not required.

***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