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CABINET MEMBER FOR ENTERPRISE, DEVELOPMENT AND
REGENERATION**

Culture and Tourism

As part of the wider Sustainable Swansea Fit for the Future programme, the whole of Cultural Services was taken through the Council's Commissioning Review process. The purpose of the Review was to describe the impact on the Service of a 50% reduction in its revenue budgets; evaluate performance and operating models of other authorities; assess whether mitigating factors, efficiencies, transformed systems and new income could sustain the service or whether a commissioning model might prove viable.

The outcomes of the Review were the identification of a number of efficiencies and in-house transformations that will achieve around 20% of the savings target of £5m – at £1.4m for 16/17, but it was considered that any further reductions were not feasible within the current model.

On this point, it is perhaps worth noting that we have several legally binding financial agreements with third parties, including the National Waterfront Museum, National Pool and LC, which add further pressure on the revenue budgets for the Council run facilities. As a result, we are now undertaking a market test to assess whether there is a credible partner and/or other governance model that may be able to achieve greater efficiencies, economies of scale, or new income streams and sustain the service despite the necessary further reductions in funding.

We advertised the whole culture portfolio last week, as a 'Prior information notice' (PIN). There is no commitment to follow through on any interest, but we are open to interested parties that are able to bring expertise, investment, good practice and sustainable outcomes for our communities. Assessing this will be a year long process involving several stages, from EoI; to pre-qualification; to invitations to submit detailed solutions; to invitations to Tender at the end of the process. At every stage we'll be comparing the responses against the current model and options for transformed in-house, or newly established not for profit bodies such as if we choose to set up a Trust. The documentation includes caveats around some of the Services, including those that are not yet ready for a new partner but which may become so in the future.

The closing date for Expressions of Interest is 24rd March and a period of assessment will take place before inviting selected organisations to undertake the PQQ stage. In the meantime we continue to brief all our teams, colleagues, Members, Unions and stakeholders but as we are not aware of the options, or as yet proposing any changes to the current model of delivery or governance, we are limited on the level of consultation we can undertake with statutory bodies and users.

Against this backdrop and despite the savings and transformation agenda, it's business as usual to ensure Culture and Tourism remain key to our ambitions to be a world class city and we continue to work with partners to secure high impact events. 2016 will see the return of the Airshow in July, signalling the start of this event as an annual show and anchor event within the tourism calendar, encouraging advance bookings as well as efficiencies as we strive for better deals with sponsors and suppliers due to the contract terms we can now negotiate. We are also committed to greater digital marketing reach and increasing our audiences, for example over the last year, we have had over 400,000 visits to VisitSwanseaBay.com with 1.9m unique page views and 57,000 'likes' on Facebook demonstrating ever increasing impact of our social media campaigns and reach. This is as well as the marketing campaigns we undertake in other cities' train stations – e.g. Victoria and the London Underground; the work we do with Visit Wales and Visit Britain and the coverage we achieve in various travel magazines promoting Swansea as a holiday destination.

Infrastructure continues to play a part in developing our cultural profile and we recently achieved Practical Completion on the Glynn Vivian Art Gallery. A detailed get in programme is necessary to bring back the thousands of artefacts and artworks from storage and fit out the Gallery ready for its opening in the autumn, where it will take its rightful place as a destination Gallery of national and international status. We also submitted a funding application in partnership with Swansea University to kick start the regeneration of the Hafod copperworks as a heritage attraction, skills and learning facility, working with a private sector partner to create new jobs and restore this piece of Swansea's industrial heritage. We await the outcome in due course.

Regeneration Projects

1. St David's/ Civic Centre

St Davids - A significant retail and leisure opportunity in the heart of the regional capital of South West Wales. Plans for this site include significant new leisure and retail uses together with a 3,500 seat arena capable of hosting major international performers, exhibitions and conferences, a state-of-the-art cinema and new car parking stretching from Whitewalls to Oystermouth Road. This will also create a new link between the city centre and the sea.

Civic Area - A once in a generation opportunity to develop a prime beach front site with unrivalled views across Swansea Bay. It is Wales' number one development opportunity as designated by Welsh Government. It creates a strong cultural offer and is enabled by residential and commercial uses. This waterfront destination will include a new commercial hub with restaurants on the waterfront. A major tourist attraction - the Hydro Hub: a water based research and aquarium in conjunction with Swansea University. Apartments, town houses, hotels and a public space giving better access than ever to a world class seafront.

2. The Kingsway

The City Centre Strategic Framework seeks to transform this area into a city centre business district employing thousands of people. Research shows one of the failures of the city is that there are not enough people working and living in the city. An ideal location for tech industries, graduate retention, as well as ICT sector businesses, it is within close proximity to the train and bus station and will be served with the highest digital connections through the new broadband proposals being promoted by the City Region..

3. Mariner Street

The project has been named “Icon 21” and represents a key landmark mixed - use development on a gateway site at the entrance to the city on the carparks opposite the railway station.

This £50m regeneration project will include a mixture of student accommodation within a 21 storey tower together with retail, restaurant and café uses on the ground floor. The scheme proposals meet the criteria and key principles set out in the City Centre Framework and has a critical mass that will create a destination and important gateway focus to stimulate further regeneration of the High street whilst also increasing dwell time within the city and contributing to the local economy.

The scheme has been supported by the Design Commission and will relocate the Rail carpark to the High Street multi storey car park.

4. Wind Street Pedestrianisation

Wind St has seen significant investment and change over a number of years but is now at a critical point as occupiers have to invest to refit and create sustainable business. There has been a move towards restaurant uses from solely pubs which is changing the dynamic of the street. However, the businesses want to create a better environment for trading including tables and chairs and a pedestrianised street.

5. Vibrant & Viable Places

Vibrant and Viable Places is a programme of grant (£8.3m) provided by Welsh Government to create new homes, support regeneration and prevent poverty. A key output of the project is job creation which is linked to the projects delivered.

V&VP supports a number of partners with Coastal Housing on High Street and Gwalia on Kingsway as well as helping fund the Neighbourhood renewal works in the Sandfields. It provides grants to help regenerate city centre properties through the Building Above Shops and Property Development

Fund Grants. Welsh Government will seek funding for a V&VP 2 scheme later this year.

6. Business Improvement District

The third BID Renewal Ballot concluded at 5pm on Thursday 25 February, the successful outcome of which was officially announced on Friday 26 February with 70% of those voting in number being in favor of the continuation of BID and a majority of 64% by rate-able value.

This means that the BID will continue for a further 5 year term until 31 July 2021, the basis of which has been set out in the BID Business Plan.

The Business Plan sets out the continuation of the existing BID projects across 5 core themes. Basic governance arrangements and performance management measures are also included as is the financial management of the £2.16million budget collected via the 1% levy on the rate-able value of business premises in the BID area over 5 years.

Licensing

1. Portfolio Priorities/ Objectives

There are a number of activities subject to licensing requirements. The Licensing Division is responsible for licensing the following:

- Premises to sell alcohol and provide entertainment (which includes activities involving music and dance, indoor sporting events, performance of plays, exhibition of films, boxing and wrestling) and late night refreshment. There are approximately 1050 premises in Swansea licensed to carry out one or more of these activities;
- Premises that provide facilities for gambling which includes casinos, bingo premises, betting shops, tracks, adult gaming centres and family entertainment centres. There are approximately 50 premises in Swansea licensed for gambling;
- Sex establishments which includes sex shops, sex cinemas and sexual entertainment venues (SEVs). SEVs are premises where activities include lap dancing, pole dancing, table dancing, strip shows and peep shows. There are currently 2 licensed sex shops in Swansea and the Council has a nil policy in relation to licensing SEVs;
- Hackney carriages and private hire. This includes licensing drivers, vehicles and for private hire also includes operators. There are approximately 1100 licensed drivers, 900 licensed vehicles and 30 private hire operators
- Charitable collections which includes street and house to house collections. There are approximately 120 street collections and 60 house to house collections applications made each year.
- The overall objective is public safety by safeguarding the health safety and welfare of the public at licensed events, in licensed premises and in licensed vehicles;
- Meet relevant statutory deadlines when dealing with licence applications;

- Prioritise enforcement to target high risk premises/activities
- 2. Specific activities and achievements, progress against policy commitments, key decisions that have been taken and impact / difference made**
- The Council's Gambling Policy reviewed, amended and published in accordance with legal requirements;
 - Continue to work in partnership with other statutory agencies to ensure compliance with licensing requirements;
 - Continue to review licensing criteria and procedures to ensure requirements are up to date and to identify and implement improvements to service delivery.

3. Headlines on the performance of services and the key targets monitored to measure improvement and success

Key performance measures include:

- Inspect all Category A (high risk) licensed premises; 92% was achieved in 14/15
- Ensure at least one out of hours enforcement operation is carried out per month for taxi licensing;
- Respond to service requests within the target time. This was achieved for all relevant areas in 14/15.

4. Engagement with service users / public and what influence this has had

- The changes to the Gambling Policy were introduced following extensive consultation with the relevant bodies and other interested parties. All responses were considered before final decisions made;
- The relevant members of the taxi trade are consulted on any proposals that directly impact on their business. In 2014/15 this included a proposed increase in hackney carriage fares and a consultation on the introduction of new inspection standards for vehicles is currently ongoing;
- Newsletters sent to the taxi trade to update on changes to legislation, processes, procedures etc.

5. What you hope to achieve over the next 12 months and what the challenges?

- Review cumulative impact policy (CIP) for licensed premises in the city centre
- Review conditions and criteria for taxi licensing and implement changes where appropriate e.g. driver fitness criteria, vehicle criteria/inspection standards, driver, vehicle and operator conditions,

- Implement changes to taxi licensing procedures following changes in legislation, changes in staffing, procedures and accommodation provision in the contact centre.
- 6. What key decisions you are expecting to take to Cabinet over the next year**
- The review of the CIP requires any proposed changes to be issued for consultation. The proposed changes are agreed by Cabinet before issue.
- 7. Your interactions with scrutiny over the last year and whether there is any specific scrutiny activity you would welcome?**
- A number of licensing issues have been the subject of reports to Cabinet and Cabinet Advisory Committees but not scrutiny.