



**Report of the Cabinet Member for Culture, Tourism & Major Projects**

**Scrutiny Programme Committee – 12 March 2018**

**Key Headlines for the Culture, Tourism & Major Projects Portfolio**

**Purpose:** This report outlines notable activities and achievements in terms of delivering the key priorities within the Culture, Tourism and Major Projects portfolio within Swansea Council. It also describes some of the improvements made and the impact of these activities in terms of delivering key priorities within this portfolio. The report also seeks to identify anticipated achievements in the near future, key challenges and key decisions which are anticipated for Cabinet over the next 12 months.

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**For Information**

**1. The Portfolio for Culture, Tourism and Major Projects**

1.1 The key responsibilities within the portfolio for Culture, Tourism and Major Projects are as follows;

- the City of Culture bid (and subsequent delivery),
- Heritage (including the River Corridor development),
- Science City,
- Universities,
- Creative City,
- Tourism & Destination Marketing,
- the Arts & Galleries,

- Sports facilities,
- Parks beaches and foreshore,
- the City Waterfront & Marina,
- Greener Cities,
- Healthy Night Life / Purple Flag,
- Libraries,
- City Centre Management, Projects & Developments (City of Culture),
- Mayoral & Civic Function,
- Events.

1.2 In addition, the Portfolio also includes a joint responsibility for delivering cross cutting priorities related to Poverty Reduction and Sustainable Swansea.

## **2 City of Culture**

2.1 The Council undertook its diagnostics for culture with European partners and the United Cities and Local Government as part of its status within the European Cohort for Culture in Sustainable Cities. This set the scene for the Council leading on developing a city wide strategy for culture, which established the platform to bid for UK City of Culture 2021. Swansea was 1 of only 5 cities within the UK to make the shortlist and although it was not successful in securing the designation, the process helped accelerate significant partnership working and generated wide ranging impacts, including high profile, community pride, ambition and commitment. Thousands of people across Swansea were engaged with the campaign and partners remain committed to delivering a legacy programme.

2.2 The Council and the Welsh Government have had several meetings to develop the legacy of this process. Reflecting upon the process, a key lesson learnt was the need to build upon the skills, capacity and leadership in the wider community and to develop partnerships and programmes to achieve this, whilst raising the status of Wales in the UK. Welsh Government have recognised Swansea's unique position and existing strengths and assets and is keen to support a collaborative strategy with regional and national impact. A paper will be submitted to Cabinet Members and Welsh Government in the next couple of months, with a wider stakeholder discussion in April prior to a possible Cabinet to deliver the ambition in the next few years.

## **3. Heritage (including the River Corridor development)**

3.1 Work continues at the Hafod Copperworks to accommodate the Council's private sector investor Penderyn and to secure funding through 'Enterprise' funds in order to restore the heritage site and buildings, with visitor facilities. The Council are in the process of applying for Great Places funding (Heritage Lottery Funding) to undertake a community project across the Council wards of Landore

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and Morriston, linking the industrial heritage of the Lower Swansea Valley. The Dylan Thomas Exhibition has also been shortlisted for 'best family experience' and the exhibition programmes across the Museums Service continue to knit the heritage assets, history and interpretation with our current plans for regeneration.

- 3.2 The next steps will be determined in part by the results of the Great Places funding application, which will be announced in March 2018. The next round of Blue Plaque assessments will include further installations in the city centre and in Mynyddbach. An exhibition, learning and outreach programme celebrating the centenary of votes for women and the suffragette movement is underway and funds have been awarded by Museums Archives and Libraries in Welsh Government (MALD) to deliver these. The Council are also planning to submit an application for the next round funding application to the Heritage Transformation Fund for Swansea Museum to improve the front of house and visitor experience, as well as improve exhibition space.
- 3.3 Skyline is an exciting new project for Swansea - featuring a luge down Kilvey Hill - and will be accessed by way of a cable car from part of the Hafod site. The next steps will include agreeing Heads of Terms with Penderyn and to undertake a masterplan of the wider Hafod site in order to accommodate Skyline's requirements and to identify future development opportunities. This will include the existing Park and Ride, servicing and providing infrastructure to the wider site in accordance with the masterplan, on the basis of further Council funding offset as far as possible by grants, rather than site disposals as envisaged prior to Skyline's interest. Heads of Terms agreed with Skyline will be outlined to Cabinet for decision on 15<sup>th</sup> March in 2018.
- 3.4 The designs for the restoration of the canteen/powerhouse/Penderyn visitor centre are at RIBA Stage 3. Stage 2 of HLF application is due for submission before end of May 2018. The next steps are to Secure Stage 2 HLF Approval, Planning and LBC, complete designs to RIBA Stage 4, and commence the procurement of main works.
- 3.5 Around £100k of Cadw grants have been secured to undertake repairs to Musgrave Engine House (a Scheduled Ancient Monument) and work is due to start on site by beginning of March 2018. The next steps are to secure further Cadw support for holding repairs to remaining buildings (roofing/rainwater goods etc), explore and secure infrastructure funding from TRI and refresh the Masterplan for wider site.

### **4. Science City**

- 4.1 The City Deal has been signed by both the UK and Welsh Governments, which will now enable the delivery of 11 transformational projects across the region. Some of these projects will facilitate and promote the development of Science, in particular the Health and Wellbeing Campus and Village Network. This will support the growth of the life science sector and healthcare innovation. Life science/health innovation hubs and satellite sites will be created across the region, in hospital and primary care settings. This will strengthen the region's capacity to commercialise research and attract additional inward investment, and further increase the export of high value services and goods, such as medical devices.
- 4.2 The next stage of delivering the City Deal will be the approval of the 5 case business models for the projects based in Swansea, enabling the project delivery to commence.
- 4.3 The British Science Festival was delivered by Swansea University in 2016 and supported by Swansea Council. This has evolved into an annual event working with the Council's galleries, museums and events. In terms of future activity, the Council plans to continue supporting the Science Festival as an annual event and plans to collaborate with Oriel Science to submit a funding application in order to establish a science facility in the Museum.

### **5. Universities**

- 5.1 Both Universities are committed to supporting the Council's cultural strategy and subsequently work from the City of Culture bid; co-owning strategic priorities for culture in the local area. A strategic working group /board has been established to maintain communications around key projects in the city.
- 5.2 The next steps will include the delivery of a shared strategy for culture, in particular developing skills and education pathways into the creative and cultural industries and supporting economic growth for creative industries. In addition, it is anticipated that future activity will include the Council, both Universities and its partners in agreeing a vision and strategy for the future of an International Sports Village incorporating Wales National Pool Swansea.
- 5.3 Both Universities are also committed to ensuring that there is a joined up approach to property developments in the city. There are ongoing discussions between the Council and both Universities to ensure that there is a coherent strategy. For example, the Council is working with UWTSB as part of the City Deal to deliver Box City at SA1, alongside the Councils Digital Square and Digital Village projects. In addition, Swansea Council and Swansea University are planning to develop and sign as Legal Memorandum of Understanding.

### **6. Creative City**

- 6.1 The City Deal has been signed by both Governments which will now enable the delivery of 11 transformational projects across the region. Whilst there is a specific creative digital cluster project being delivered in Carmarthen, the regional Digital infrastructure project will help underpin and enable the improvements in GVA and productivity in the wider creative industries sector and other sectors alike. This investment will focus on delivering hyper connectivity with the aim of achieving 100% coverage and access to next generation broadband services. Creating 5G test beds and expanded the provision of 4G and WiFi capabilities. It is envisaged that this will support the creation of new creative industries start-ups and the growth of existing businesses. The next stage will be the approval of the 5 case business model, allowing the project delivery to commence.
- 6.2 The Council's work on the strategy for culture – subsequently the city of culture bid – took huge leaps forward during 2017. The Council are now working with cross sector and community partners to assess what a creative city actually looks like; in terms of the public realm; creative industries, digital connectivity, community access and arts events. The Council's future's activities in relation to developing its strategy for culture will include; hosting a seminar on the legacy of the city of culture bid with the Welsh Government and bodies such as HLF, continuing consultation on the priorities for culture and agreeing a work programme, delivering new arts based commissions in and around the city centre with a new public arts programme to be developed and establishing a digital platform for promoting the city as a creative hub.

### **7. Tourism & Destination Marketing**

- 7.1 The Council's Tourism & Destination Marketing team enjoyed another successful year. Figures for 2016 revealed there were 4.6m visitors contributing £400m to the local economy, supporting 5,600 jobs. The successful media coverage for our Year of Legends campaign and hosting vloggers, bloggers and travel journalists placed an estimated growth of circa 800k extra visitors and around £8m added spend into the local economy. The Council also hosted another well attended Tourism Stakeholder Conference for our partners and a successful water sports operators workshop in advance of the Year of the Sea activity.
- 7.2 The next steps are delivering the Year of the Sea campaign and launching the next phase of the Destination Management Plan 2018 – 2021. The Council's Tourism and Marketing team are also developing the strands for cultural tourism and the city centre as a destination. Future plans also include agreeing a Memorandum of Understanding (MOU) between the Council and Tourism Swansea Bay (the trade representative body) in order to establish individual and collaborative

roles and responsibilities. It is anticipated that the Enjoy Campaign will develop a strong visual and creative campaign to celebrate 2018 as being one of the best years for events in the city, giving many more reasons to visit than ever before.

### **8. The Arts & Galleries**

- 8.1 The impact of the City of Culture campaign was significant for the profile of Council run arts and galleries, as well as the independent sector – such as Elysium and Galerie Simpson in the High St. A focus on building capacity in the arts development capabilities of Cultural Services has yielded significant benefits, including a successful application to the Welsh Government for a two year post to deliver the 'Fusion programme' which is focused on tackling poverty through culture and several small commissions are underway working with the most disadvantaged. The Council has also submitted an application to develop a Great Places bid to the Heritage Lottery Fund aiming to promote a three year programme of heritage activators for Morriston. A new Music Forum has also been established to promote live music in the city and this will be a key partner in delivering work for 2018. The Council's work in partnership with the Universities for arts and cultural activity has included a focus on skills, community work and opening up Apprenticeship opportunities in the creative and cultural sector.
- 8.2 The Commissioning Review and subsequent procurement exercise evidenced that Galleries, museums and arts should remain with the Council and new business plans are underway – funded by Arts Council for the Glynn Vivian. A new public art programme around SA1 is being formulated. Swansea Grand Theatre hosted a number of West End touring productions alongside its youth and community productions, comedy nights and touring theatre and the Brangwyn hosted a number of high quality one nighters from Katherine Jenkins and youth orchestras, to male voice choirs and George Ezra.
- 8.3 Other notable activities include the agreement of new business plans for Council venues, the establishment of a network for visual arts and the review and development of a website for Glynn Vivian live, alongside a proposal for a cross arts platform promoting Swansea. Future plans include delivering the Music Academy learning programme alongside the Biggest Weekend, agreeing a strategy for the public arts funding for SA1, hosting a seminar for the arts sector to better understand the prospects of the City Deal and City Centre regeneration for them, supporting the delivery of Now the Hero at the Brangwyn, as part of the national 14-18NOW programme, commemorating the centenary and end of WWI and developing the collaborative arts programming for the Brangwyn and Grand Theatre.

### 9. Sports facilities

- 9.1 The first phase of 3G facilities at Penyrheol and Morryston has already provided a significant benefit to the local sporting community and significantly enhanced the current facility infrastructure. Both sites are at capacity. The Council wants to deliver the second phase as soon as possible to satisfy community expectations, political commitments and latent demand. The second phase of development will focus on three sites; Cefn Hengoed Comprehensive School/Community Leisure Centre; Pentrehafod Comprehensive School/Community Sports Centre; YGG Bryntawe/Penlan Community Leisure Centre. The selection of these sites was based on the following set of criteria; *Inclusion* – Local census, Communities First and school sports survey information was used to establish geographical as well as demographic areas of need, *Centres of population/latent demand* – This is particularly but not exclusively in relation to the local club infrastructure and the lack of access to appropriate all weather playing and training facilities, *Physical nature of site* - e.g. flat surface, existing utilities which could significantly reduce construction costs, *Current and potential management arrangements*- sites which have, or could easily be incorporated into existing management infrastructures, with little or no additional costs; *Timescale for delivery* – based on their readiness and ability to progress with approvals and construction as quickly as practicable.
- 9.2 Work is also underway to establish operational arrangements for the Wales National Pool Swansea that are reflective of the current pressures on all partners and which will be sustainable long term once the current lease expires. Discussions continue with the Universities over their current and proposed sports facilities, community access and ability to meet the demands for residents, students, access levels and progression. All this is underpinned by an extensive sport and physical development programme and Exercise Referral scheme, delivered by the service in schools, parks, leisure centres, community centres and residential areas to support both physical and mental health and wellbeing in the community. The commissioning review and procurement exercise revealed there is a prospect for a third party to successfully run Council owned venues and the Council will continue to explore this option through a formal process, alongside assessing our own operational capacity within the financial constraints of the authority.
- 9.3 Future activities will also focus on delivering Phase 2 of the Council's strategy, which will include agreeing the opportunities for rollout pending clarity on the mechanism for drawing funding from the agreements with Swansea City AFC for the Liberty stadium, agreeing a masterplan with the Universities and national governing bodies for sports facilities across the city and progressing the possible procurement of a third party to the final stage prior to any Cabinet decision on the preferred option.

### **10. Parks beaches and foreshore**

- 10.1 Fourteen of the city's parks achieved green flag and community green flag award status; 5 blue flags were achieved for 4 beaches and Swansea Marina. The Council are close to establishing a Friends group for nearly every park and play area in the city, with circa 26 up and running and part of a wider forum support network, working with the Council to sustain services. Clyne Gardens won the best leisure and tourism attraction award at the Swansea Life Awards; A successful operator was secured for the Foot Golf attraction at Ashleigh Road;
- 10.2 Future activities will include a procurement exercise to assess the potential for contracting services on the foreshore and continuing to sustain the Friends forum.
- 10.3 The service also led on the production of an Open Space strategy for the Council, which sets out a strategic vision and a series of aims and objectives for all types of open space in its ownership or management and signifies the Council's commitment to maintaining, protecting and enhancing Council owned and managed open space. The strategy is currently out for public consultation. Once completed the strategy will be considered by Council and a detailed Action Plan produced

### **11. City Waterfront & Marina**

- 11.1 The Council has an ambitious vision to link the city to the sea and are currently working up a scheme to re-locate the Councils existing offices which would provide the opportunity to re-develop the waterfront. Current proposals for this scheme include residential and commercial uses as well as a green area fronting Oystermouth Road and a green link to Swansea Central. Work is underway to explore funding sources for development activities which would link the Swansea Central/Arena development to the sea by way of a bridge over the Marina

### **12. Healthy Night Life / Purple Flag**

- 12.1 Swansea's Evening and Night Time Economy has had another exciting and development orientated year which is marked by multiple highlights including the following; Parc Tawe Regeneration, new openings in Parc Tawe and the city centre e.g Turtle Bay, Juniper Place, Denny's, Cocina, Taco Box and The Meatery & Martini Co, a pilot of the pedestrianisation of Wind Street, Swansea and the Big Weekend (the third annual Purple Flag Weekend now known as the Swansea Big Weekend). The Council have also supported Swansea's Evening and Night Time Economy by supporting the "Do Not Go Gentle Festival" (music, comedy and performance) and enabling a vacant property to run a Street Friday event in the early evening. The Council are exploring the feasibility of providing an indoor park and yoga to enhance Swansea's Evening and Night Time offer.



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- 12.2. Statistics gathered in relation to Swansea's ENTE show that overall crime has been reduced by nearly 10% since 2014 and that violent crime has fallen by over 17%. Significant reductions have also been reported in terms of anti-social behaviour. The Medical Help Point located on the Strand in the city centre, has helped over 3,700 patients since the scheme was introduced in 2014. It has been estimated that this has led to an 80% reduction in ambulances attending the ENTE in Swansea, representing a saving of £650,000 per annum.
- 12.3 Swansea has been selected by the Home Office as part of a Local Authority Action Area initiative, to trial the application of a Safe Places Information Point. As a result, local partners including South Wales Police, Swansea Council, Swansea Street Pastors and BID have been working together to offer a safe zone whereby low grade potential vulnerability can be tackled thus preventing it from escalating. The Safe Places scheme has been operational on key seasonal dates such as Halloween, the fresher's period and at Xmas and will also be operational during the forthcoming Six-Nations Rugby season.
- 12.4 In January 2018, the Council and BID launched their version of the ATCM Have a Heart Give Smart Diverted Giving Scheme working with various homeless charities across the area. The scheme which is being trailed in the City Centre, has a particular focus on the ENTE whereby multiple ENTE venues are involved in advertising posters and displaying receptacles within their premises. The aim of the scheme is to provide an alternative and legitimate method of giving to those who are homeless via a designated route to prevent the misuse of funds being given directly. The scheme, which is part of a wider holistic strategy regarding the treatment of begging in the City Centre will be reviewed over subsequent months.
- 12.5 The appointment of a Twilight Operative by Swansea BID in March 2017, with funding support from the Council and the Police Crime Commissioner, has seen more businesses than ever engaged in ENTE events and activities. This is notable in regards to the recruitment of 28 premises who are participating in the implementation of a Best Bar None scheme in Swansea City Centre. The former Pub & Club watch has been reinvigorated in recent times as a Hospitality Forum. Several meetings have taken place in recent months and a programme of meetings going forward has been agreed.
- 12.6 As part of an ongoing programme of upgrading the lighting infrastructure across the City Centre, over Xmas new colour change technology has been installed to Swansea's historic Castle which is located centrally within the ENTE district. This is in addition to the purchase of a state of the art projector which is being used to project images and safety messages onto key buildings. The recent introduction of a 24 hour Uni-Bus Service between the Swansea University campuses and the City Centre has seen an uptake of ENTE bus services operating across the area by over 16%. Within the year a

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37% increase to 150,000 has been seen in the number of people safely assisted into taxis by the BID Taxi Marshalls who operate on key evenings.

- 12.7 In June 2017 Swansea City Centre officially retained its status as Wales' only Purple Flag area with the independent assessors complimenting the team for the strength of its partnership and recognising best practice in terms of both the Help Point and Drop Off 'meet and greet' service. At the end of January 2018, an interim renewal bid was made to ATCM reflecting some of the developments outlined above, the results of which will be announced in May 2018.
- 12.8 Other future activities will focus on the development of the ENTE strategy and implementation and the development of a clearer brand identity and marketing of the existing offer mainly on Wind Street. In addition it is planned to present a feasibility study on the pedestrianisation of Wind Street to Cabinet, with a view to agreeing the next steps.

### **13. Libraries**

- 13.1 This has been a challenging year for Libraries including the reconciliation of the outcomes of the commissioning review, which resulted in Cabinet agreeing to retain budgets and reject possible closures; Significant savings were achieved through reducing the book fund, recruitment freeze and reducing opening hours – but this had to be done within the constraints of the statutory framework in which the service is delivered. The service has continued to provide extensive community services including delivering a major part of the Council's digital inclusion programme; providing homework clubs; advice and support on accessing online services and services across schools, care homes, home deliveries and the prison; The 19<sup>th</sup> summer reading challenge saw 1,534 children and young people completed the whole challenge, supported by 19 volunteers who worked 433 hours with us during the summer holidays. 6,040 children took part in events in our libraries over the summer – taking home nearly 80,000 stock issues. Welsh Government undertook its final assessment of our performance within the present framework and we responded to their consultation on the new framework which will be launched this year. Several libraries celebrated their 10<sup>th</sup> anniversaries with a community celebration and we re-opened Townhill library following a short closure for refurbishment, funded by a grant from MALD.

14. **City Centre Management, Projects & Developments (City of Culture)**
- 14.1 Figures show that last year, up until the end of December 2017, the City Centre Rangers dealt with over 21,000 separate incidents covering a wide range of issues from customer and business queries to anti-social behaviour. This figure is particularly positive given that the team of 4 have been reduced to 3 for much of the period as a result of long-term sickness. Occupancy for the Market currently stands at 94% although there is a perception that vacancy levels maybe higher as leases still apply to units that appear to be vacant. In comparison to similar markets across the UK, Swansea Market continues to perform strongly. A declining picture of footfall across the Markets sector is reflected in the footfall performance of Swansea Market which is exacerbated by declining footfall in the City Centre. Reports shows that footfall is down year on year by 3.9% from 2016. A multi-media marketing programme has been delivered to raise the profile of the Market and help address some of the performance issues reported above. Among the activities undertaken has been a video and radio campaign which focuses on the heritage and tradition of the Market. Measures to promote the Market among students continue to be effective including engagement at Fresher's events. Enhanced decoration of the shop-floor and marketing of the Market over Xmas has also been undertaken in response to trader's feedback.
- 14.2 Plans for the future include a restructuring of City Centre Management offer to enable greater support to be given to the development and delivery of operational projects and support for the Ranger Service. Addressing the declining occupancy and footfall trends for the Market in the years ahead with be a key challenge. The delivery of the City Centre Regeneration programme will be critical to this as will accessing resources to develop and deliver the Market's Masterplan Plan, particularly now that the provision of a sink fund has been rejected.
- 14.3 Around £4.5m of ERDF has been secured to develop the Kingsway infrastructure and the procurement of works underway. In terms of the ERDF Building for the Future funding a number of projects are being developed including; Orchard House (Kingsway), Kings Building (Kingsway), the Palace Theatre, the Albert Hall and Dylan Thomas House (BBC). Further expressions of interest are being submitted for other problem buildings to bring them back into economic use.
- 14.4 In terms of delivering the Welsh Government's Targeted Regeneration & Investment Programme (TRIP) – Swansea is leading the development of regional regeneration plan that will steer the spending of the funding (£27m allocated to South West Wales region). Target areas are initially City Centre to enable continuation of successful property enhancement and homes above shops schemes, but widening to Tawe corridor and Morrison to tie in with conservation

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area review, Hafod Copperworks/White Rock and potential World Heritage Status for this zone.

- 14.5 Work has started on Stage 3 Design for Phase 1 of the Swansea Central scheme. Landscape Architects are ensuring as much greening as possible is incorporated in the design. ATG have been signed as the Arena Operator. Developers have been invited to submit bids for the hotel and residential elements. A two stage contractor procurement exercise is under way. With regard to Phase 2, an updated delivery plan is being prepared taking into account the latest retail and leisure trends along with occupier requirements. Demolition on the north site as part of Phase 1 will allow temporary greening and meanwhile uses in the short term. New residential development is under way at the Vetch to relocate the existing residents of Llys Dewi Sant. Preliminary works to Kingsway Infrastructure have commenced, and the main contract will start on 9<sup>th</sup> March for new road layout and linear park. Interviews have been held with potential consultants to manage the final design and delivery of the Kingsway Office/Tech Hub. Cabinet have authorised Officers to procure a Development Manager and professional team to deliver selective development of Castle Square. The Council is relocating the National Rail Car Park to High Street to allow the Mariner street student accommodation development to proceed.
- 14.6 Next steps include enabling works to start on site at Swansea Central. Phase 1 will commence in summer of 2018, following appointment of contractors. A planning application for Kingsway Office/Tech Hub should be submitted towards the end of 2018. Following the appointment of a Development Manager a scheme will be worked up for Castle Square. Mariner Street development should commence before the end of 2018.
- 14.7 Infrastructure works are complete at Felindre and agents have been appointed to start marketing individual sites. A marketing strategy is being prepared for Swansea Vale with a view to disposals commencing this summer.

### 15. **Mayoral & Civic Function**

- 15.1 In the civic year to date (17/18) the civic office has arranged 300 functions in which the Lord Mayor/Deputy Lord Mayor have represented the City & County of Swansea. These include hosting overseas delegations from China, Mannheim and New Zealand. As part of these engagements, 30 visits have been made to the Mansion House which includes UK Consuls, visiting overseas delegations, lifeboat crew, WI groups and schools. There is civic representation at each of the citizenship ceremonies which allows the civic office holder to engage with new citizens. The Lord Mayor has also undertaken 3 civic visits abroad to represent Swansea's interests in Cork, Mannheim

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and Nantong. The civic office has also been privy to hosting HM Queen's Honours by way of facilitating medal presentations for BEM recipients and organisations who have been awarded the QAVS. The civic office continues to support the Armed Forces Community Covenant and the relationship with armed forces continues to flourish. Attendance at all Armistice Day and Remembrance events continue to be a focal point in the civic calendar as well as attending Cross of Peace ceremony, VE Day Parade, Annual Merchant Navy Remembrance events, Battle of Britain Parade as well as participating in Armed Forces Day and other armed forces and cadet events throughout the year. The civic office has welcomed parades by the Welsh Guards and Royal Welsh as recipients of Honorary Freedom of the City & County of Swansea as well as the reformation of 108 Squadron (Militia) REME. Community engagement remains a key focus as many visits to schools are made as well as community centres, voluntary groups and community focal points.

### 16. Events

- 16.1 Another fantastic period for the Council's Events programme. Since the last Scrutiny update we have secured the Air show as an annual event, continuing to expand on its growth opportunities. The Air show also won best event at the Swansea Life Awards as well as at Swansea Bay Tourism Awards, along with the Proms in the Park; Major Concerts in Singleton Park and the Liberty Stadium; new Festivals and city centre events; the introduction of a new community event in Castle Square and the reintroduction of a new improved Christmas Parade are just some of the highlights that took place alongside the Council's established programme of sporting, community and seasonal activities. Once again, the team hosted a successful 7 week run of Waterfront Winterland. Part of the service transformation resulting from the commissioning review was that the Events Team took on the management of event lettings – resulting in a consistent pricing schedule and more streamlined process. It's worth noting that the success of all the events is also in-part due to the excellent work of the marketing team and the creative and innovative integrated marketing activity it delivers.
- 16.2 Future plans include delivering a new St. David's celebration event with an arts parade; Growing the diversity of community participation and events across the city with the cultural sector; Hosting and delivering the Biggest Weekend in partnership with BBC Radio 1; Finalising the event plan for the summer and autumn season including Man Engine, the Wales Airshow, Swansea Bay 10K, supporting the event logistics of the cultural event Now the Hero (part of the national 14-18NOW programme commemorating the centenary and end of WWI), events in the City Centre and High St. , Clean Air Roadshow will return to Castle Square to build on the events success and further enhance our vision for a greener Swansea

### **17 Equality Implications.**

- 17.1 While there are no direct equality or engagement implications associated with this report, any individual projects of work undertaken within this portfolio are subject to the corporate Equality Impact Assessment process in their own right.

### **18. Legal Implications**

- 18.1 There are no legal implications

### **19. Financial Implications**

- 19.1 The financial implications of individual Capital schemes will be reported separately with FPR7 reports as schemes are developed