



## Report of the Cabinet Member for Investment, Regeneration and Tourism

Scrutiny Programme Committee – 13 May 2019

### Key Headlines: for the Investment, Regeneration and Tourism Portfolio

**Purpose:** This report outlines the progress made in relation to delivering the key priorities within the Investment, Regeneration and Tourism portfolio. The report also aims to identify anticipated activities and next steps which will be taken over the coming months, key challenges and the decisions which are expected to be considered by Cabinet. The report also considers the impact of the Well Being of Future Generations (Wales) Act 2015 on the delivery of the portfolio and the relationship between the portfolio and the Public Services Board (PSB) and Swansea's Well Being Plan.

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#### For Information

### 1. The Portfolio for Investment, Regeneration and Tourism

1.1 The key responsibilities within the portfolio for Investment, Regeneration and Tourism are as follows;

- Business & City Promotion,
- City Centre Management,
- City Projects and Development,
- City Waterfront & Marina Promotion,
- Creative City,
- Culture, the Arts & Galleries,

- Events, Tourism & Destination Marketing,
- Healthy Night Life / Purple Flag,
- Heritage including the River Tawe Corridor Development,
- Inward Investment Opportunities,
- New Local & Regional Business Opportunities,
- Parks, Beaches and Foreshore Promotion,
- Science City,
- Sports Facilities,
- Suburban Centres & Community Regeneration Initiatives,
- Universities Collaboration (Development),

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

## **2 Business Promotion**

2.1 A new partnership was launched in May 2018 to drive forward Swansea's economic regeneration. This new partnership, named "Regeneration Swansea", has made significant progress in aligning the priorities of partner organisations. A key function of the partnership is to review grant applications that are received under the Targeted Regeneration Investment Programme (TRI) as well as Town Centre loan applications. The partnership is a strong networking body which promotes Swansea's economic regeneration agenda by linking into employability programmes and Beyond Bricks and Mortar principles into activities and works with the Public Sector Board (PSB) to take forward the City Deal and Infrastructure theme. Over the coming months, it is anticipated that the partnership will continue to develop as the roll out of the TRI programme continues and further allocations of Town Centre loan are made.

2.2 The Well Being of Future Generations (Wales) Act 2015 has encouraged the partnership to develop a collaborative approach to its work. The partnership comprises of good representation from private and third sectors, and key statutory bodies including National Resources Wales (NRW) and Job Centre Plus (JCP). The partnership is an essential vehicle for shaping thinking around future funding programmes and ensuring strong dialogue with key sectors.

## **3. City Centre Management**

3.1 The City Centre Management team have continued to support the promotion and the development of business in the city centre. Between December 2017 to December 2018, the City Centre Rangers dealt with nearly 16,000 incidents, covering a wide range of issues from customer and business queries to antisocial behaviour. The team continues to work closely with South Wales Police and the various internal and external support agencies to help manage anti-social behaviour and

street vulnerability by providing visible reassurance, intelligence and sign-posting. For example, as part of the multi-agency SVMARAC (Street Vulnerability Multi-Agency Risk Assessment Conference), the Rangers are a designated referral point and rich source of information regarding the treatment of some of the more challenging City centre users.

- 3.2 The City Centre Management team achieved its income targets in terms of Promotional Lettings and Street Trading and delivered a Christmas trees lights scheme (including the provision of an additional Christmas tree). The team have also been progressing measures to upgrade the finger posts across the City Centre and the materials associated with the works are due to delivered. However, there have been significant delays in the delivery of the scheme as a result of the level of priority given to this by our internal delivery partners. Any further delays in the upgrading of the finger posts will see the budget withdrawn and the scheme not being delivered on site.
- 3.3 Over the coming months, it is anticipated that a joint agreement governing working practices between South Wales Police and the Rangers will be finalised and implemented from 1st April 2019. In addition it is anticipated that the negotiations with the Business Improvement District (BID) in relation to the City Centre Rangers service will be completed. Proposals regarding the future funding of the Rangers with BID will determine whether a reduction in headcount will be required.
- 3.4 The Well Being and Future Generations (Wales) Act 2015 has informed the collaborative practices of the City Centre Management team. As a cross cutting service the City Centre Management team works across the Council to deliver its own objectives as well as supporting the objectives of its partners. The City Centre Management team performs a key coordination role in relation to the city centre and facilitates a number of key internal and external forums (e.g. the City Centre Operations Coordination Group, Evening and Night Time Economy (ENTE) Groups, BID Working Groups etc.). In addition, the team provides intelligence and data regarding the performance of the City Centre which helps support the Council's short and long term objectives in terms of City Centre management and development.

#### **4. City Projects and Development**

- 4.1 The Swansea regeneration programme has taken significant strides over the last 12 months. The Digital Square project, Swansea Central Phase 1 has secured a planning consent, tenant for the arena in ATG and the main contractor Buckingham has now been appointed under a PCSA. The detailed design is being worked up with the contractor with a view to reporting the final price to Cabinet. The Digital Village project has had stage 1 RIBA designs completed with a view to submitting a planning consent in 2019. The Kingsway infrastructure project is

progressing on site and will provide a significant improvement in the public realm and green space which will encourage new development/refurbishment for living and working along the Kingsway. A Heads of Terms was signed with Skyline for a cable car and luge and scheme design and funding discussions are continuing.

### **5. City Waterfront & Marina Promotion**

- 5.1 The City Waterfront project on the Civic centre site has been on hold due to the economic climate and there is no funding available for infrastructure. The Council is considering a marketing exercise to build on the success of the City Deal projects which are moving quickly towards site. The City Waterfront is likely to be included in the marketing.

### **6. Creative City**

- 6.1 The recent announcement by Openreach to include Swansea as the first area in Wales to receive ultrafast broadband is a major boost to the digital industries within the city. This new infrastructure will help underpin and enable the improvements in GVA and productivity in the wider creative industries sector and other sectors alike. On top of this the Regional Digital Infrastructure project is developing and we anticipate approval of the business case later this year. 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 expanding 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.
- 6.2 The Council recently led a regional bid for funding via DCMS initiative - Local Full Fibre Network, wave 3. We were unsuccessful on this occasion but will be submitting a further bid as part of the wave 4 opportunity.

### **7. Galleries, Culture and the Arts**

- 7.1 **Glynn Vivian.** During the last year, Swansea Council's Galleries and Museums have gained a number of national awards and recognition. The Glynn Vivian was highly commended for Angel Heritage Awards and nominated for the RICS Awards. The Gallery is now a Fully Accredited Museum (MALD & ACE) and achieved a Trip Advisor Certificate of Excellence. It is also now a Visit Wales Accredited Facility. The Gallery has reached out to new audiences at night with its range of GV@night activities and has run successful partnership programmes with City of Sanctuary (asylum seekers and refugees project) and with CRUSE (a bereaved people's art project). The Gallery also hosted the N.S Harsha exhibition in partnership with Artes Mundi – and British Council. A Peter Blake exhibition resulted in the sale of prints worth £6k at the Gallery.

- 7.2 Over the next few months it is anticipated that a new curator will be appointed for the Gallery and a new café will be developed. It is anticipated the Arts Council for Wales will conduct Resilience Review and a Portfolio Review of the Gallery in order to ensure that it is sustainable and fit for purpose. Future plans include a loan from the National Portrait Gallery of an Augustus John portrait of Dylan Thomas, a second partnership event with British Museum (to take place in 2020), the launch of the Glynn Vivian website and the GWANWYN festival – working with older people.
- 7.3 **Swansea Museum.** Free Public Wifi has been installed at Swansea Museum and new fully bilingual signage has been installed internally and externally on and around museum. The museum is also a Fully Accredited Museum (MALD & ACE), and achieved a Trip Advisor Certificate of Excellence (including a Trip Advisor Hall of Fame Award 2018 for achieving excellence 5 years in a row). The Museum is also a Visit Wales Accredited Facility.
- 7.4 In preparation for the Penderyn Heritage project 20% of floor area has already been cleared for the project. A new efficient heating system has also been installed with ducting fitted to accommodate building use change. Future plans includes the fitting of new racking to improve existing storage and seeking further partner museums to host larger objects.
- 7.5 Swansea Museum continues to promote Swansea's critical historic role in early science developments. This is through gallery redevelopment showcasing early photography, natural history and its pioneers and Archaeology gallery. The Museum has offered Spring talks on climate change and science in partnership with RISW, developed the Cofio Cefn Coed exhibition in partnership with ABMU Health Board and Swansea University and became a partner venue for 'Being Human' festival. Future plans for Swansea Museum include developing links with Saving Treasures with future public presentations proposed on science of Archaeology and the replacement of old interpretation on external exhibits with fully bilingual text.

### 7.6 **Arts, Culture and the Creative Economy**

Swansea Council have played a key role with partners in developing Swansea's Art and Cultural Offer and supporting the development of the Creative Economy. Examples include the following:

- Intersection: St Helen's Road creative community dialogue – public event and film screening;
- Blue Plaque: Clara Neal, suffragist, Terrace Road School. Whole school event and unveiling by Head Girl and Member of Youth Parliament;

- BAME Digital and Cultural Hub. A partnership with Race Council Cymru to develop a Hub at the Arts Wing. Supported business plan development;
- Agenda 21 for Culture – Pilot Cities programme. Development of a Diversity Pledge for Cultural Services;
- Cefn Coed Hospital commission. A partnership with ABMU Health Board, project managing the commissioning of artists to produce environmental improvements to the Fendrod acute male ward;
- Advice and consultancy to arts sector, promoting capacity building and sustainability.

### 8. Events, Tourism & Destination Marketing

8.1 Swansea Council have played a key role in staging a number of events within the city centre, special events within the wider area of Swansea and the development of Tourism and Destination Marketing.

8.2 **City Centre events.** The City Centre Management team have delivered several key events which have helped support footfall into the city centre. In terms of the events programme, at the end of September as part of the Swansea Fringe and in celebration of our diverse Evening and Night Time Economy (ENTE), the City Centre Management team organised a Greatest Showman event in Castle Square. This event was delivered in collaboration with Special Events as was the Spooks in the City Halloween event which followed in October. Later in the year, in November and December, the annual Xmas Market was held over a period of approximately 5 weeks which was supported by a range of additional festivities and marketing activity which was facilitated by the City Centre Management Team. From the summer period onwards, the City Centre Management Team worked with the Swansea Market Traders Federation to deliver a monthly Farmers Market in Swansea Market as well as a regular Vegan Market. The City Centre Management team has increased its use of digital marketing and social media platforms in order to create greater levels of engagement with the public. In addition, the Market website has been overhauled to make it more visual and user friendly. Further, proactive marketing of the lettings opportunities associated with the Market have been undertaken which has seen occupancy go from 88 - 92%.

8.3 Over the next few months the programming of dates for events in 2019-20 will be completed as part of a wider programme of planned events and activities in the City Centre being delivered by Special Events and with partners such as BID. The organisation of a continental market has already been agreed in principle. A priority for City Centre Management team going forward will be to re-image the

City Centre website as a marketing tool and better source of information for visitors to the area. The development of the communal area in the centre of Swansea Market is a key priority for the city centre management team in the upcoming year.

- 8.4 Key challenges for city centre events include budget reductions for events and increasing costs. Continued reductions in footfall may also affect the viability of fees and charges and attractiveness of prospective traders to participate in the Christmas Market as well as stall occupancy in the Market. Physical works to the city centre in terms of the current (e.g. The Kingsway) and future regeneration programme will cause disruption into and around the city centre which will require an events and marketing strategy to mitigate potential negative impacts the resourcing of which will need to be considered. The extensive scaffolding to the retail block on Princess Way will be in situ for an extended period of time and will impact on the visual aesthetics of events and activities within the immediate and Castle Square area.
- 8.5 The Well Being and Future Generations (Wales) Act 2015 has shaped the collaborative approach to the development and delivery of marketing and events. Internal services are fully engaged as well as external partners.
- 8.6 **Special Events.** During the last year the Council delivered the BBC's Biggest Weekend which included 60 thousand ticket holders; 15 million TV viewers and over 20 million online requests for digital content (i.e. You Tube). The event was estimated to have generated an impact of £5.8m for the local economy The event was awarded the Best Event in Swansea Life Awards. Other significant events in the past year included; the Wales Air Show (it was estimated that economic impact increased from £8.4m in 2017 to £9.7m in 2018) and the Admiral Swansea Bay10k -voted best 10k in Wales and achieved the BARR Gold Status, voted best Child Friendly Event in the UK in the UK Running Awards. Over half a million people attended events delivered or supported by the Special Events team
- 8.7 A re-structure of the Special Events Team helped support the required Senior Management savings target for Cultural Services. A review of the Parks Event lettings process by transferring the function from Outdoor Leisure (enabling staffing savings) to Special Events resulted in a consistent and coherent process and increase in income.
- 8.8 Future plans for Special Events include; the delivery of increased capacity concerts in Singleton Park (based on success of Radio 1), refocusing of events to reflect Swansea@50, the delivery of specific Swansea @50 activities and the delivery minimum of 5 WOW events.

- 8.9 Challenges to the Council's work on special events include securing a financial contribution from partners (ie our current marketing platforms are available to all businesses and not just those who pay) and budget reductions. Part of the strategy for achieving the required Tourism & Marketing budget savings within the service, is to further refocus the marketing activity to digital platforms and significantly reduce print as well as reducing the number of staff in the team. The challenge is to ensure that the digital platforms fully satisfy customer satisfaction and needs, deliver the required outputs and that the team is adequately up-skilled to respond to a new way of working
- 8.10 **Tourism & Destination Marketing.** Our coordinated approach to marketing & development has contributed towards a growing sector £417m in 2016. The Council continues to attract over 120 private sector marketing partners annually. The Council's Digital strategy continues to transform the way we work with over 565k visits to [visitswanseabay.com](http://visitswanseabay.com) (+4.1% up on previous year) and 75k Facebook fans. The Council have been successful in attracting Welsh Government support for 2 recent funding applications – one for marketing and 1 for tourism product development. Event marketing support provided by the Council continues to grow audiences to our major event programme e.g. Wales Airshow, Swansea Bay 10K, Outdoor theatre. Over 4.2 M people visited the destination in 2017. The Council provides venue and activity marketing support to ensure that both the challenging income targets for Cultural Services are achieved as well as usage targets for grant funded programmes.
- 8.11 Future plans for Tourism & Destination Marketing include; the delivery of an innovative and successful "Year of Discovery" campaign on behalf of the destination and our private sector partners, hosting our annual tourism stakeholder day in May 2019, growing our digital following by at least 20%, supporting the successful delivery of the Swansea @50 campaign, contributing towards the successful planning and delivery of major regeneration projects including Skyline, City Centre Hotel, Hafod Copperworks and Mumbles Pier and continuing to host major PR visits to the destination utilising traditional and digital media.
- 8.12 There is still the issue of a much needed Place Brand for Swansea, which demonstrates why people should and do choose to live, visit, learn and invest in our city. Currently, the only destination brand that exists is the Tourism brand i.e. Visit Swansea Bay. The development of the city is at a stage whereby we need a single place brand for Swansea which covers all sectors.
- 8.13 In terms of the Well Being of Future Generations (Wales) Act 2015 the Council's Destination Management Plan continues to contribute towards all seven of the goals and it is referenced in the plan <https://www.swansea.gov.uk/dmp>



### 9. Healthy Night Life / Purple Flag

- 9.1 Swansea City Centre continues to hold the prestigious Purple Flag award, up until recently being the only location in Wales to hold such as title. The award is subject to an annual reassessment which was renewed in January 2018 with a further assessment scheduled in June 2019. As part of this process, the City Centre Management team will coordinate Swansea's application with the multiple partners who are engaged in the management and development of this sector.
- 9.2 A number of existing and new projects are in place which support the objectives of Purple Flag. For example, the Safe Space scheme has been rolled out on key dates with external funding and has been recognised by the Portman Group as an example of best practice. Measures have also been put in place to commission the automated bollards at either end of Wind Street. The success of the ENTE partnership is evidenced by the 30% reduction reported by ABMU as to submissions to A&E of alcohol related cases over Xmas. Crime statistics over the same period show a similar positive trend.
- 9.3 As part of the development of its long term strategy for the evening and night time economy, a Feasibility Study on the physical regeneration of Wind Street has been undertaken. The Feasibility Study, which was jointly commissioned with the BID, sets out a series of costed options to capitalise on the conservation status of the area, better manage access and safety and realise the commercial opportunities across day and night time economies. The Economy and Infrastructure Policy Development Committee has supported the development of the Council's approach and funding is being sought to support the delivery of the scheme.
- 9.4 Over the next few months the submission of Swansea's Purple Flag Renewal Application is due in June 2019 followed by an external assessment process. A report to Cabinet regarding the Wind Street Feasibility Study is anticipated in the first quarter of 2019-2020.
- 9.5 Key challenges to the delivery of the Wind Street Feasibility Study will be subject to internal and external finances being secured. This will be challenging in the context of the expansive regeneration programme being brought forward and the associated demand for funding.
- 9.6 The Well-Being and Future Generations (Wales) Act 2015 has informed the Council's collaborative approach to the Evening and Night Time Economy (ENTE) by coordinating multiple partners in the management and development of the ENTE in the City Centre. Swansea's success in maintaining Purple Flag is hinged on its partnership approach. Similarly, the Feasibility Study with BID has involved the engagement of Wind Street businesses and residents in the development of a long term approach to regenerating the area.

### **10. Heritage, including the River Corridor Development**

- 10.1 Major funding has been secured to support the next stages of regeneration of Tawe corridor, in particular Hafod and White Rock sites underpinned by strong community involvement. The Powerhouse (rolling mill) scheme to house the Penderyn distillery has been fully approved and is due on site in October 2019. The scheme attracted funding of £3.5m from the Heritage Lottery Fund, £2.1m Penderyn, £900k from Welsh Government and £1.5m from the Council. Funding has also been secured for wider Copperopolis zone Hafod, White Rock and Morfa (Bascule) Bridge £2.7m. A Targeted Regeneration Investment (TRI grant) has been approved. The total project cost is around £4.6m and includes funding for access improvements, including footways and river pontoons. Discussions ongoing in relation to the Skyline development on Kilivey Hill which will also contribute to the master plan
- 10.2 During the next financial year it is anticipated that the first phases of building refurbishments (Musgrave and Vivian Engine houses, refurbishment of Bascule bridge and the consolidation of White Rock/Smith's canal) will be completed. Work will commence works on site for Powerhouse (Penderyn) scheme Oct 2019.
- 10.3 The Well-Being of Future Generations (Wales) Act 2015 has informed the Council's approach to the River Tawe strategy through the development of links with Friends groups and strong collaboration on site improvements and future activities engaging the public directly in the sites

### **11. Inward Investment Opportunities**

- 11.1 Following the granting of planning permission, contracts have now been signed with developers to dispose of land at Felindre in order to construct the first major inward investment at the Joint Venture site. The development will be made on behalf of the French logistics company – DpD. This represents a significant investment and catalyst for the Felindre site. Positive discussions continue with Skyline, the New Zealand Leisure company, following several recent visits to Swansea. The company have undertaken market testing and preliminary cost estimates as part of their feasibility due diligence. Discussions continue with a major inward investor to occupy offices within the city centre. We are hopeful that a positive announcement will be made shortly.
- 11.2 Over the next few months, the DpD facility at Felindre will commence construction imminently and will be operational later this year. The Skyline development will require grant assistance with the significant upfront capital investment required and the company is currently in discussion with Visit Wales in order to secure funding support. Future plans also include working with private sector to enable provision of

good quality commercial premises in particular office space in key buildings e.g the Albert Hall, Orchard House, as well as alternative uses for former retail premises.

### **12. New Local & Regional Business Opportunities**

- 12.1 A meet the Buyer Event has been organised to support the local and regional construction industry. This event will be the first in a series and will allow local companies to identify and prepare for tenders in connection with the Swansea Central Phase 1 project. The Council has been selected to lead the regional Targeted Regeneration Investment Programme. This programme has a value of £27m over 3 years and is already providing opportunities for the private sector to invest. The programme is designed to deliver commercial, residential and strategic development outcomes across the region. Strong relationship built with Welsh Government Business Wales team to ensure targeted business support is made available in support of regeneration priorities.
- 12.2 Next steps include building on good working relationships to increase activities offered including startup workshops, and bespoke provision based on liaison with businesses.

### **13. Parks, Beaches and Foreshore Promotion**

- 13.1 The Council have retained the current level of Blue Flag and seaside awards for 2018/19 and renegotiated an improved position with RNLI to maintain beach lifeguard services on most popular Council owned beaches. The Council have awarded a long term contract with Future Golf Ventures for operation of footgolf facility on Swansea Bay, which will attract investment and provide new innovative offer for visitors and residents of Swansea. The Council have successfully applied for Welsh Government funding to deliver changing places facility at Caswell Bay for disabled users. The Council have also developed partnerships with locals groups, private partners and Community Councils to sustain facilities across the bay and foreshore and attract additional investment and improved outcomes. In addition, the Council have developed a draft licence agreement to formally engage with the Friends of Parks groups in order to improve the governance and arrangements between Council and various groups and increase opportunities to obtain grants.
- 13.2 Future plans include progressing with transfer of Llangland Bay tennis courts and facilitate an improved offer through refurbishment of the facilities, assisting in the scoping of additional opportunities for development around Swansea Bay/Gower and building upon the success of tenders at the former 360 site. Future opportunities for development include reviewing the options for public amenities and community related facilities at key sites.

### **14. Science City**

- 14.1 The City Deal will 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 and the Steel Science Centre and the Centre for Next Generation Services projects being delivered in Neath Port Talbot. This will strengthen the region's capacity to commercialise research and attract additional inward investment, and further increase the export of high value products and services.

### **15. Sports Facilities**

- 15.1 The Council have entered into partnership with Freedom Leisure for the operation of 5 Community leisure centres and the LC for 19.5 years, ensuring a sustainable model for the communities and visitors to the City. There is a proposed investment of 5.1m across the facilities to make improvements and deal with backlogged maintenance. In addition, there is a commitment to invest in 3G pitch provision across Swansea to cater for both community and elite sport at key sites, working with key partners and grant funders to deliver policy commitments
- 15.2 Future plans include completing the investments at Community Leisure sites and LC and managing the partnership with Freedom Leisure to deliver savings and improved outcomes for residents. There are also plans to improve facilities, including a 3G pitch at Cefn Hengoed and Bryntawe/Penlan, in partnership with Education and key funders. It is also anticipated that a series of options will go to Cabinet later in this year surrounding the long term future options for operational management of Wales National Pool after 2023 and the wider strategy for the Sport Village at Sketty Lane.
- 15.3 The Well Being of Future Generations (Wales) Act 2015 has influenced the Council's approach to developing and maintaining sports facilities. Long term partnerships and collaboration is key to the current strategy of delivery of leisure facilities.

### **16. Suburban Centres & Community Regeneration Initiatives**

- 16.1 A Development Officer is now in place in relation to the Morryston Tabernacle to secure the future of this major and prominent Grade 1 listed building. A Regeneration Morryston working group is working with traders, Registered Social Landlords and the community to explore heritage led regeneration of the town Copperworks. A range of feasibility work is being undertaken and reported through Rural Development Plan to inform future developments.

16.2 The next steps will include using a grant from the Targeted Regeneration Initiative to support property enhancements and increase the market housing offer. Future plans also include a pilot project to refurbish commercial shop fronts and to test activities in relation to the impact on footfall on Woodfield Street. The activities and their impact will be evaluated to inform the next generation of funding programmes and community leverage of funding in support of key priorities.

### **17. Universities Collaboration (Development)**

17.1 The business case for the Swansea City Digital Waterfront includes UWTSD's innovation precinct and box village. We are also working with UWTSD to ensure that the emerging plans for wider SA1 site complement the City Centre regeneration programme.

### **18 Poverty Reduction**

18.1 In relation to poverty reduction, work has been undertaken through the Workways + and Communities for Work projects along with Swansea Employability Network partners to support and increase the number of people into employment. The Cynydd project also aims to support high numbers of young people at risk of becoming NEET by overcoming barriers and gaining qualifications.

18.2 Work has also been undertaken with unemployed young people and adults – Animation with the Glynn Vivian Film Making with local film maker in partnership with Adult Learning Wales. Virtual Reality with Swansea MAD, Swansea Museum and Whitehead Ross Training

18.3 Future plans include developing further an employability network and links with internal and external providers to continue to increase numbers entering sustainable employment. In addition, future plans include ensuring that referral routes are clear and easy to understand by end users and practitioners.

### **19. Well Being of Future Generations (Wales) Act 2015**

19.1 Ensuring the well-being of future generations is central to the Investment, Regeneration and Tourism portfolio. Sustainable decision making that uses the sustainable development principle's five ways of working ensures Swansea is a great place to live, visit and work both now and in the future. Examples of this approach in action include;

- Collaboration - A collaborative approach working with partners characterises work building on Swansea's membership of the UNESCO Global Network of Learning Cities. Alongside partners particularly with the University, the Council builds on its international links to share ideas and practice, learning from each other and building strong economic and cultural ties. The forthcoming festival of learning is being developed working with organisations across sectors.

- Long term - Investment in projects such as the Kingsway digital employment district aim to future proof the city centre by acting on identified future trends in technology and behaviours.
  - Involvement – The involvement of citizens at all stages of decision making is exemplified by the involvement of the public, businesses and environmental groups in contributing to the development of a new Green Infrastructure strategy for the City Centre. This approach engages a diversity of the population using a range of mechanisms from social media, drop-in sessions and workshops.
  - Integration - Regional discussions on inward investment have taken place along with discussions with Trade & Invest Wales to refine Swansea Council's role so it complements Welsh Government activity in this field.
  - Prevention – Swansea has taken action to prevent declining public funding for cultural services potentially resulting in the long term loss of key amenities. The successful transfer of the management of Leisure Centres to Freedom Leisure will result in savings safeguarding the facilities future.
- 19.2 Contribution to each of the national well-being goals is maximised by considering how value can be added to any project by considering how wider social, economic, environmental or cultural well-being might be improved. A Sustainability Statement for city centre regeneration was prepared based on the Well-being of Future Generations Act supported by project specific sustainability requirements. This maximises contribution to each of the goals by building in sustainability considerations to procurement and design processes. The Purple flag accreditation and rolling programme supports a diverse night time economy that contributes to a Wales of vibrant culture and Welsh language. At the same time, prosperity is improved, community cohesion benefits from city centre events and a safe environment contributes to better physical and mental well-being leading to a healthier Wales.

## 20. **Public Services Board and the Local Well-being Plan**

- 20.1 The 'Working with Nature' local well-being objective aligns with the Council's activities under the 'Maintaining and enhancing natural resources and biodiversity'. A regional bid for Welsh Government funded green infrastructure work has been awarded to NPT, Swansea and Bridgend PSBs benefiting Swansea. The economy is a key theme within the 'Stronger Communities' local well-being objective with strong links to the City Deal and Swansea Bay Region Regeneration Strategy. The aim of connecting individuals and communities with a sense of belonging is reflected in work to improve Swansea's tourism and cultural offering. 'Live Well, Age Well' aims to make Swansea a great

place to live and age well. This links with the accessibility principles which underpin all Swansea's regeneration projects.

### **21. Legal Implications**

21.1. There are no legal implications.

### **22. Financial Implications**

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