

Councillor Jeff Jones  
Convenor  
Development & Regeneration  
Performance Panel

**VIA EMAIL**

*Please ask for:* Councillor Rob Stewart  
*Direct Line:* 01792 63 6366  
*E-Mail:* [cllr.rob.stewart@swansea.gov.uk](mailto:cllr.rob.stewart@swansea.gov.uk)  
*Our Ref:* RS/CM  
*Your Ref:*  
*Date:* 25th February 2021

Dear Councillor Jones

Please find below responses to the questions raised in your letter of the 12<sup>th</sup> January 2021

**Q - Castle Square – Members requested a more detailed update on developments since the appointment of the Development Manager.**

The Development Manager and the professional team have produced a feasibility study and are recommending a scheme that can be worked up in detail. The proposal is to significantly increase green space, remove the existing fountain and replace with water jets than can be turned off to create more space and include two commercial units of a size that can be split into 4 units subject to market interest. Cabinet on the 18<sup>th</sup> February approved funding of work up costs to take the design forward, at the same time the capital cost will be worked up and opportunities for grants and other funding options will be explored.

**Q - Greater clarity sought on what constitutes local labour and how exactly the figures in the previous response letter reflect Swansea's workforce.**

I attach the latest BBM figures which set out the impacts on Swansea and the wider economy, I would refer you to page 4, Local Impacts of the BBM report which answer your question.

In addition a "Meet The Buyer" event is to be held and will be targeted towards the contractors that can deliver the specific packages below:

*Mechanical & Electrical*  
*Building Envelope*  
*Internal Fit Out & Finishes*

*Meet The Buyer for Swansea Central Phase 1*  
*Date: Wednesday 11th March 2020 9am-1pm*  
*Venue: Construction Wales Innovation Centre (CWIC), UWTSD, SA1*

Contractors will be able to book themselves onto 15 minute appointment slots through the Sell2Wales website. A press release has been issued.

**Q - Drone (video) footage of the Arena is yet to be provided in place of a site tour, although aerial photographs have been shared with the Panel.**

Please see links to Arena drone footage of construction May 2020

<https://youtu.be/t4qixbINUGI>

Arena - Drone footage of construction - June 2020: <https://youtu.be/RgzxINfG208>

Arena - Drone footage of construction - September 2020:  
<https://youtu.be/YQxHAWykhVE>

**Q - Further update on the marketing of Felindre to be provided to future meeting.**

I attach latest market information and end of year review from our agents which was produced at the end of last December. They have provided a market review document and a website analytical report and have also created a new marketing strategy for 2021 going forward .

**Q - The Panel request details of organisations that have shown an interest in locating to Central Swansea.**

The Arena project has a range of commercial opportunities as well as the Arena where we selected ATG as tenant for that space. In addition there is a Café in the new coastal park, a large restaurant below the residential unit on the ramp with views of the arena façade together with five units on the ramp and a further unit as part of the church hall building.

A letting strategy has been prepared which recognises the benefits of the circular economy and therefore we have focused on local businesses to occupy the various spaces. The opportunity has been widely marketed and we have seen significant interest from local businesses. A number of detailed discussions are ongoing which are commercially confidential and names cannot therefore be released at this time. What I can say is that the interest we have received has been really positive and once tenants are signed we can release names.

Yours sincerely



**Y CYNGHORYDD/COUNCILLOR ROB STEWART  
ARWEINYDD/LEADER**

## Parc Felindre: Marketing Strategy

	Activity so far	Strategy moving forward
<b>Brochure</b>	A bespoke brochure was created in print and electronic format and circulated to the market	<ul style="list-style-type: none"> <li>Update the brochure to include some CGI's of the potential for the site</li> <li>Incorporate professional shots of the DPD unit within an interactive element of the brochure</li> <li>Embedded use of the website within the brochure</li> <li>Recirculation of updated brochure electronically to the market</li> </ul>
<b>Website, Press releases and mailers</b>	<p>A bespoke website has been created and is managed by Litchfield Morris – enquiries can be made through the website.</p> <p>Litchfield Morris add 'thought pieces' and news articles to the website which are also fed through to the various social media platforms.</p>	<ul style="list-style-type: none"> <li>Website to be updated, incorporating new marketing materials and featuring photography of the DPD unit and CGI's of potential for the site</li> <li>JLL and Bruton Knowles to liaise with Andy Pearson of Swansea Council to ensure all noteworthy items are being included within the 'news' function on the website and associated social media platforms</li> <li>At present, only 1 article per 3 / 4 months is being shared on the website. This to be increased to at least monthly to encourage further engagement</li> <li>In January, JLL and Bruton Knowles to liaise with Litchfield Morris in creating an editorial 'thought piece' as a press release on the site – to also be published on the website</li> <li>Any relevant news on the site to be reported via a press release and shared with the market on social media platforms and bespoke electronic mailers containing links back to the website and marketing information</li> <li>Bespoke mailers to be used to target occupiers within the favoured sectors within the 'vision' of the site</li> </ul>
<b>Marketing boards</b>	In November, bespoke marketing boards in Welsh and English were erected at the entrance to the site and at a vantage point to the site, incorporating the bespoke scheme branding.	<ul style="list-style-type: none"> <li>For now, JLL and Bruton Knowles feel the signage erected is sufficient.</li> </ul>
<b>Social media usage</b>	<p>At present the social media platforms are managed by Litchfield Morris:</p> <ul style="list-style-type: none"> <li>- Facebook</li> <li>- Instagram</li> <li>- Twitter</li> </ul> <p>When news articles are added to the website, they are fed through also to the 3 social media platforms with links to drive traffic back to the website.</p> <p>Earlier in the year JLL was given access to the twitter account to follow 'target occupiers' and 'target sectors'.</p>	<ul style="list-style-type: none"> <li>The use of all 3 social media platforms to be increased. At present there is only 1 post per 3 – 4 months. JLL and Bruton Knowles, as above, will engage with Litchfield Morris, to provide content that will be shared on the website and social media platforms, at least once per month.</li> <li>Social media platforms to be used to retweet/ re share content from accounts such as Welsh Government, Swansea Council etc in an attempt to increase engagement across the platforms.</li> <li>Increasing the use of hashtags across all social media platforms to enable the</li> </ul>

## Parc Felindre: Marketing Strategy

		<p>content to be picked up through users searching key terms such as #sustainability</p> <ul style="list-style-type: none"> <li>Continuing to target following relevant users in the target sectors for the site to drive up the followers across the platform. At present the Instagram was created in May 2019, has 10 posts and 0 followers.</li> <li>As Instagram is a visual platform, JLL and Bruton Knowles will share images from site with Litchfield Morris to be shared more frequently on the Instagram grid to increase user engagement and activity on the page.</li> <li>JLL and Bruton Knowles to engage with Litchfield Morris on the potential for 'sponsored posts' to push content on to the screens of those users who have searched key terms we believe are relevant for the site and target occupiers.</li> </ul>
<b>Links with Universities</b>	<ul style="list-style-type: none"> <li>It has been agreed that it would be extremely beneficial to form a relationship with the local Universities</li> </ul>	<ul style="list-style-type: none"> <li>JLL and Bruton Knowles to liaise on creating an 'information pack' on the site which can be used as almost a pitch document to share with local universities and to lead the conversations introducing the site to local Universities</li> </ul>
<b>Exposure at future conferences and events</b>		<ul style="list-style-type: none"> <li>Client contacts to utilise existing internal relationships to ensure the site is as widely recognised as possible. To explore the opportunity to showcase the site at events such as MIPIM 2021 via the Swansea City Region and Welsh Government Inward Investment.</li> </ul>
<b>Funding Options</b>		<ul style="list-style-type: none"> <li>Investigation of what funding methods are available to the site</li> <li>Creating clear pathways for alternative funding methods for occupiers to achieve design and build</li> <li>Methods of gap funding to support the difference in end value and build</li> </ul>
<b>Speculative Development</b>		<ul style="list-style-type: none"> <li>Investigate the option of speculative construction</li> <li>Type / design of a possible speculative development</li> <li>What would the market require – be led by occupier interest</li> <li>Linked to above – method of funding such an option</li> </ul>

Swansea Central Redevelopment Phase 1

Meet The Buyer II

Package No.	Description	
	Proposed Contract Sum	£ -
1	Mechanical & Electrical	£ 10,500,000.00
2	External Doors, Frames & Ironmongery	£ 200,000.00
3	Fire Protection	£ 450,000.00
4	Brick & Blockwork	£ 600,000.00
5	Structural screeding/ Conc toppings	£ 200,000.00
6	Plaster/ Render - Finishes	£ 300,000.00
7	Internal Walls - Stud Partition	£ 1,750,000.00
8	Suspended Ceilings - Ceiling Finishes	£ 2,000,000.00
9	Hygenic Wall Cladding	£ 10,000.00
10	Internal Doors, Frames & Ironmongery	£ 750,000.00
11	Joinery	£ 300,000.00
12	Decoration - Wall Painting	£ 200,000.00
13	Floor painting/ resin finishes	£ 400,000.00
14	Matwells & Soft Flooring - Floor Finishes	£ 20,000.00
15	WC Cubicles/ vanity units/back panels	£ 200,000.00
16	Ceramic tiling	£ 125,000.00
17	Glazed Partitions	£ 20,000.00
18	Architectural Metalworks	£ 600,000.00
19	Fixtures, Fittings & Furniture	£ 400,000.00
20	Fixed and Retractable Seating	£ 350,000.00
21	Kitchen/ Catering	£ 425,000.00
	North MSCP	£ -
22	Metalwork	£ 225,000.00
23	Masonry & Pennant	£ 700,000.00
24	Glazing - Aluminium Windows & Curtain Walling	£ 550,000.00
25	Stud partitions	£ 400,000.00
26	Carpentry & doors	£ 250,000.00
27	Painting & dust sealing	£ 50,000.00
28	Soft flooring	£ 75,000.00
29	Ceiling finishes	£ 75,000.00
30	M&E	£ 1,500,000.00



ParcFelindre

fully serviced development plots for business available now

One of the most significant development opportunities in South Wales  
A motorway connected business park at the heart of the Swansea Bay City Region



ParcFelindre

AMGYLCHEDD O SAFON I FUSNES  
A QUALITY ENVIRONMENT FOR BUSINESS



**Parc Felindre** is in the Swansea Bay City Region and offers huge potential to create a live/work destination of regional, national and international significance, offering considerable job creation opportunities for Wales.

Businesses benefit from Swansea's connectivity. The city is a crucible for new ideas, scientific research and business development – home to the Institute of Sustainable Design, two universities and key industries reflecting their specialist subjects.



Parc Felindre  
Swansea  
SA5 7LU

## development

Parc Felindre is a public sector backed business park focussing on emerging industries such as high tech manufacturing and high level uses, together with ancillary uses where complementary, and parking. Potential floor space of up to 80,065 sq m (862,000 sq ft) can be provided on 16 ha (40 acres) net. The business park is allocated in the adopted LDP for B1 & B2 uses.

## connectivity

Parc Felindre Business Park has access to more than one telecommunications network operator, who can provide enterprise class connectivity with resilience and failover options. Further information available on request.

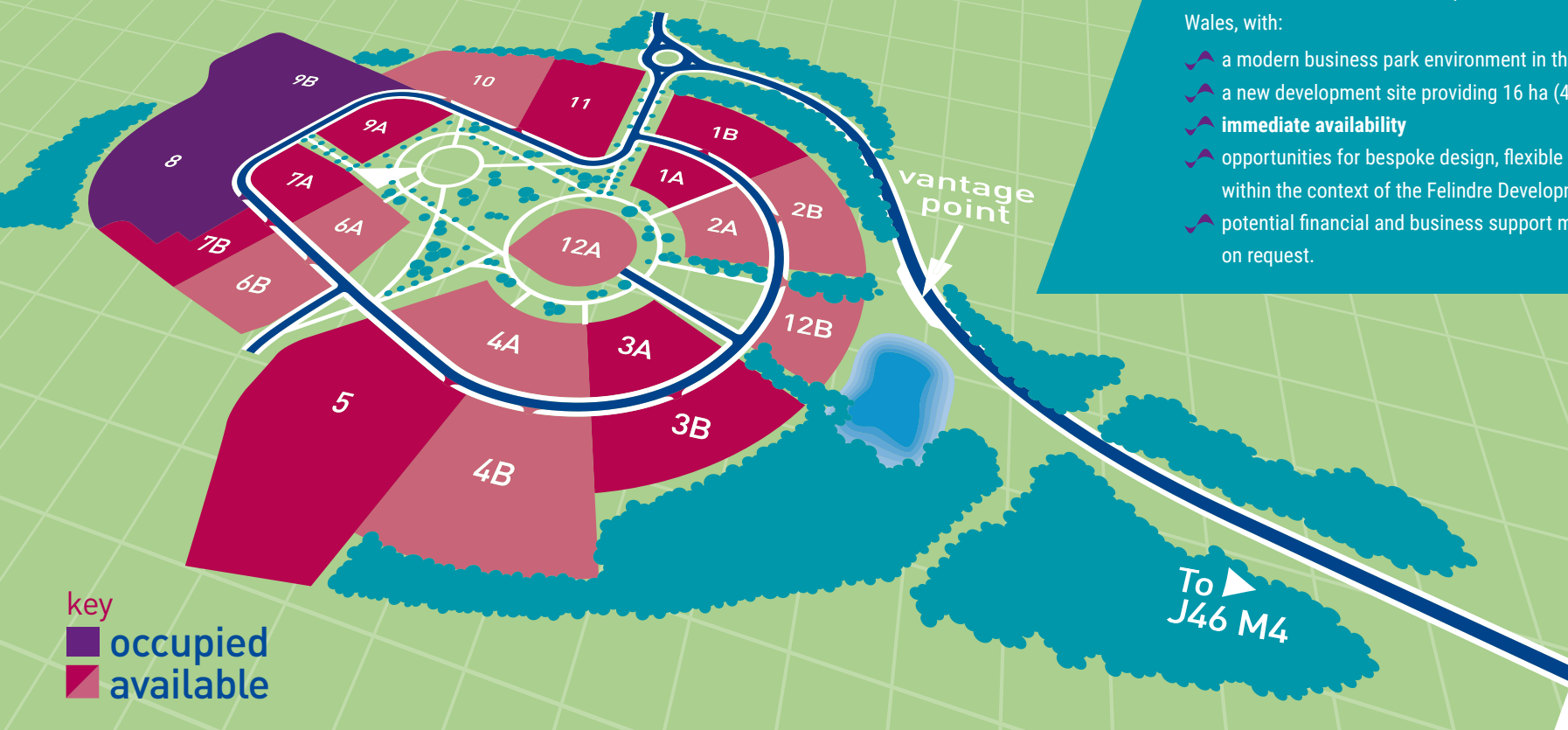
## terms

Serviced plots are available to purchase on a long leasehold basis. Plots can be amalgamated. Alternatively, there is potential for the delivery of bespoke buildings by way of a 'design & build' package.

For identification only

A business destination of regional and national importance, providing a quality environment for business development and employment opportunities for South Wales, with:

- ✓ a modern business park environment in the heart of the Swansea Bay City Region
- ✓ a new development site providing 16 ha (40 acres) of net developable land
- ✓ **immediate availability**
- ✓ opportunities for bespoke design, flexible construction, quality plot landscaping within the context of the Felindre Development Framework
- ✓ potential financial and business support may be available, further details on request.



## accommodation

Plots can be amalgamated.

Plot	Ha	Acres	Suggested target use
1A	0.36	0.88	B1 offices, R&D
1B	1.16	2.86	Car parking for 1A
2A	0.42	1.03	B1 offices, R&D
2B	0.73	1.80	Car parking for 2A
3A	0.49	1.21	B1 offices, R&D
3B	1.04	2.56	Car parking for 3A

Plot	Ha	Acres	Suggested target use
4A	0.76	1.87	B1, B2
4B	1.08	2.66	Car parking for 4A
5	1.75	4.32	B1, B2, B8
6A	0.39	0.96	B1, B2
6B	0.61	1.50	Car parking for 6A
7A	0.47	1.16	B1, B2
7B	0.59	1.45	B1, B2

Plot	Ha	Acres	Suggested target use
8	1.60	3.95	B1, B2, B8
9A	0.53	1.30	B1, B2
9B	1.85	4.57	B1, B2, B8
10	0.98	2.42	B1, B2
11	1.01	2.49	B1, B2
12A	0.63	1.55	B1 estate centre
12B	0.28	0.69	Car parking for 12A





## by road

Parc Felindre is located at Junction 46 of the M4 motorway, which provides easy access via the M4 corridor to the major cities of London, Bristol and Reading to the east, Exeter, Plymouth and Southampton to the south, and via the M5 motorway, to Birmingham and Manchester further north.

## by rail

Fast and frequent inter-city train services link major UK cities to Swansea with a travel time of around three hours to the centre of London. The Eurostar network connects Paris, Lille and Brussels directly with London St Pancras International, then via Underground or taxi to London Paddington for onward train to Swansea.

## by air

There are fast rail/air links to Swansea from London (Gatwick and Heathrow). Bristol and Cardiff International Airports (less than an hour's drive), also offer internal, European and international flights.  
[www.cardiff-airport.com](http://www.cardiff-airport.com)  
[www.bristolairport.co.uk](http://www.bristolairport.co.uk)

## average drive times

Birmingham	2 h 40 min
Bristol	1 h 30 min
Cardiff	50 min
London	3 h 15 min
Newport	1 h
Plymouth	3 h
Portsmouth	3 h

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## further information

For viewings contact the joint agents

[parcfelindre.co.uk](http://parcfelindre.co.uk)

All Enquiries: Heather Lawrence

Dorian Wragg



**IMPORTANT NOTICE** Subject to Contract & availability: These particulars are intended as a general guide only and do not constitute any part of an offer or contract. All descriptions, dimensions, references to condition and necessary permissions for use and occupation, and other details are given without responsibility and any intending purchasers or lessees should satisfy themselves as to the accuracy of all statements and representations before entering into any agreement. No employee or partner of Bruton Knowles or JLL has authority to make or give any representation or warranty to the property. February 2018.



Designed by Litchfield Morris [www.litchfieldmorris.co.uk](http://www.litchfieldmorris.co.uk)

# Parc Felindre – Website Analytics Report

Report period: 1 to 30 November 2020

## Historic Traffic Summary

	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020
Total No. of visits	178	219	175	114	111	66	96	97	127	142	142	137	132
No. of unique visitors	164	194	151	86	100	61	93	87	108	134	130	129	117
No. of new visitors	161	190	143	81	94	60	91	84	105	133	127	125	112
No. of page views	481	484	499	333	220	135	267	237	277	242	380	297	398
Pages viewed per session	2.70	2.21	2.85	2.92	1.98	2.05	2.78	2.44	2.18	1.70	2.68	2.17	3.02
Bounce rate %	54.49	66.67	58.86	64.91	69.37	66.67	59.38	65.98	66.93	78.17	66.90	69.34	72.73

## Traffic Overview (November)



## Traffic Types (where visitors comes from)

1.	Organic Search	72	61.54%
2.	Direct	42	35.90%
3.	Social	3	2.56%

## Technology (what type of device people are using to view your site)

1.	desktop	66	56.41%
2.	mobile	42	35.90%
3.	tablet	9	7.69%

## New vs Returning Visitors

1.	New Visitor	112	88.89%
2.	Returning Visitor	14	11.11%

## Page Popularity (top 25 most viewed pages)

1.	/en/home	77	19.35%
2.	/en/site-plan	71	17.84%
3.	/en/news/parc-felindre-secures-distribution-giant-dpd-its-first-occupier	51	12.81%
4.	/en/news/11-inspirational-dylan-thomas-quotes-celebrate-swansea-poet-dylanday 21	5	5.28%
5.	/en/about/location-map	16	4.02%
6.	/en/about/the-ideal-location	14	3.52%
7.	/en/contact	13	3.27%
8.	/en/about/support-for-occupiers	10	2.51%
9.	/en/about/planning	9	2.26%
10.	/en/site-plan/plot-11	8	2.01%
11.	/en/site-plan/plot-5	8	2.01%
12.	/en/news	7	1.76%
13.	/en/news/christmas-coming-and-celebrations-are-building	7	1.76%
14.	/en/site-plan/plot-1	7	1.76%
15.	/en/site-plan/plot-4	7	1.76%
16.	/login	6	1.51%
17.	/en/news/dpd-are-building-big-parc-felindre-fulfil-increased-demand-services	5	1.26%
18.	/en/site-plan/plot-3	5	1.26%
19.	/en/about/environment	4	1.01%
20.	/en/culture/swansea-bay-life	4	1.01%
21.	/en/news/swansea-bay-city-regions-500m-internet-coast-vision	4	1.01%
22.	/en/about/downloads	3	0.75%
23.	/en/site-plan/plot-10	3	0.75%
24.	/en/site-plan/plot-12	3	0.75%
25.	/en/site-plan/plot-2	3	0.75%

## Search Queries (top 25 searches that found your site)

1.	dpd swansea	73	29.20%
2.	dylan thomas quotes	28	11.20%
3.	dpd felindre swansea	18	7.20%
4.	business growth swansea	16	6.40%
5.	m4 corridor map	10	4.00%
6.	parc felindre swansea	9	3.60%
7.	dpd felindre	7	2.80%
8.	dylan thomas swansea quote	6	2.40%
9.	dpd	4	1.60%
10.	dpd drop off swansea	4	1.60%
11.	felindre swansea	4	1.60%
12.	map of m4 corridor	4	1.60%
13.	parc felindre	4	1.60%
14.	under milk wood quotes	4	1.60%
15.	dylan thomas	3	1.20%
16.	dylan thomas quote	3	1.20%
17.	dylan thomas quotes about wales	3	1.20%
18.	dylan thomas quotes on life	3	1.20%
19.	dpd parc	2	0.80%
20.	dylan thomas swansea	2	0.80%

21.	felindre park and ride	2	0.80%
22.	gower ornithological society	2	0.80%
23.	gradintel swansea	2	0.80%
24.	swansea dpd	2	0.80%
25.	500m broadband	1	0.40%

### Top Referring Sites (top 25 website which have linked to your site)

1.	m.facebook.com	2	66.67%
2.	facebook.com	1	33.33%



## 10.0 Beyond Bricks & Mortar (BBM)

### Overview

TRT, Skills Academy, Educational and Community elements being progressed. Contracts and TRT requirements in place and the community engagement element continuing.

See CSR Skills & Employment Plan in Appendix #2 for details

Outcome	Measure	Unit & Targets	Methods
Support businesses to grow	Support for local SMEs/social enterprises	12 Hours	Organise at least 1 meet-the-buyer event with 2 people attending for 2 hours. Facilitate 2 workshops of 4 hours, or 4 one-to-one meetings of 2 hours to provide expert business advice
	Total amount (£) spent in local supply chain	60% of Project Value	Analyse all orders placed Reported monthly showing the clear link to the contractual activity
Helping local people into jobs	Local people employed on the contract (FTE)	Min 60% of total workforce – stretch Target 90%	Advertise job opportunities locally/build up relationships with local organisations Recorded at induction (post code) Reported monthly
	Number of weeks in aggregate spent on meaningful work placements (1 week+) or on a Pre-employment course on the project	96 Weeks	Offer a minimum of 2 placements at 6 weeks each
	Number of training opportunities created or sustained - Levels 2,3 or 4	42 People	Formal ESP compliant with Appendix 8 Schedule 1 Engage with local agencies identifying recruit Target NVQ skills development Target apprentice reequipment
	Number of long-term unemployed employees taken on (people with continuous periods of unemployment for a year+)	Target 40	Work with local agencies to identify/recruit person Reported monthly in ESP
	Number of NEET employees taken on (18-24 yr. old)	Target 20	Work with local agencies to identify/recruit 1 person Reported monthly in ESP



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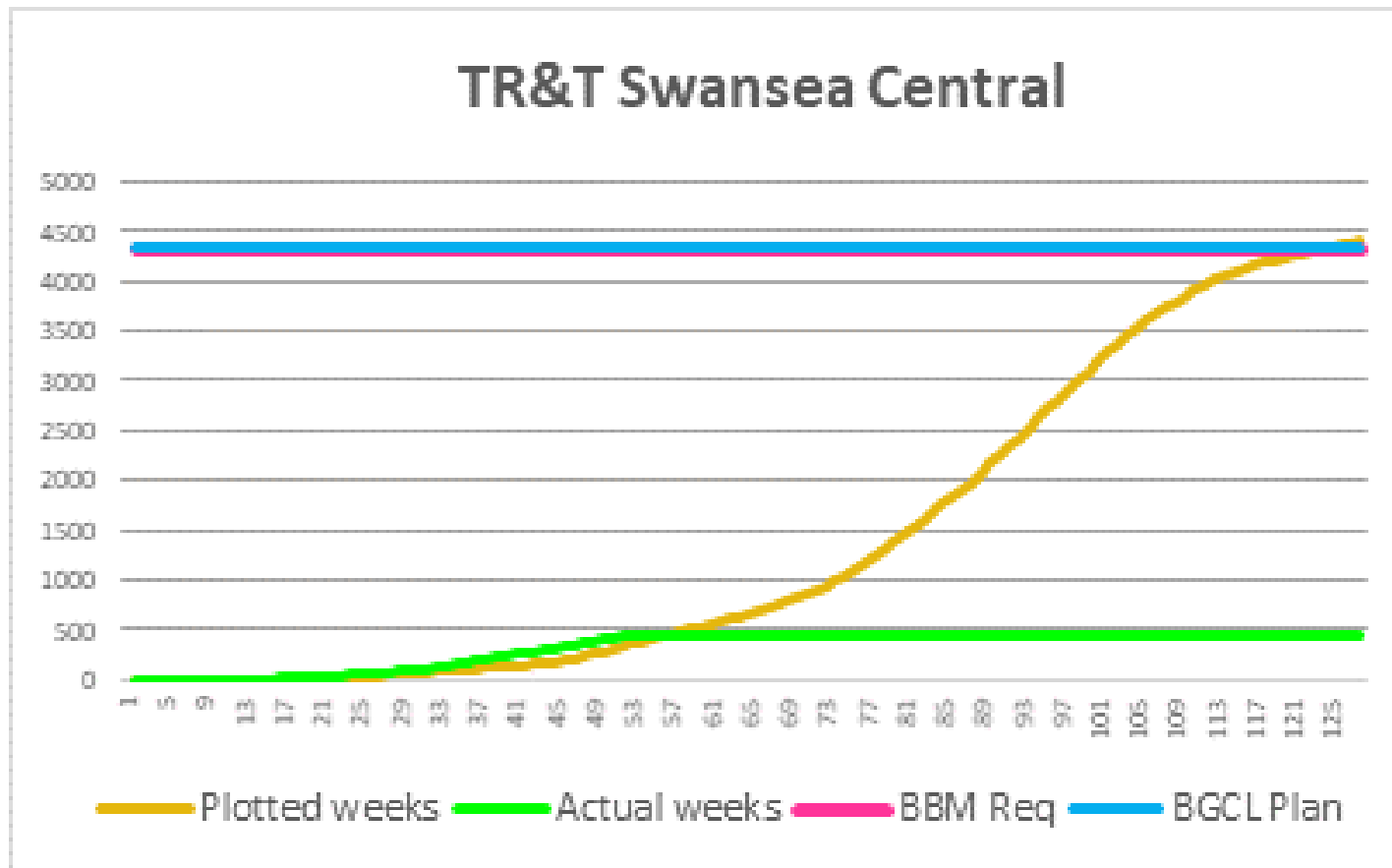
# Swansea Central - December 2019





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# Swansea Central - December 2019



**4340**

BGCL Planned Target  
Weeks for South  
North tbc

**4325**

Contractual Target  
Weeks

**362**

Plotted Person weeks

**455**

Actual Person Weeks  
as per WG

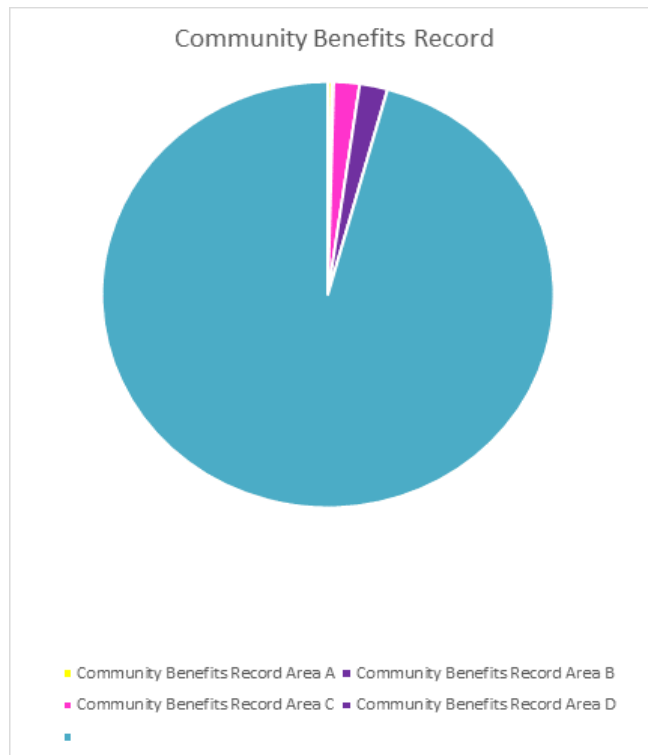
The actual person weeks are calculated following Welsh Government guidelines, however, BBM have different criteria and their actual person weeks only stand at **245** this month



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# Swansea Central - December 2019

## Local Investment



Area A	Area B	Area C	Area D	To be procured
£1,354,227	£129,450	£2,800,500	£2,157,685	£91,715,823
1.41%	0.13%	2.92%	2.25%	95.54%

Area A	SA1—SA7 inclusive
Area B	All other SA postcodes
Area C	Postcodes in Wales that do not apply to Area A or B
Area D	Postcodes outside Wales



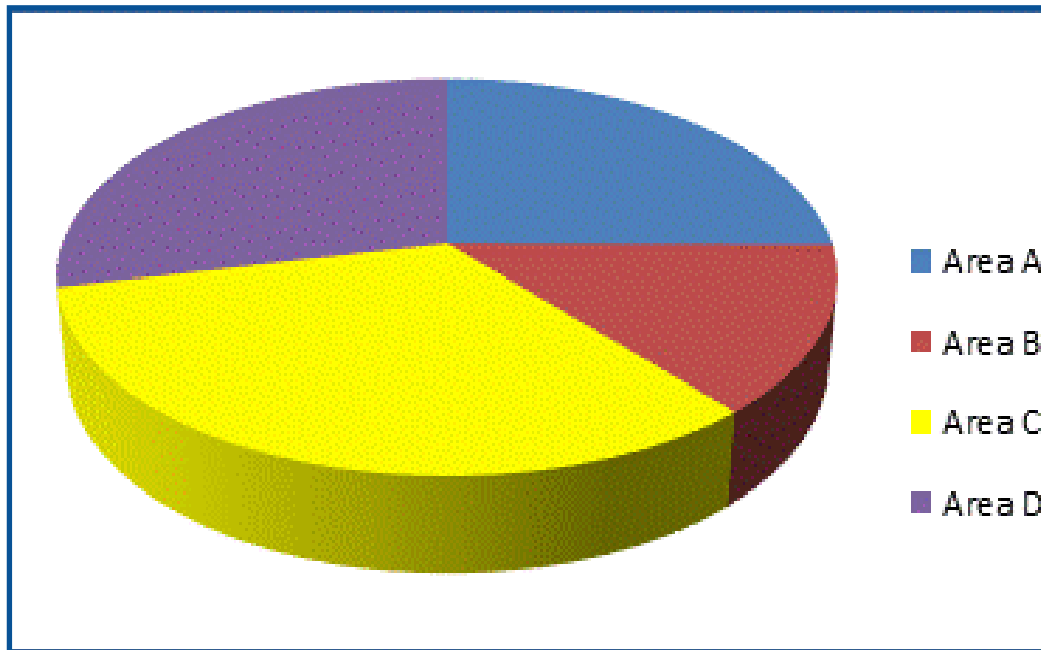


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# Swansea Central - December 2019

## Employment Statistics:

**Bid promise to target at least 70% Local Labour (Area A & B)**



Total Number of People Inducted (not including visitors)	284
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Area A	Area B	Area C	Area D
67	39	101	77

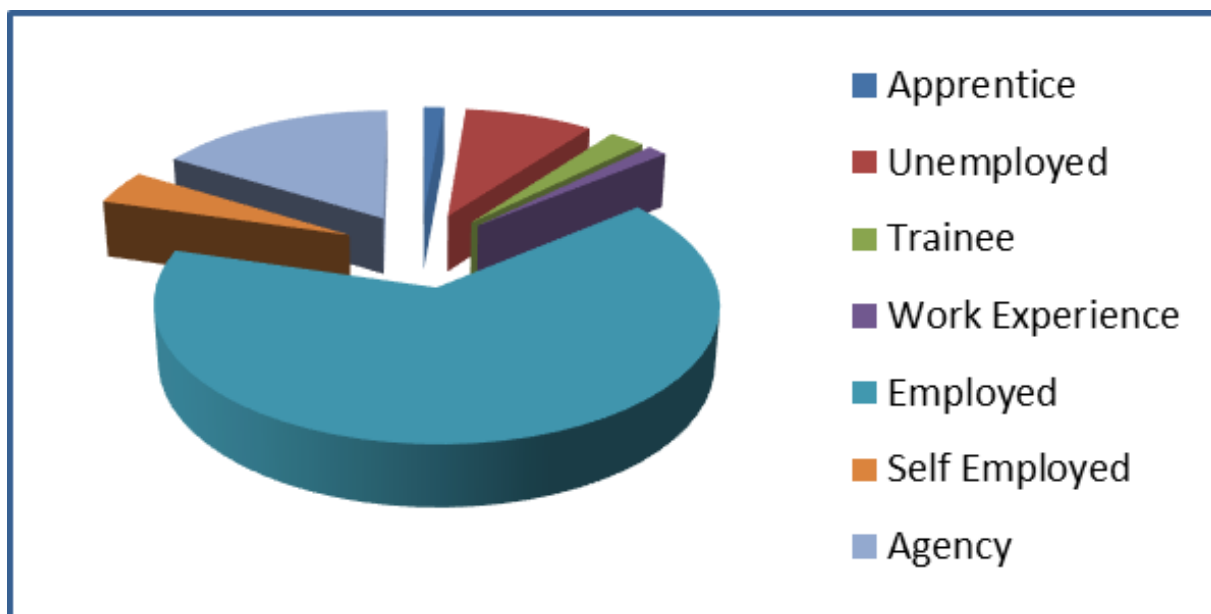
Area A	24%
Area B	14%
Area C	35%
Area D	27%



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# Swansea Central - December 2019

## Employment Statistics - Breakdown



	TOTAL	TOTAL %	AREA A + B TOTAL
Apprentice	4	1%	2
Unemployed	25	9%	16
Trainee	7	2%	1
Work Experience	4	1%	3
Employed	186	65%	40
Self Employed	12	4%	2
Agency	46	16%	11



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# Swansea Central - December 2019

## CSR

### Fundraising

As a large construction organisation we pride ourselves in working with the community. We frequently employ through local social enterprises and contribute both time and financially towards chosen charities in local areas to our sites.

In Swansea we have chosen to support Thrive Women's Aid as our charity throughout the life of the project and any funding, donations etc. raised throughout the project will be given to this charity.

On the Swansea Central site we employ people from Thrive Women's Aid, for a number of roles and we are currently considering the possibility of daily delivery of food to site that will further contribute to <https://thrivewomensaid.org.uk/>

Having spoken with the charity it was noted that their biggest outlay was for toiletries in the refuge when new families flee domestic violence. Throughout December the CSR Manager liaised with all our sub-contractors to raise money by setting up a raffle. Most of our sub-contractors donated prizes for our raffle, toiletries for their refuge or cash donations for use by the charity as they see fit. Our workforce, alongside some of our sub-contractor workforce donated toiletries and cash and we successfully raised £1303.00 alongside 6 starter packs for women and children needing to be housed at the refuge.

The raffle had some luxurious prizes and many outside organisations decided to participate by buying raffle tickets. <https://www.facebook.com/watch/?v=588548328589894> . Please use the link to see our handover of the charity monies to Thrive.

BEYOND BRICKS AND MORTAR (City and County of Swansea)					

[illegible]



## Employee Summary Data

<b>Total Employee Number:</b>	
<b>Total</b>	18

<b>Employee Local Authority Area</b>		<b>%</b>
Blaenau Gwent	0	0
Bridgend	2	11
Caerphilly	0	0
Cardiff	2	11
<b>Carmarthen</b>	<b>0</b>	<b>0</b>
Ceredigion	0	0
Merthyr Tydfil	0	0
Monmouthshire	0	0
<b>Neath Port Talbot</b>	<b>2</b>	<b>11</b>
Newport	0	0
<b>Pembrokeshire</b>	<b>0</b>	<b>0</b>
Powys	0	0
Rhondda Cynon Taf	0	0
<b>Swansea</b>	<b>12</b>	<b>67</b>
Torfaen	0	0
Vale of Glamorgan	0	0
Other Welsh Area	0	0
Outside of Wales	0	0

<b>Existing or New Starter</b>		<b>%</b>
Existing (E)	0	0
New Starter (NS)	18	100.00

<b>Type of Employment</b>		<b>%</b>
Permanent Employee (PE)	10	56
Apprentice (A)	1	6
... of which are new apprentices	1	
Shared Apprenticeship Scheme (SAS)	0	0
Trainee (T)	0	0
Educational Placement (EDP)	0	0
Work Placement (WP)	5	28
Graduate Placement (GP)	2	11

<b>Previously Unemployed:</b>		<b>%</b>
Yes (Y)	16	89
No (N)	2	11

<b>Recruitment Source</b>		<b>%</b>
Open Day (OD)	5	27.78
Workways (WW)	2	11.11
Careers Wales (CW)	0	0.00
Job Centre Plus (JCP)	3	16.67
Direct Application (DA)	3	16.67
Redeployed (RE)	3	16.67
Other (O)	2	11.11

<b>Distance from Site (Road Miles)</b>		<b>%</b>
0 to 10	13	72.22
11 to 20	3	16.67
21 to 30	1	5.56
31 to 40	0	0.00
41 to 50	1	5.56
51+ in Wales	0	0.00
51+ outside Wales	0	0.00

## **Swansea Arena**

### **Skills & Employment Plan – December 2019**

#### **Ownership and responsibility of the plan**

Buckingham Group Contracting Limited own the Skills and Employment plan and are responsible for ensuring that the outputs are delivered.

#### **Monitoring**

Tim Wood and/or Sue Jones from Buckingham Group Contracting Limited continue to meet with a representative from Swansea City Council on a 4-week basis to monitor progress of the plan and discuss any issues as they arise in order to find appropriate solutions asap.

A labour return and dashboard indicating number of people on site, number of local (postcode SA1 – SA7) people and number of people with CSCS cards on site will be produced and shared at the monitoring meetings.

#### **1 Employment Opportunities**

Buckingham Group Contracting Limited continues to promote appropriate employment opportunities with local agencies including the Swansea City Council's Beyond Bricks and Mortar team. Furthermore, in order to fulfil the TR&T requirements (i.e. 4325 weeks of which 3027 must be new entrants) all opportunities will be directed to BB&M in the first instance and BBM will advertise widely to their network of providers. To achieve the target, sub-contractors will be mandated to use BBM to fill their vacancies and other training opportunities. An ITT for CSR form is completed and issued to every packaged to ensure all sub-contractors work towards the goal of employing locally.

#### **2 Apprenticeships**

Use of the Cyfle shared apprenticeship scheme is encouraged but those can only be counted for the duration they remain on site, however, BBM also encourage the appointment of new apprentices to work directly with BGCL or sub-contractors i.e. they can be counted for 104 weeks each even if they do not stay on site for the entire 2 years. We currently have 2 apprentice engineers in the office and 1 x under graduate quantity surveyor.

#### **3 Meet the Buyer**

Event no. 2 is now scheduled 11<sup>th</sup> March 2020 due to the delay in start dates. This one will focus more specifically on the mechanical and electrical, Tier 2 and 3 sub-contractors an internal fit out trade contractors including related suppliers. Our meeting is scheduled for 10<sup>th</sup> January to prepare for this.

The schedule of attendees with their designations:

- Sub-Contractor
- Sub-Contractor @ Tier 2 and 3
- Suppliers

This was highlighted to interested parties at the Wales Construction Show and suitable trades from those will be invited with allocated times. It will be held in the CWIC building on SA1.

## **4 Workforce Development**

Buckingham Group Contracting Limited will encourage appropriate workforce development with sub-contractors. All documentation for sub-contractor commitment has now been set up and is being completed at all pre-let meetings. Since our last report the labourer who was on crutches has recovered and is working on the North site along with a 2<sup>nd</sup> who works lesser hours due to family commitments. We have arranged for a new gate person to start early January. We will attend a jobs fair with Workways+ 5<sup>th</sup> February. Also see Education.

### **Community Engagement**

Buckingham Group Contracting Limited will support local community and voluntary groups within the vicinity of the development. Buckingham Group Contracting Limited continue to meet with City Council's Community Development Service ([lee.wyndham@swansea.gov.uk](mailto:lee.wyndham@swansea.gov.uk)) to develop ideas and link into opportunities. For developments that can offer financial support, the Community Development Service will establish a bespoke grant fund.

Our chosen charity event was held throughout December where our workforce ALL contributed with cash or toiletries so that we could buy toiletries for the refuge run by Thrive Women's Aid. Many of our sub-contractors donated cash or prizes towards a raffle that was drawn on 19<sup>th</sup> December 2019. A total sum of £1303.00 was raised along with 6 x starter packs of toiletries for families fleeing domestic violence. A selection of new baby clothes was donated and ladies' coats in various sizes.

Our CSR continues to liaise with neighbours regarding the work being carried out. Now that the hoarding has been erected, a notice board with CGIs of the work and information regarding current work will be placed at the North and South entrances to site.

## **5 Work Experience**

Buckingham Group Contracting Limited has offered work experience opportunities to Civil Engineers who are studying at Swansea University. During January will be interviewing for graduate positions and internships UK wide from the applicants following our presentation evening held in November 19. Work experience is available to those wishing to have an insight into working with management in construction on a regular basis. Buckingham Group ensure worthwhile work experience as all teams are required to set appropriate tasks for individuals to occupy their time whilst with us. Careers Wales have requested work experience for 12 weeks for a school pupil in year 11. We are currently setting up all health and safety for the individual who will attend site 1 x day per week. This will commence in February once our Health and Safety have agreed our risk management plan.

## **6 Future Works Packages**

See updated stakeholder engagement plan.

## **7 Education Engagement**

On 9<sup>th</sup> December 2019 Civil Engineer and quantity survey students from UWTSD visited site. Following a site induction, they had a site tour where and the opportunity to speak with several of our workforce on site to learn first-hand about work currently being carried out on Swansea Central. Half of the students were full time and half were working with contractors while studying. There was a marked difference in the general awareness of sitework between both. Students working on sites had a far broader knowledge than those in education 100% of their time.

CSR will be working with Careers Wales in the New Year at Pentrehafod School and have received a request from St Helen's Primary School. We will establish what we can offer and support both schools throughout the life of the project. A request to also work with a Welsh Medium School has been received, however, this has not progressed as we have not received any further details. Once this has been confirmed we will populate our stakeholder engagement plan with events, visits, lessons, assemblies etc. and this will conclude the number of establishments we can support - to include:

- Swansea University – site visits, events, work experience, internships, graduate applications to work with Buckingham Group, offer of employment for the right candidates
- UTWSD – as above
- Gower College – as above
- Coleg Sir Gar – as above
- NPTC – as above
- Pentrehafod Comprehensive School – Business Class, see stakeholder engagement
- St Helen's Primary School – assemblies, lessons, site visits, competitions
- Welsh School tbc. – As Pentrehafod on a smaller scale



Swansea Central -  
Phase 1  
STAKEHOLDER ENGAGEMENT + Community

				2019					
				-8	-7	-6	-5	-4	-3
				January	February	March	April	May	June
					Pre start works				
1	COMMUNITY								
1.1	Newsletters				✓				
1.2	Stakeholder Site Visits				✓				
1.3	Events (Topping Out, etc)								
1.4	Community notifications			Works info posters	Works info posters	Works info posters	Works info posters	Works info posters	Works info posters
1.5	Letters						Notification ahead of enabling works to residents and businesses	notification ahead of enabling works to neighbours	Car parks LC
1.6	Other								Meet Cyfle,
2	EDUCATION	Educational Site Visits (to be spilt below)							
2.1	Primary								
2.2	Secondary						Pentrehafod School - STEM activity		
2.3	Further/higher Education								
2.4	Student Placements								
2.5	Construction Ambassadors								
2.6	Careers Events					Local Jobs fair	Careers Fayre 30th April		
2.7	Other								Meet with Cyfle
3	TRT	Targeted Recruitment & Training							
3.1	TRT Review								
3.2	CSR Dashboard								
3.3	PRM/Client Reports			✓	✓	✓	✓	✓	✓
3.4	Supply Chain - Start on Site (long lead-in times for some packages)								
3.5	CITB Sub-contractor Drop-ins								
3.6	Case study								
3.7	Meet the Buyer					Meet the buyer			
3.8	Work experience			✓	✓	✓	✓	✓	✓
3.9	Other								

						2020			
-2	-1	1	2	3	4	5	6	7	8
July	August	September	October	November	December	January	February	March	April
✓					✓		✓		
Swansea City Bid Announcement				✓	✓				✓
				Contract signing day 27/11/19			Bridge demo - photos etc		
Works info posters	Works info posters	Works info posters	Works info posters	Works info posters	Works info posters	Works info posters	Works info posters	Works info posters	Works info posters
car parking bays and garden protection for piling			continuation of works - new car park take over						
Meet CCTAL, CITB, BBM, Workways plus, 1 x work experience	Meet Miles Hire, visited the neighbours locally for introductions, met community police, BJBF, PTWA	Met with Paxton Drive neighbours to ensure they know CSR	The Welsh Construction Show 2019 Liberty Stadium 23.10.19	Chose Thrive Women's Aid as our Charity - raising funds	Raffle - all donations from staff and sub-contractors. All prizes donated by agencies and sub-contractors. To be drawn 19/12/19 at 11am			Possible similar open doors event - seen on site?	
		tbc - possibly Welsh medium school - no response	tbc - possibly Welsh medium school - no response		Safe play at all times - set a competition - still no response	Judge competition - choose winners for each year	Site visit for competition winners to inspect their art on the hoarding		
	Set up Business plan for Pentrehafod	Meet with Pentrehafod and sign up with Business Class through Careers Wales 18.9.17	Pentrehafod and Bryntawe school with Cynnydd - select ambassadors from yr 7 - yr 10 on 24/10/19 at Pentrehafod	Christian to present to the design students 28/11/19			Business Class Launch at Pentrehafod with Careers Wales - competition arranged		
		Met with University to set up link with Civil Engineers yr 1		Presentation to Swansea University - Arenas by Buckingham Group - including Swansea Arena 19th November 19.					Look at a year in industry for Swansea Uni student
	Better Jobs Better Futures x 1	1 x placement - ex uni student		discuss year in industry opportunities 19/11/19		yr 1 civils Swansea university visit discuss year in industry opportunities - Leoni and Tris 22/23rd		yr 1 civils Swansea university visit	work experience Easter hols
			Launch of Ambassador programme 24/10/19	Select ambassadors 4/11/19 - site visit 20.11.19		23/01/20 - site visit for ambassadors		Site visit 18/03/19 for Ambassadors	
Veterans Networking day					Met with Dragon Training regarding bid for educating using CITB funding- decided not relevant following meeting			Options Evening 17/3/19	
Meet with Y Prentis, cyfle, CSG, Swansea Uni,	Met with Coleg Sir Gar. Met with BITC, Met with Careers Wales	Plan the ambassadors through the Business Class - Careers Wales 18th Sept							
	✓	✓	✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Retaining Walls, CFA Piling and Arches		Hoarding, Piling Works	Hoarding, Piling Works	Hoarding, Piling Works	Hoarding, Piling Works	Piling Works, Ground Works, Cabin fit out	Groundworks including Drainage and Pile Caps	Primary Steel Frame	Demolition and Composite Slabs and Insitu Concrete Frame (West of arena)
			✓					✓	
	Buckingham providing training to quality staff and retaining them				Buckingham raising funds for local charity			✓	
						Meet the buyer - meeting with BBM and CIGTB to arrange		11th March 20 - Meet the Buyer at CWIC, Swansea SA1	
✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
meet Workways Plus, meet job club, meet CITB,	Meet CITB, CSG, BBM, NPTC, Cyfle, CCTAL, Acorn, Involve, Sphere, Miles Hire, BJBF, PTWA	Jobs Fayre with JCP 20/9/19	Veteran fair 15.10.19 and job fair Morriston 17.10.19	Employment fair 8/11/19 Grand Theatre. Construction Fair Liberty Stadium 23.10.19	Discussed groundwork apprentices with Coleg Sir Gar - offered to 2 members of staff and looked at employing 1 member of CSG students		5th February - Liberty Stadium Employment Fair - Workways+ Rachael Land leading		

[illegible]

2021		
19	20	21
March	April	May
		handover event
Works info posters	Works info posters	Works info posters
	work experience Easter hols	
		School Ambassador Visit - event, report on end of project, tie in with handover etc?
✓		
✓		
✓	✓	
Fencing & gates/barriers, Cycle storage, shelters & street furniture, soft landscaping works	Way finding and general signage	
✓		
✓	✓	✓