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Swansea City Centre Ranger Service

City and County of Swansea
Dinas a Sir Abertawe



Content

- Scene-setting
- Insight into the Service
- Maintaining standards through Key Performance Indicators
- Developing and shaping service delivery
- A look to the future



Setting the Scene



Swansea

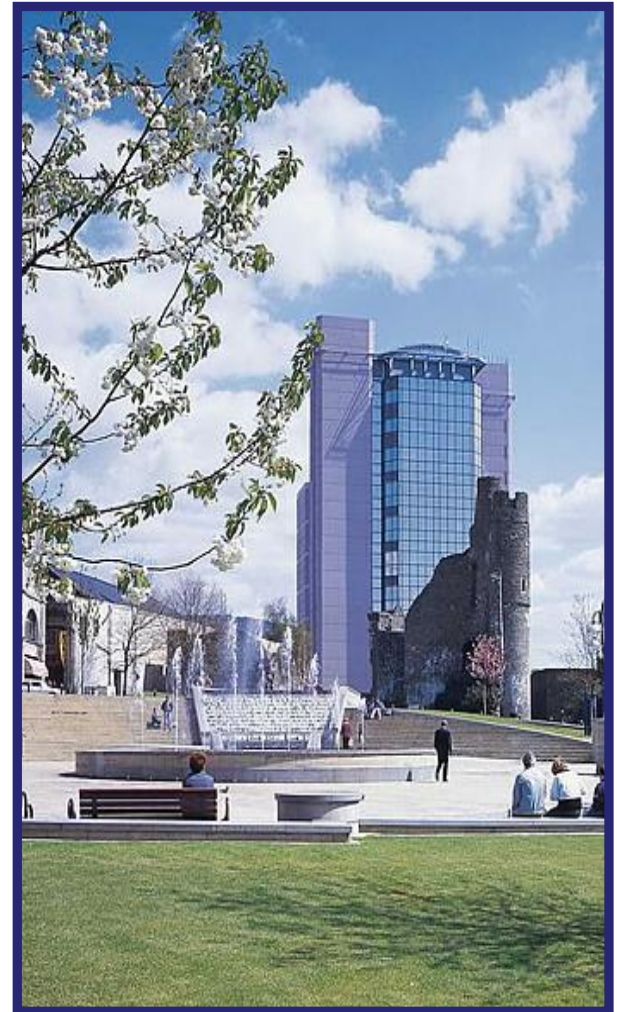


- Population 241,300
- Regional capital of South West Wales
- Waterfront position
- Second largest city in Wales
- 40th largest UK city
- 4.47 million tourists in 2014



Swansea City Centre

- Retail catchment -
500,000 within 30 min drive
1.5 million within 1 hour
- 114,177 sq. metres retail floor-space
- 670 ground floor businesses
- 301 retail units
- 8,842 parking spaces
- Wales' largest indoor market
- 32 licensed premises (18,100)
- Leisure and cultural facilities
- Residential and office development
- Swansea BID



History

- Where it all began
- Aims & objectives for the service
- Evolution of the service
- Where we are today



Maintaining standards - Key Performance Indicators

- City Centre business enquires & visits
- Public/Tourist Enquires
- Safety & Security activities
- Supporting & co-ordinating activities



Maintaining standards - Key Performance Indicators

26,852



Developing & shaping service delivery

- New Customer Service Approach
- Cross Cutting - multi faceted team
- Ranger Service Questionnaire
- Profile of Service
- Key Projects





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City Centre Events





Street Entertainment





City Centre Busking Scheme





Anti-Social Behaviour





Highways related tasks

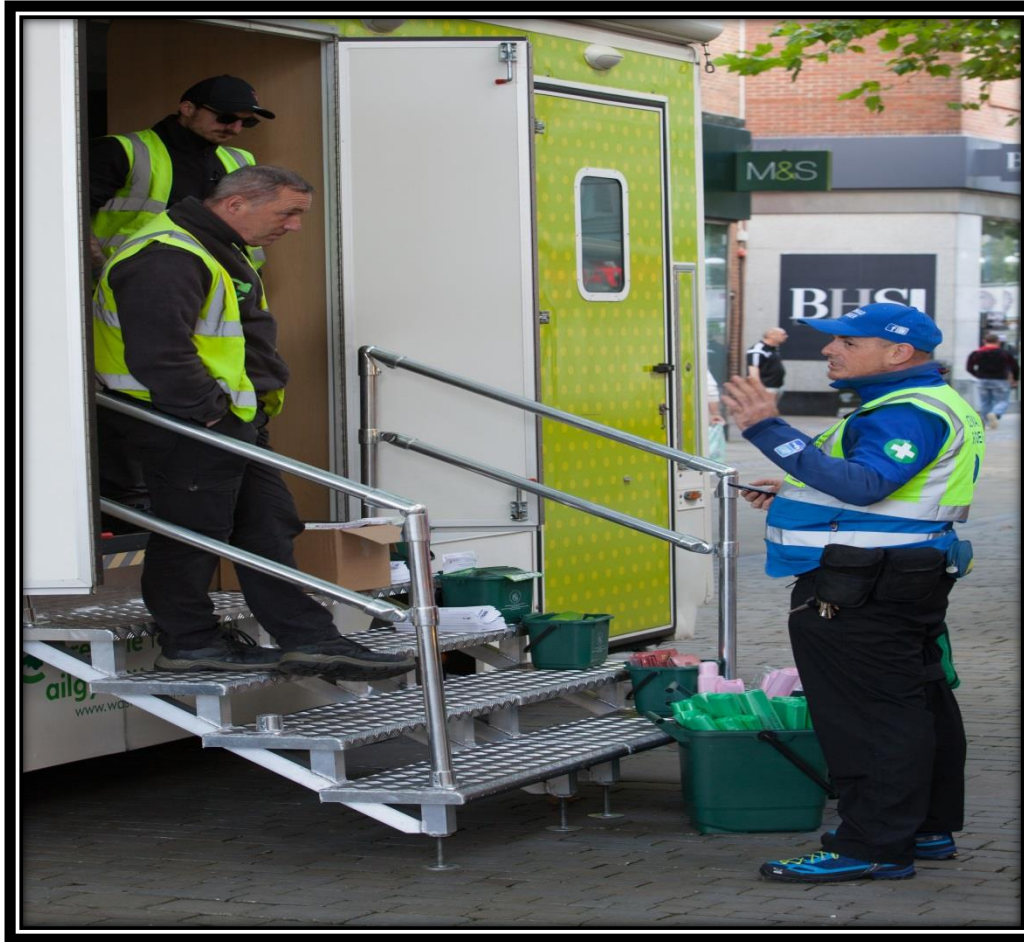




The famous Coca Cola truck visits Swansea

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Promotional and Structural Lettings Scheme

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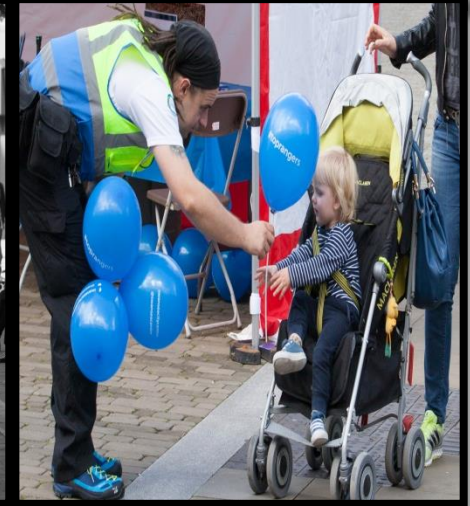
Street Trading Scheme





Street Scene issues





Ranger Service Re-launch - September 2015



A look to the future...

- Mapping / Zoning - City Centre
- Key Performance Indicators
- Customer Service Approach
- Commercialisation
- Development of IT



Conclusion



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