



# Stewarding the Local Economic Recovery



**annual seminar 2015**





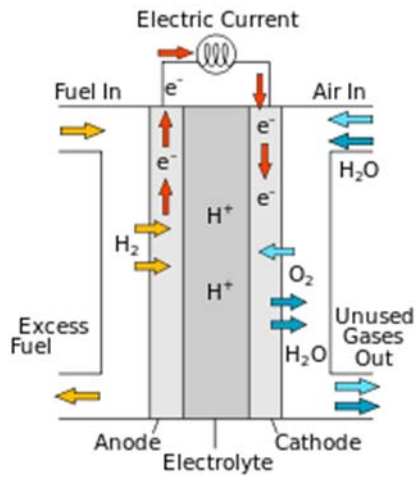
## What Swansea isn't

- Wales Political and Administrative Capital
- Wales Financial Capital
- Wales retail capital

## What Swansea is

- Wales Cultural Capital
- The Capital of the Swansea Bay City Region.
- Swansea is the second largest centre for office space in Wales.
- It accounts for 40% of the regions GVA, 40% of the region's total employment and 75% of the regions finance and insurance jobs.
- Home to Wales only Premier League Football Team
- A City of Innovation







# The World's first tidal lagoon



A £1bn Swansea scheme, able to produce energy for 155,000 homes  
Planning approval in final stages  
Strike price to be agreed  
In Swansea, the sea wall to contain the new lagoon will stretch more than five miles and reach more than two miles out to sea.





# The Bay Innovation Campus

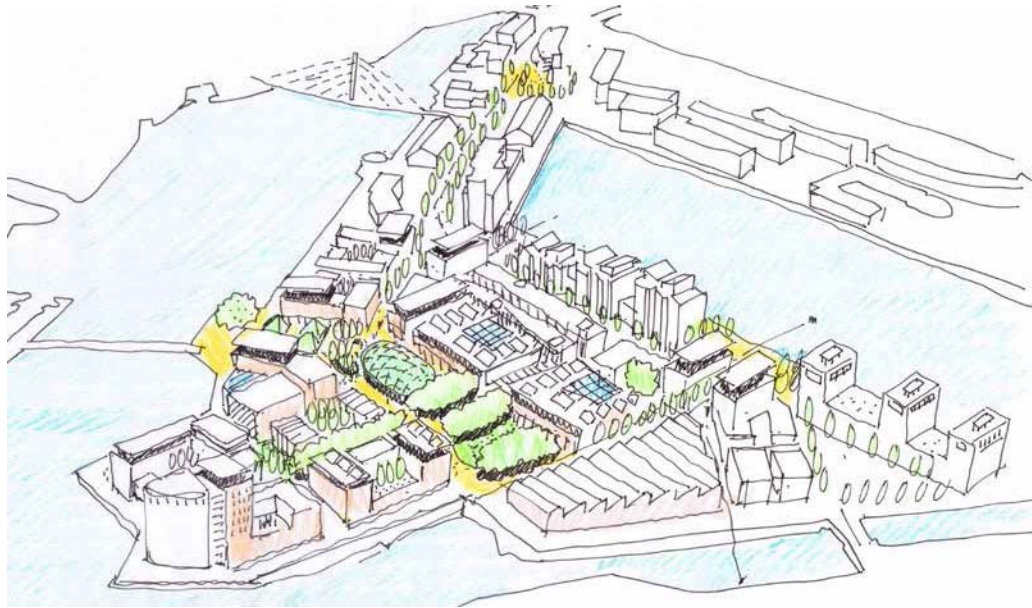


Swansea University has enjoyed a period of tremendous growth, and has soared up the Research Excellence Framework league tables to 26th in the UK from 52nd in 2008

The University will shortly open the Bay Campus, a £450 million development on the eastern approach to the City, together with the transformation of the existing Singleton Park Campus.



# UWTSD SA1 Campus



UWTSD has created a vision for the SA1 area located around the Prince of Wales Dock, with strong connections to the city centre. Called the Swansea Waterfront Innovation Quarter, it will be made up of purpose-built facilities for learning, teaching and applied research fused with leisure and hotel facilities, cafes and restaurants. Throughout the area there will be open green spaces, creating a relaxed, invigorating environment with open access to the public in this vibrant waterfront setting.



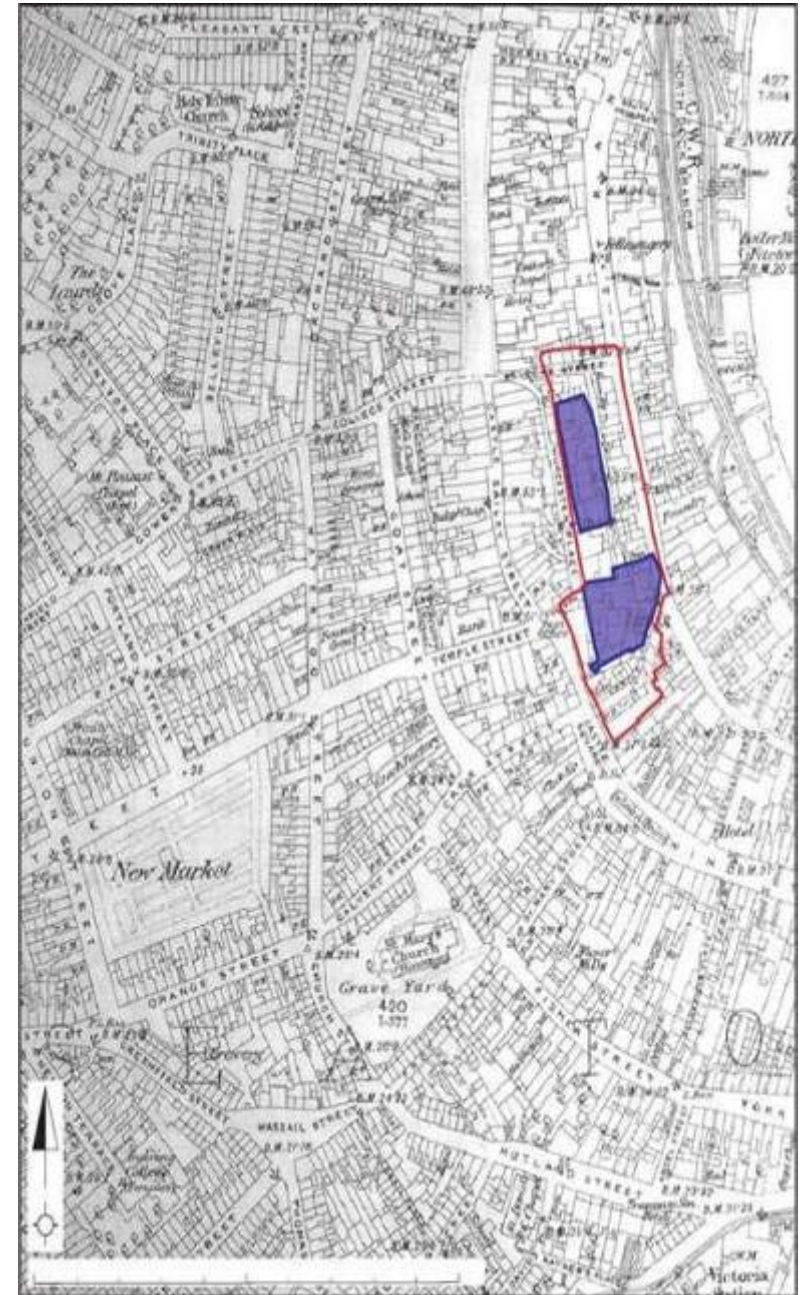
# Swansea City Centre



# Historical Context

## 1920 – Vibrant City Centre

- Regional Hub
- Large residential and commercial content.
- River runs through it.
- Beach connected and well used.





# Historical Context

1940 – Three Night Blitz



1960 Post War Redevelopment.

- New development mainly retail
- Limited residential
- Shops sized to 1960's requirements
- Uniform decay



# Historical Context

1979 – Quadrant Centre opens

1980 – Failed retail development. “St Davids”

1980 – 2002 – Out of town retail and office growth.





# Key Issues

- Only 19% of jobs are in the city centre. Comparators have 30%+
- Footfall has decreased by 26% between 2009- 2012.
- Offices space is poor quality and dated.
- Rents are low which creates a viability gap.
- 20% of retail space is currently vacant.
- Out of Town retail impact
- Increase in on line sales. Retailers response – fewer shops.
- Lack of people living in city centre.

**THE PROBLEM IS FOOTFALL**







# Response!!!!

Public Sector take the lead.

## Key Initiatives

- Site assembly for city centre retail/leisure scheme
  - St Davids centre acquired/demolished.
  - Oldway House acquired/demolished.

## Other initiatives

- Train Station Refurbishment
- New bus station
- Gyratory at Tawe bridges.
- Waterfront City Programme

Retail & Leisure study commissioned 2012.

Review of City Centre Framework 2014

Signs of economic recovery and developer interest 2014.





# City Centre Framework Review 2014

## Key Focus

- Creation of meaningful office locations in the city centre core.
- Improvements to the quality of retail and leisure provision;
- Development of a major seafront destination at County Hall site.
- City living, including a significant element of private sector housing.
- Opening clear links between the waterfront and the core city centre.

Proposals must be deliverable through the private sector or when necessary with public sector financial support.

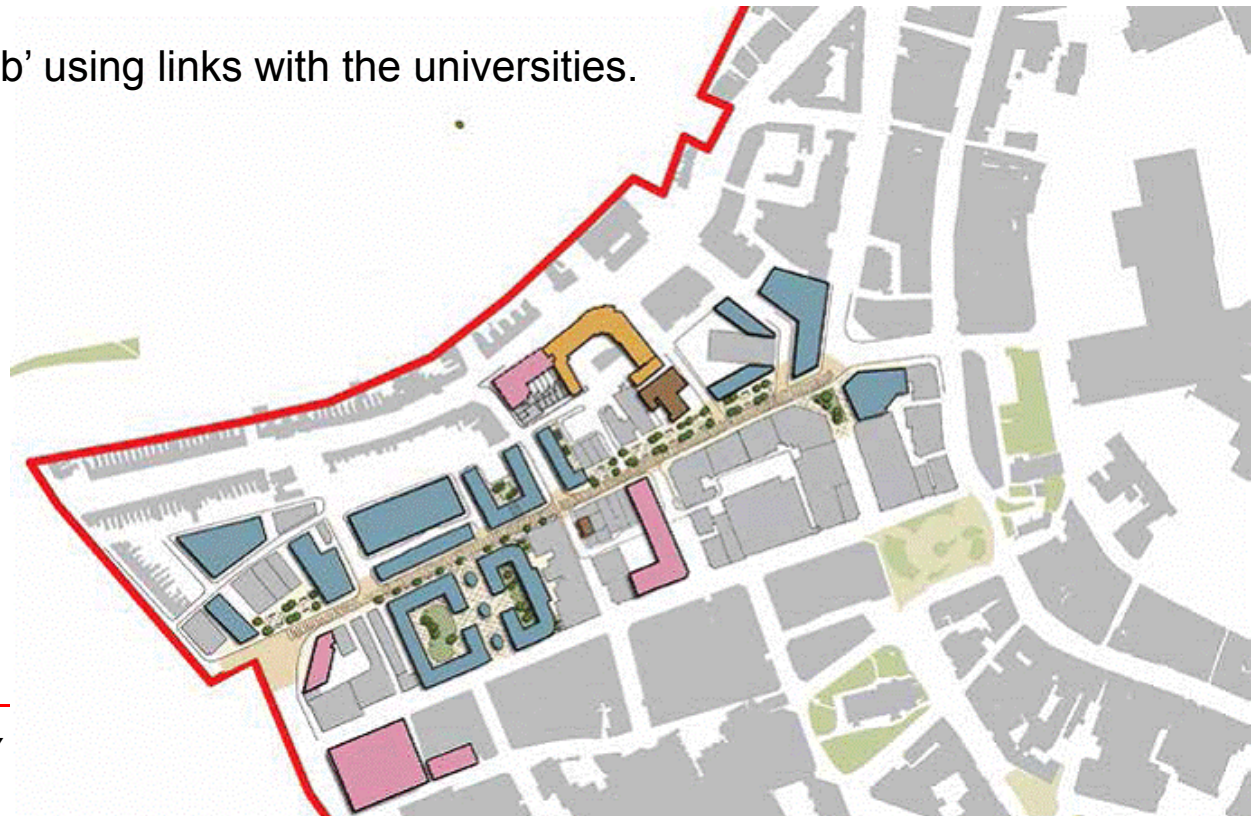


## Key Transformational Projects- Kingsway Innovation Zone

A key strategic objective is to increase office provision to deliver increased employment opportunities and footfall/worker expenditure within the city.

To achieve this:-

- The Council should be the catalyst through the relocation of its offices.
- Site acquisition and high quality public realm required first.
- Then future development led by private sector.
- Create a 'Tech Hub' using links with the universities.



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CITY AND COUNTY



## Key Transformational Projects - ST Davids's Area

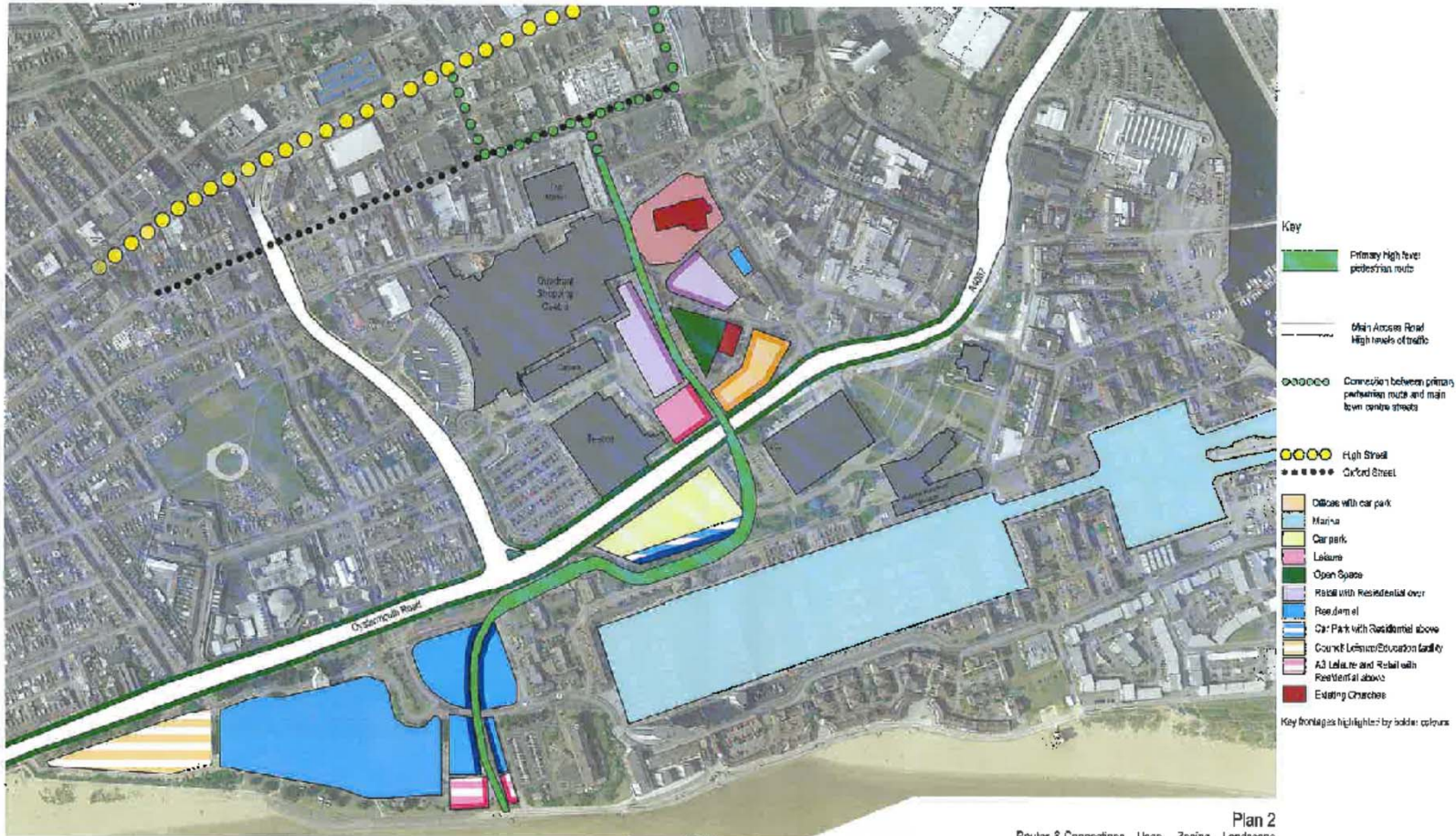
- Addresses the underperformance of the city centre as a retail and leisure destination.
- Market research has been used to reflect likely potential tenant demand
- Potential uses include retail, leisure, (cinema and restaurants), with upper floor uses, e.g. residential, offices or library/community uses.
- Land now in CCS ownership – reduces risk.
- New Strategic car park linked to city and sea

Developer appointment  
November 2015



# Key Transformational Projects

## Link the City to the Sea



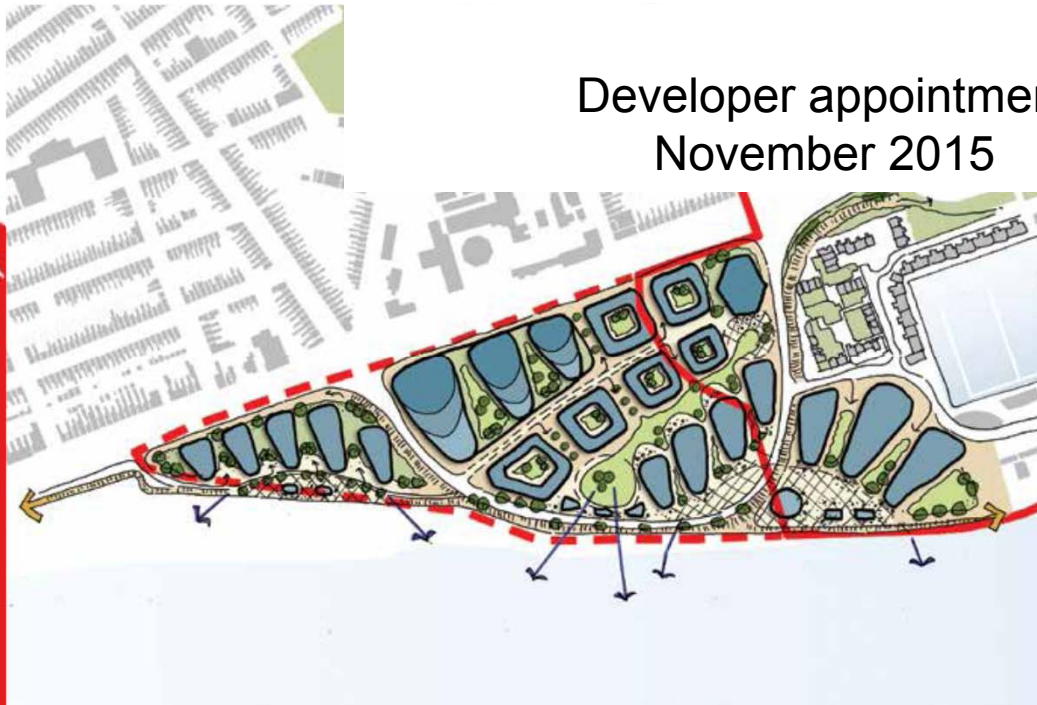


# Key Transformational Projects- City Waterfront

“Wales Number One priority regeneration site”

- World Class development opportunity in CCS ownership
- Create major residential/commercial destination probably on a phased basis, for a destination cultural and residential led mixed use development.
- Hydro Hub – JV with Swansea Uni to create water based research facility and world class aquarium - Major attraction.
- Relocating the Civic Centre creates a seafront development area of significant scale to draw people to the sea and to Swansea itself.

Developer appointment  
November 2015





# Summary

- There are £3bn of investments on site or in the pipeline in Swansea
  - Swansea University Bay Campus
  - Tidal Lagoon Swansea Bay
  - UWTSD second campus
  - City Centre Regeneration
- A Confident City of Innovation at the heart of an inspiring region



Thank you for listening



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