

## SWANSEA CITY CENTRE ACTION PLAN 2008-2009 REVIEW

A review has been undertaken by Swansea City Centre Management of the delivery of the Swansea City Centre Action Plan for the period April 1<sup>st</sup> 2008 – March 31<sup>st</sup> 2009. The following actions have been delivered and are listed as 'Achievements' under each of the six key objectives outlined below. These actions have been provided by a wide range of public, private and voluntary sectors organisations who are working together 'to develop Swansea City Centre as a premier destination and a vibrant and dynamic place to shop, live, work and visit' as well as working towards delivering the aspirations set down within the City Centre Strategic Framework which sets out the long-term vision for the City Centre.

The partners involved in the management and development of Swansea City Centre and the delivery of the City Centre Action Plan include the following. Please note that this is not an exhaustive list:

- Services across the City and County of Swansea Council
- City Centre Partnership Board
- Welsh Assembly Government
- Swansea BID (*Business Improvement District*)
- Safer Swansea Partnership
- South Wales Police
- Castle Ward Communities First Area

## PERFORMANCE SUMMARY

In addition to the 'Achievements' listed below the following bullet points provide a summary and form of 'position statement' on the current performance of the City Centre:

- Swansea—the regional centre for South West Wales for shopping, leisure, culture, commerce and education.
- Population 228,100 including 24,000 students.
- A retail catchment of 1.5 million people (500,000 within 30 minutes drive time of the City Centre and 1.5million within an hour).
- Over 450 retail and service outlets with a combined floor-space of 1.4m sq ft.
- Weekly pedestrian flows in excess of 140,000 persons at key locations.
- Ranked 60th place in 'Venuescore' list of UK shopping centres published by the Javelin Group.
- 4.1 million visitors to the area per annum.
- A flourishing evening economy and known as the 'Nightclub Capital of South Wales'.
- City Centre Strategic Framework adopted in 2007 setting out proposals for the regeneration of the City Centre.
- Hammerson - one of Europe's leading developers – selected to lead the regeneration of the City's major retail and waterfront sites in a £1 billion scheme.

## ACHIEVEMENTS FOR 2008-2009

### Priority 1

#### To take forward a strategic and co-ordinated approach

- a. City Centre Action Plan 2008-2009 published.
- b. 2007 City Centre Health Check and Performance Summary Report published.
- c. 4 footfall cameras installed at strategic locations.
- d. Bi-monthly newsletter distributed by the BID to traders plus regular electronic bulletins.
- e. Hand-held computers introduced for the City Centre Rangers.
- f. City Centre Electronic Diary set up.
- g. Stake-holder/ Liaison Group established to support the Quadrant Interchange re-development.
- h. Stake-holder engagement event held with lead development partner Hammerson.

### Priority 2

#### To create a prosperous and competitive City Centre with a wide range of attractions

- a. Renewal of paving and street furniture within the core pedestrian area and adjacent streets completed.
- b. Enhancement of the Indoor Market including refurbishment of the entrances, introduction of temperature control measures and redecoration of the public and trader areas.
- c. Princess Way retail development - building work completed with the opening of Slaters anticipated in April 09.
- d. Master plan drafted for the development of the Sail-bridge site.
- e. St David's/ Paxton Street/ Quadrant development – commitment to the project confirmed by Hammerson.
- e. Building enhancement grant programme launched.
- f. Opening of Castle Arcade on Castle Street.
- g. Facade to Monkey Café upgraded with grant support.
- h. Programme of priority schemes for the European Boulevard agreed.

- i. Lower Oxford Street study commissioned.
- j. Review of street trading complete.
- k. Former Barons nightclub purchased by Coastal Housing Management.
- l. Opening of the Civic Centre and Central Library.
- m. Opening of the LC Leisure Complex.
- n. Opening of Somerfield on The Kingsway.
- o. Designation of the City Centre and outlying areas as a Strategic Regeneration Area.

### Priority 3

#### To improve transport and public access into and within the City Centre

- a. Funding approved in principal and start date agreed for construction of the Quadrant Interchange. Marketing and communications strategy agreed.
- b. Enabling works completed for the Swansea Metro Service.
- c. Automated bollards installed on Nelson Street and Whitewalls and a permit system established.
- d. 20,000 free Park and Ride vouchers issued to the public.
- e. 10% increased use of Park and Ride including 32% growth at the facility in Fforestfach.
- f. Parking metres installed on Lower Oxford Street and Plymouth Street.
- g. Introduction of free 2 hour car parking in St. David's Multi-Storey Car Park and continuation of free parking in Council car parks every Sunday.
- h. Introduction of Civil Enforcement Parking.
- i. Review of traffic enforcement signs undertaken and work substantially complete.
- j. Strategic Car Park Study commissioned.
- k. In Town With Out My Car event held as part of European Mobility Week.
- l. 813 active members using the Shopmobility Service.
- m. Review of street name plates completed.

### Priority 4

#### To provide a safe and secure environment

- a. Night Time Economy Co-ordinator appointed through external funding to tackle violent crime for the night time and evening sector.



- b. City Centre Anti-Social Behaviour Working Group established and Action Plan drafted.
- c. Employment of 6 Taxi Marshalls.
- d. Reduction in begging through the installation of signs and targeted Police operations/ patrols.
- e. Development of the City Centre Ranger service including:
  - 2 additional Rangers appointed;
  - high visibility uniforms introduced;
  - extended hours of operation;
  - introduction of a proactive and reactive working arrangements.
- f. Launch of the Street Pastors scheme with April 09 agreed as the start date.
- g. Re-launch of the City Centre 'Banned' exclusion scheme over Christmas resulting in the exclusion of 69 trouble-makers from the night-time/ licensed sector for that period.
- h. 677 incidents of business crime in the retail sector recorded resulting in 479 exclusions and approx. £30,000 stock losses recovered (*for period 01/01/08-31/12/08*).
- i. Community Safety electronic bulletin circulated to partners every fortnight to highlight problematic areas, trouble-makers and other relevant 'community safety' issues.
- j. 'Joint' meetings taking place every week involving the Police, City Centre Rangers, Street Force and other enforcement bodies.
- k. Florescent arm bands issued to door staff.
- l. 5 extra Police Officers deployed to patrol the City Centre between 8pm and 4am every Friday and Saturday. These join the 4 permanent Police Constables attached to the City Centre Neighbourhood Policing Team.
- m. Introduction of Police beats targeting identified hot-spots.
- n. Police operation BIDs undertaken over the Christmas period to tackle anti-social behaviour. The Operation included the appointment of an additional Police Constable which resulted in 14 arrests, 47 stop and searches, 3 fixed penalty notices and 4 people being instructed to leave the City Centre under Section 27 of the Violent Crime Reduction Act.
- o. Police operation Sleigh-ride undertaken over the Christmas period to support the night-scene.
- p. Funding agreed for the installation of 2 'talking' CCTV cameras.

## Priority 5

### To create and maintain a clean and attractive City Centre

- a. Installation of new/ upgraded Christmas lights on The Kingsway Circle, High Street, Castle Street, Castle Square and Oxford Street.
- b. Introduction of a hot line and rapid response service to deal with graffiti and cleansing.
- c. Extension of cleansing services into the night time through the appointment of 2 BID Environmental Stewards who work from 7pm until 11pm Wednesday, Friday and Saturday.
- d. Employment of 6 additional BID Cleansing Operatives as part of the dedicated City Centre Clean Team.
- e. Purchase of 2 specialist 'Glutton' cleansing machines in conjunction with the BID.
- f. Installation of attractive banners in the Quadrant Shopping Centre, outside the Railway Station and on Princess Way.
- g. Improvements undertaken to the walkway between Tesco and the Quadrant Multi-Storey Car Park – murals installed and lighting upgraded.
- h. 40 Fixed Penalty Notices issued to those dropping litter in the City.
- i. Over 1,200 stubbies issued to smokers to prevent litter.
- j. 72 educational visits to schools completed by Street Force Officers.
- k. Clean Britain Award - Silver Award achieved in the city category.
- l. 10 specialist combined chewing gum/cigarette butt receptacles installed on Wind Street with another 10 due to be placed along Oxford Street and approximately 40 separate cigarette butt bins installed throughout the City Centre.

## Priority 6

### To raise the profile of the City Centre through effective marketing and promotion

- a. BBC Olympic TV Screen installed in Castle Square.
- b. Installation of 5 multi-media kiosks and 5 street broadcast units.
- c. A comprehensive programme of special events including speciality and Christmas markets, Waterfront Winterland, Independent's Day, Get Welsh St David's Day celebration, Dancing in the Streets, City Streets-Summer Beats, Swansea MAS Carnival,



Christmas Lights Parade, Grab a Grand and Swansea Summer Sizzler programme.

d. Production and distribution of the City Centre Pocket Map.

e. Creation of [www.swanseaindoormarket.co.uk](http://www.swanseaindoormarket.co.uk) and development of [www.swansea-citycentre.com](http://www.swansea-citycentre.com)

f. Launch of the 'Love your city' campaign including 4 outdoor radio broadcasts from the City Centre.

g. 6 week TV campaigns for the spring and Christmas periods on HTV and S4C.

h. Local and national press print advertising and use of The Wave/ Swansea Sound

i. New brand identity and publicity for the Indoor Market.

j. Production and distribution of a Christmas voucher booklet.

k. Launch of the Christmas Shop and Drop initiative in the LC Leisure Complex.

l. Launch of Town Centre Deals.

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