



Swansea

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Swansea is Going Places

Council Leader Councillor Chris Holley



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Mumbles



Thanks to an exciting combination of several ongoing schemes and a unique location, Swansea is fast becoming a destination earmarked for European distinction by 2020.

The redevelopment of Swansea Leisure Centre is just one of many projects making waves in Wales and beyond.

Thanks to a £32million refurbishment programme, the facility has been rebranded as the LC and will offer the public a state-of-the-art complex from early next year.

Combining a thrilling water park attraction with a first class health and fitness suite, a playzone and a sports hall, the venue will be one of the best of its kind in the UK that will further put Swansea on the map.

And within a stone's throw of the LC lies the revamped Civic Centre, which will open in the spring and will be made up of a stunning new central library, archives service, seafront café, exhibition space and face-to-face contact centre where people can do business with Swansea Council.

Several sites in its vicinity will also be developed in the New Year in a drive to better link Swansea's city centre and waterfront districts.

Indeed, a preferred developer for the St David's/Quadrant and Paxton Street car park sites will be appointed by the end of the year as efforts step up to start work on a retail-led, mixed-use scheme that will further enhance Swansea's offering.

And such schemes complement projects in the mould of the £200million SA1 waterfront development that's transforming the city's east docklands area having attracted a string of award-winning hotels and big-hitting companies such as Admiral in recent times.

This scheme, in tandem with ongoing investment in the city centre and the 470-acre mixed-use housing and commercial site at Swansea Vale, means Swansea is also making its mark in the business world.

An advantage of living in the city is, of course, its breathtaking seaside location and unparalleled quality of life.

And thanks to plans to generate investment and employment by developing land adjoining the city's world-renowned bay, attractions such as an adrenaline sports centre and waterfront park will soon complement the offering of Swansea University and the picturesque promenade that already attracts joggers and cyclists by the thousand every week.

Indeed, several key sites along the coast stretching down to Mumbles have been identified as possible locations for new features as Swansea looks to maximise the largely untapped potential of its stunning coastline.

Swansea city centre also has much to look forward to with several projects earmarked for completion next year.

And the development of a three-storey retail complex at the famous former David Evans site is, arguably, the most exciting.

Indeed, construction of the flagship scheme is marking the first such project in Swansea for over 20 years and building work is now well underway as contractors head towards its completion and unveiling to the shopping public next autumn.

And among the tenants to have already

signed up to the venture are fashion retailer Zara, Slater Menswear and JT Morgan- the largest independent department store in Wales.

The pedestrianised heart of the city, meanwhile, is also undergoing a facelift.

New street paving, trees and furniture are being introduced in the area to enhance its appearance and attract more visitors thanks to a £3.8million scheme pioneered by Swansea Council and the Welsh Assembly Government.

And, as part of the project, networks of multi-media kiosks are also being installed to allow people free access to tourist information and travel updates, for example, while a series of street broadcasting screens are being erected at pedestrian hotspots to communicate key messages to the shopping public.

This all, of course, complements the

mix of independent traders and high street giants already thriving in Swansea and the multi-million pound Salubrious Place development featuring the likes of Vue Cinema and Aspers Casino as well as a range of restaurants.

As well as its vitality Swansea is, of course, renowned for its well-documented history and the role it played in the industrial revolution.

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Such projects, of course, aim to make the most of what Swansea already has and Gower, according to many, is the jewel in the city's crown.

The peninsula became the first designated Area of Outstanding Natural Beauty in the UK in 1956 and, since that time, has attracted millions of visitors thanks to the breathtaking scenery including Three Cliffs Bay and Rhossili.

The combination of both planned and ongoing projects with the vibrancy of the city centre and Swansea's leisure and entertainment offering points to a destination well-placed to make an international name for itself in the coming decades.

Three Cliffs



Swansea Continues with Growth



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Continually emerging connections with countries worldwide stand the sister Ports of Swansea and Port Talbot, owned and operated by Associated British Ports (ABP), in good stead for continued growth. Swansea has a substantial trade base with northern and western Europe, the Mediterranean and Ireland and the portfolio of cargo has changed dramatically in recent years, adapting to the changing requirements of long-standing customers while attracting new business.

Port Talbot is one of the few UK ports able to accommodate deep-sea cape-size bulk vessels, handling raw material imports for the steelworks adjacent to the port estate. Plans to significantly expand capacity for bulk cargo at Port Talbot, in order to

accommodate more energy-related traffic, are at an advanced stage.

Swansea has benefited from a growth in forest products in recent years. In 2006, pulp shipments destined for the most modern, fully integrated paper mill and conversion plant in Europe, at Baglan Bay, began. Imports have grown steadily and Swansea now handles pulp product for a number of suppliers into the UK market. Investment in additional covered storage has also increased the capacity for plywood and other board products for customer RKL.

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Associated British Ports

rail-connected facilities. The terminal has the required infrastructure and equipment to handle short-sea container services. SCT benefits from a specialised container-tipping gantry, utilised for soft-loading vessels with coal being exported from Welsh collieries.

Both locations benefit from large estates with opportunities for port-related developments. In recent years, ABP has developed specific terminals and services to support its customers' trade. One such example is Morrisey Cement Ltd, which has benefited from extending its operation to include mechanised bagging, palletising equipment and extended warehousing.

ABP continues to work in partnership with local authorities to promote Swansea as a cruise port, with its proximity to the idyllic Gower Peninsula and Brecon Beacons National Park a prize asset. The port's cruise berths are just a short walk from the SA1 waterfront development and city centre and have seen a number of vessel calls in recent times. The SA1 proposal also includes plans to include a 400-berth marina to combine with other marine leisure uses in the former Prince of Wales Dock.

