

# Swansea

*a fusion of innovation and quality of life*



## Swansea - City by the Sea

Swansea has a huge amount to offer – our rich heritage, passion for innovation, changing city centre with unprecedented levels of investment and unique quality of life.

***The UK's only beachfront City.***

At the heart on the city centre the Digital Village will offer flexible, affordable office space with cutting-edge digital communications providing the ideal location for technology and creative businesses with a range of value added amenities.

Many of the city's buildings are being brought back into use in new and imaginative ways, which, when combined with the planned new developments will create **300,000 sq ft** of new office space.

The box village development planned for SA1 Waterfront will offer affordable space for start-up companies, bringing them together with students and academics from University of Wales Trinity Saint David and businesses to share expertise and explore new areas for growth.

**Copr Bay** - the new 3,500 capacity indoor Digital Arena, the Hafod Copperworks - former site of the world's largest copperworks and Skyline's luge and cable car leisure facility, dramatically overlooking the city centre. These developments will attract tens of thousands of new visitors to the city, along with new spending and supply opportunities for businesses.







Swansea also offers ***quality of life.***

An innovative waterfront city at the heart of the wider Swansea Bay City Region. An attractive mix of city working, living and learning set on a sandy five-mile stretch of beautiful coastline.

Home to the UK's first Area of Outstanding Natural Beauty, Swansea boasts 32 miles of coastline with over 50 named beaches and coves, offering an array of watersports and outdoor living. Rhossili Bay- Wales' best beach and widely regarded as one of the best beaches in the world; Three Cliffs Bay - recently named the UK's best picnic spot; Mumbles - Sunday Times best place to live in the UK 2018 best in Wales. An estimated 4.79 million people visited Swansea Bay in 2019 spending £477.22 million.

Swansea's city centre is welcoming and vibrant, with a proud heritage and a progressive, modern outlook. A hub of shops, restaurants & bars, galleries, museums, parks and theatres topped off with a lively, purple flag award night-time economy and range of live music venues.

Swansea is the top place in the UK for being friendly, welcoming, and trustworthy and 3rd for happiness (Provident 2018) so any company locating here can be certain of a good quality workforce.

The city is changing. It's an exciting time to be doing business in Swansea. ***Come and be part of it.***

## Business & Economic Activity

Over 75% of Swansea's working age population are economically active. The City and County offers employment to 112,000, 88% in service sectors. An estimated 33,400 people commute into Swansea each day (2020). Average (median) earnings for full-time employees in Swansea stand at £538.00 per week and £27,480 per year (April 2020).

### Key employers in the City

**Admiral** employs more than 2,000 people across the City and the first South Wales company to be included in the FTSE 100 Index.

**Arvato**, operating the UK government's first Independent Shared Service Centre located at the Department for Transport (DfT) in Swansea.

**BT**, the world's most established communications company, a major employer who have expanded their operations in the city, testing new products/services here.

**ERS**, the only specialist motor insurance syndicate in Lloyds of London, employs over 500 people at its Glass Systems Ltd – leading supplier of sealed glass units

**HSBC**, one of the world's largest banking and financial services organisations, employing over 1,000 people in Swansea.

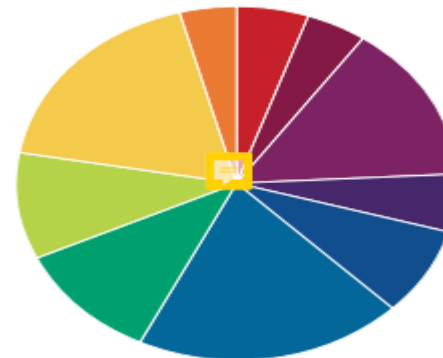
**TUI** continues to expand its travel company base in the heart of the city centre.

**Virgin Atlantic**, employing over 200 people at its customer service operation in the city centre.

**WolfeStone**, largest language translation services company in Wales.

*Swansea's status as the regional retail, leisure, educational and administrative centre for South West Wales is reflected in the high proportion of employment in the service sectors.*

There are over 7,000 active businesses in Swansea and over 21,000 businesses in the wider Swansea Bay city region.



Swansea Employment by Sector, 2018

■ Manufacturing	5.4%
■ Construction	4.5%
■ Wholesale & Retail	14.3%
■ Transport & Communication	5.4%
■ Accommodation & Food	8.0%
■ Financial & Professional Services	19.6%
■ Public Administration	10.7%
■ Education	9.8%
■ Health	17.9%
■ Other services	4.0%



## Technology

Swansea is a competitive city with a sophisticated telecommunications network including advanced data and video communications, with access to both superfast and ultrafast broadband connectivity and has been a UK pioneer of new broadband technologies. We were one of the UK's first areas to trial G.Fast ultrafast broadband technologies. BT and Talk Talk now offer our businesses and residents ultrafast broadband speeds in excess of 300Mbps.

Linked to the £1.3bn Swansea Bay City Deal is a digital theme running through key city centre regeneration schemes. City Deal investment is funding a high-speed fibre network around the city centre, creating and connected an array of hi-tech facilities including:

- **Digital Arena** 95,000 sq ft of multifunctional arena and conference space, with a 3,500 capacity. The exterior digital skin will enable internal performances, live streaming and marketing content to be showcased on a large scale. This will allow even larger audiences to engage with cultural content. The global Ambassador Theatre Group has signed a 30 year agreement to operate the arena.

- **Copr Bay** A vibrant, mixed use development that pulls together and enhances the existing elements of the city centre, instrumental in creating a sustainable way forward



- **Digital Village** 114,000 sq ft of flexible, affordable office space with cutting edge digital communications providing grow on space for technology businesses.

Our city centre regeneration programme is predicted to create 2,638 FTE jobs and generate an additional £128m of GVA per annum.





## ***Innovation & Higher Education***

Swansea is home to campus centres for Swansea University and University of Wales Trinity St. David, which together support over 30,000 full-time students.

They both have established track records working with industry. Businesses have access to cutting-edge expertise in

- life science
- advanced engineering
- semi-conductor
- materials
- low carbon technologies
- creative industries and digital media



The 2019 WhatUni (Student Choice Awards)

University of the Year winner, Swansea University is renowned for its research and teaching excellence. With unique seafront settings the University's two stunning waterfront campuses are desirable locations for staff and students from around the world.

Its world-class Computational Foundry has expertise in digital innovation and software engineering. This beacon for research collaborations attracts leading researchers to Wales, placing Swansea at the heart of a thriving regional ecosystem of digital companies and research and one of the UK's fastest growing digital hotspots with its digital skilled workforce (Hayes Talent Solutions Report 2018).

Swansea University's Institute of Life Science co-locates interdisciplinary R&D with state-of-the-art clinical research facilities and business incubation units, supporting the growth of a dynamic life science cluster.



Vibrant and modern, the SA1 waterfront campus of University of Wales Trinity Saint David is complemented by its renowned Swansea College of Art, a world leader in stained glass. The Creative Industries Research and Innovation Centre (CIRIC), a research and IP hub working with 500+ creative businesses.

The unique Construction Wales Innovation Centre (CWIC) offers state-of-the-art facilities and world-class training for construction companies.

## *Locating in Swansea City Centre*

The time is right to be part of the major **city centre regeneration schemes** underway in Swansea. The site of Swansea's new **3,500-capacity Digital Arena** at the heart of the **Copr Bay development** is a short walk from our enormous golden beach. **High-speed city centre fibre network** provides **seamless digital connectivity**.

We can offer a **bespoke turnkey new-build office**, designed to accommodate all your requirements in a **high quality, fully accessible, flexible and open plan environment**. We are flexible, offering a range of options from providing a fully fitted and finished building, through to a land sale for a building development. If a lease option is preferred, rental levels in Swansea are extremely competitive when compared with other cities in the UK.

The core City Centre is within easy walking distance of University Trinity St David's **creative quarter**, a **new waterfront university campus at SA1**, with the opportunity for collaborative new building developments. **The Creative Cluster in High Street's Urban Village**, **The Palace Tech Hub** and the **planned 71 and 72 Kingsway Digital** all converging to create Swansea's future.





## ***Invest in Swansea***

The area is experiencing an unprecedented level of investment including the £1.3bn Swansea Bay City Deal.

The City & County of Swansea will shortly be announcing its plans and developer to work alongside the Council in delivering a number of regeneration projects:-

- Phase 2 of Swansea Central – a mixed-use scheme in the heart of the City Centre
- Former Oxford Street School Site
- Site 9 on Swansea Marina
- Civic Centre Site on the City's waterfront area
- Sailbridge Site
- Former St Thomas Station site
- Hafod Copperworks Site

This is a unique opportunity to work with the Council to deliver an holistic regeneration programme.

Contact the Regeneration team for more information on what Swansea can offer.





# ***REGENERATION SWANSEA***

## ***Partnership***

Regeneration Swansea is a local partnership driving forward the economic regeneration of Swansea with a focus on maximising benefits for local people. Membership includes the private sector, local universities and college, third sector and housing associations working together to maximise economic benefits from regeneration projects in order to improve the prosperity of the local area and its people.

In the last year it has endorsed a number of schemes to bring vacant property back into use as commercial and housing opportunities, working with private and public sector developers to maximise the benefits for the local economy.

District centres such as Morriston, Gorseinon and Penllergaer are being targeted as a strategic area for regeneration. Activities such as heritage led regeneration, bringing vacant properties back into use and diversifying the use of high streets whilst working with local business and key employers in a bid to increase footfall.

The large and diverse range of partners is able to support business looking to locate in Swansea, with links to relevant agencies and local business contacts.



## Skills and Training



Gower College Swansea is one of Wales' leading FE Colleges with 14,000 full and part time students offering a range of training. The business training arm also provides bespoke solutions for local companies. The Talent Bank skills programme supported by Fujitsu offers tailored made qualifications specifically designed for the evolving life and health science sector in South West Wales.

The College offer of vocational and academic pathways has brought success for students in A levels at well above the national average and vocational BTEC, 57% attaining 1 or more Distinction. The College also offers HNC/HNDs and professional qualifications with close connections to courses at UWTSD University.

Gower College Swansea also runs a full range of apprenticeship and trainee programmes, enabling employers to nurture their own talent whilst developing a motivated, skilled and qualified workforce. The Digital Employers Group ensures the College is tailoring its offer to meet the needs of business.



Swansea's education and business sectors also work closely together to run programmes of enterprise education in Swansea schools, colleges and universities in order to help and support young people in reaching their potential.

*96.8% of University of Wales Trinity Saint David's full-time UK undergraduates were in employment and/or further study six months after graduating.*

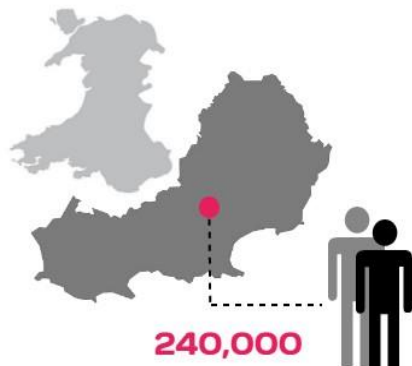
*Swansea University is in the top 10 of UK universities for graduate employment or further study*



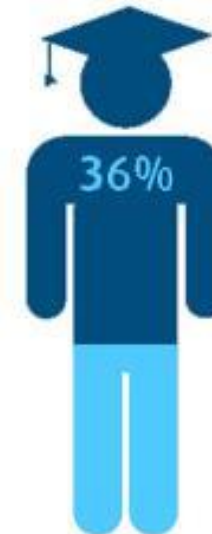
## Our offer to you

There has never been a better time to join and be part of the economic and cultural transformation of our City. As a place we're thinking world-class and world stage. Embedding a regional hub in Swansea is a unique opportunity. Together we have the potential to make a mark and create a legacy that will last for generations. So let's start now!

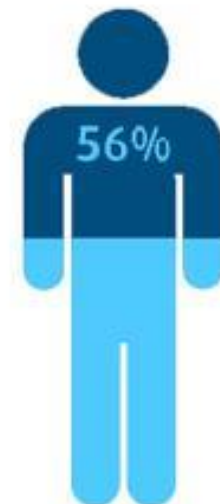
### Swansea Population



### Travel Time



Residents qualified  
to degree level



Residents qualified  
to A level (NVQ 3)