

Why Swansea City Centre?

- Wales' second largest city and sub regional centre for south-west Wales
- Population of 240,600 residents including 20,000 students
- 500,000 people living within 30 minutes driving distance and a retail catchment of 1.5 million within an hour
- Home to Wales' largest indoor market – Swansea Market, awarded Britain's Best Large Indoor Market (2015)
- Flourishing evening economy with Purple Flag status
- Home to Swansea City Football Club – Wales' only premier league football team
- Over 5,000 designated car parking spaces servicing the City Centre including award winning Park and Ride facilities
- A multi-million pound programme of regeneration and investment underway



Next Steps

For an application pack and further information on the process, location, size of pitches, fees and stall design together with the terms and conditions of the Scheme visit:

📄 www.swanseacitycentre.com/streettrading

Alternatively, contact City Centre Management during office hours:

☎ **01792 633090**

✉ citycentremanagement@swansea.gov.uk

Further Information

For general information about Swansea City Centre go to:

📄 www.swanseacitycentre.com

📘 www.facebook.com/swanseacitycentre

🐦 www.twitter.com/swanseacentre

If you require this brochure in Welsh or in a different format please contact 01792 633090

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Swansea City Centre



Street Trading Scheme

Providing great commercial opportunities

www.swanseacitycentre.com



Be part of the changing face of Swansea City Centre and apply today to trade in the heart of the city to become an official street trader.

Whether you're a prospective entrepreneur, new start up business or established trader, select from a variety of affordable designated pitches located in high footfall areas across the City Centre.

Applicants will be assessed according to set criteria which aims to raise the profile of street trading with a focus on quality and customer choice.

Preference will be given to those proposing to sell unique and currently unrepresented products or services. Local and hand crafted stock will also be favoured whilst the design and management of the street trading unit being proposed will also be critical.

Opportunities

The Scheme is open to fresh ideas and opportunities include:

- Arts and crafts
- Jewellery
- Candles
- Paintings and photography
- Handbags
- Balloons
- Seasonal goods
- Flowers
- Street food
- Ice-cream
- Face painting

Visit the website now for an Application Pack!



Prime locations include:

- Oxford Street
- Princess Way
- Union Street
- St Mary's Square

Benefits

- Unique opportunity to trade in the heart of a city centre
- Pedestrian flows in excess of 120,000 per week (within core area)
- Over 4.3 million additional tourists every year
- Direct access to your customers
- Competitive rates
- Simple 2-tier price structure
- Low over-heads
- Choice of short and long term consents
- Accessible sites in varied locations
- Choice of pedestrian areas
- On-site customer support
- Friendly advice and assistance during application process
- Excellent annual programme of city centre events to boost trade
- Great opportunity for start up and growing businesses
- Be part of a dynamic and changing city centre

