Rural Swansea Resource / Visitor Centre

Feasibility Study

In March 2017, Planning Solutions Consulting Limited was appointed by the City and County of Swansea, on behalf of the Swansea RDP Local Action Group, to carry out independent research and assessment int the need, demand and opportunities to establish a dedicated facility (rural hub) to support the rural economy.

At an early stage, the initial focus was on the development of a dedicated ‘visitor centre’ serving the RDP-eligible wards. However, although phase-1 study has a particular emphasis on the tourism sector, the remit of the study has been extended to consider the feasibility of establishing a multi-functional centre to support economic development.

Some of the following recommendations were summarised:

* Further investment needs to be encouraged to develop a network of visitor ‘hubs’ in rural Swansea to support the growth and development of the sector and address the high seasonality factor.
* The LAG needs to consider preparing a summary of the study in the form of an ‘investments prospectus’ to promote opportunities for investment support.
* Walking and cycling have been recognised as important visitor groups and offer strong growth activity, with a strong market in Gower although there are safety concerns regarding developing the product. The All-Wales Coast Path is seen as being important as a way of ‘connecting’ the key gateways along the coast. More product development and marketing are needed to develop these market opportunities.
* The majority of businesses, visitors and stakeholders felt the focus should be developing existing facilities and ‘hubs’.
* Consideration needs ot be given as to how the proposed ‘hubs’ will align with current visitor information services, specifically the VIP scheme and the developing Gower Ambassador programme.

**Project Information:**

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| Total Project Cost: | £9,800 |

**Mae’r ddogfen hefyd ar gael yn Gymraeg**

**This document is also available in Welsh**