



Swansea Futures Activity Report for 2006/07

Swansea Futures has only just completed its first year of operation... people think we've been around for much longer than that!

The aim of this report is to:

- Tell you how to get the best out of your relationship with Swansea Futures.
- Provide a brief summary of the activity undertaken during our first year.
- Provide an outline of our plans for 2007/08.

If you have any questions or comments then please get in touch with me, Peter Jones or any other member of the Board

Get the best out of Swansea Futures

Partnership is key to our strategy for raising the profile of the Swansea Bay region. We aim to help our partners to achieve their goals thus benefiting the region as a whole. Like you, we want to see an economy which is developing and growing, in an environment where people want to live and work.

To get the most out of Swansea Futures we would like you to take every opportunity:

- Make use of the many resources and information that we are able to provide to inform you, to help you recruit new employees to the area and to help your new employees understand how things work in the region.

Resources include: information on the region; images and presentations to help sell you and the region; contact details for other organisations; a who's who.

- Use our resource to communicate for you. Get your news across – make use of our website, newsletters, updates and specific PR activities.
- Give us your good news and the messages you want us to deliver. Make sure the information we have on you is up to date.
- Connect with the Swansea community by coming to events and getting involved.

As partners we also ask you to **work with us to promote Swansea using all the opportunities available through you**, both within the city and region and when you are reaching further afield. **The more we spread the word, the more successful we will be.**



So... what's the story so far...?

The following is a brief summary of the first year of operation of Swansea Futures and what we have achieved so far. We're aware that there is still a long way to go - this is a marathon not a sprint - but given the resource we have and the challenges we face, we think we're off to a good start.

Partners

As already mentioned, Partnership is key. Our Partners play a vital role, not just in financially supporting the company but also in working with us.

We started the year with committed support from City & County of Swansea together with a number of Partners

Premier Partners

- DVLA
- Swansea University
- Swansea Institute
- Cardiff International Airport
- Grwp Gwalia
- Morgan Cole
- Admiral
- Technium
- South West Wales Publications
- The Wave & Swansea Sound

Partners

- First
- National Waterfront Museum
- Swansea College

We were delighted to welcome 4 additional Premier Partners for the last half of the year

Premier Partners

- IBM
- Land Securities Group
- Associated British Ports
- Fujitsu

In addition we have signed up a number of companies as Ambassadors and are keen to expand our Partnership and Ambassador base.

Development of Resources

A key plank for Swansea Futures is to put in place the resources that will enable us and our partners to take advantage of the opportunities that are available to promote the area. In this first year our focus has been

- www.abayoflife.com
Developed for the launch in March 2006, the website is seen as a key resource. The site is being continually reviewed, updated and expanded, which during the year has included the development and launch of the e-card and the partners' log – in area



- Information
Access to up to date information is essential. As well as the latest news on important developments, we have also collated facts and figures for Swansea; information on how the local Council works – who's who and how to contact them; on the Welsh Assembly Government; on the different co-ordinating groups and organisations; key strategies and key contacts as well as information on why the area is a great place to live and work... whether you're already here or thinking about moving to the area.
- Promotional materials
A picture paints a thousand words so we can offer a number of promotional items including specific leaflets; the looping images of Swansea screensaver and presentation; standard presentation slides on Swansea. We also have an image library which partners can use in their own promotion.

Creating and Using opportunities

Here are some highlights from the first year

- Dylan Thomas Prize
- Journalist visits by Woman's Own and Boys Toys magazines
- Eisteddfod – with City & County of Swansea
- Economic Regeneration Strategy Launch
- Inter-trading event via Swansea Bay Partnership
- Conference visitor information – with Swansea University
- Promoting the brand messages and the website... at Liberty Stadium, through advertising and advertorials, in publications such as the Business Directory and Economic Regeneration Strategy.
- Showcase events such as for the Institute of Advanced Telecommunications with Swansea University
- Recruitment for DVLA, Swansea College and City & County of Swansea.

Co-ordinating activity and joint working

This is a key element of our work where a good start has been made through the Marketing Forum. This brings practical marketers together to share information and learning, to discuss how events and initiatives can be used to best advantage, providing opportunities for others to get involved. The Forum has also worked together on the plan for promoting the Economic Regeneration Strategy theme 'A Sense of Purpose and Image'.

Early discussions have also taken place with the new marketing company being set up for Cardiff – currently known as NEWCo – about the potential for joint lobbying and promotional activity. NEWCo is scoped along similar lines to Swansea Futures but with the added direct brief for Tourism Promotion. This joint opportunity will be pursued over the coming months.



Directing and Managing the company

A number of new Board members were recruited to expand the breadth of the Board to make it more representative across sectors and businesses.

Board Members all donate their time to the company and have played an important role in increasing the reach and breadth of Swansea Futures.

Sharon Davies joined Swansea Futures at the end of March as Communications and Marketing Executive and on 1st May, Rachel Cole will be joining as part time Project and Admin Assistant.

Where are we headed in 2007/08?

In addition to the on-going, we will be focusing on the following during the coming year:

- Ensuring the company's operation becomes truly regional
- Developing existing partnership relationships to increase the reach and impact and securing new partners
- Increasing profile for the brand, its messages and the latest news on developments within the region.
- Creating more bespoke opportunities to promote Swansea – either independently or with partners and similar organisations
- Focusing on the opportunities offered by high profile events such as Earth from the Air, Swansea Bay Film Festival, etc.
- Producing generic promotional materials for use by partners on visits overseas or for international visitors coming to the city.
- Developing the communications action plan for the Economic Regeneration Strategy
- Developing case studies which highlight the positive experiences of those setting up or relocating businesses in the area.

Our biggest challenge remains securing sufficient resource to enable us to achieve our objectives more quickly and more effectively.

And finally...

On behalf of the Board I would like to thank all of our partner organisations for their commitment and support and ask you to continue to work with Swansea Futures. Together we can achieve what we all want for Swansea... a thriving modern city, at the heart of a successful, growing and developing region in which people want to live, study, work, invest and visit.

Fiona Rees
Executive Director
April 2007