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Dirprwy Weinidog y Celfyddydau, Chwaraeon a Thwristiaeth  
Deputy Minister for Arts, Sport and Tourism



Llywodraeth Cymru  
Welsh Government

Eich cyf/Your ref P-06-1373  
Ein cyf/Our ref DB/00706/23

Jack Sargeant MS  
Chair - Petitions committee  
Senedd Cymru  
Cardiff Bay  
Cardiff  
CF99 1SN

26 October 2023

Dear Jack,

Thank you for your letter of 10 October about petition P-06-1373 concerning the Skyline project at Kilvey Hill.

I am responding as this is a project the Welsh Government is supporting from my Arts, Sport and Tourism portfolio.

The Skyline project in Swansea is being proposed by a private developer, Skyline Enterprises Limited, a New Zealand based company, that owns and operates seven existing destination attractions in New Zealand, Canada, and Asia.

This project is to create a European hub and flagship attraction at Kilvey Hill, Swansea. The project will create a destination 'Skyline' attraction. The signature activities are a gondola cable car from Hafod Morfa Copper Works, three luge rides, skyswing and a zipline with an attraction offering food and drink at the summit of Kilvey Hill.

Taking key concerns from the petition text, I have addressed each point in turn.

### Project success

When making investment decisions we consider many factors, and we continually seek to get the optimum value from each of our project investments.

The investment decision-making process is scrutinised by the Wales Industrial Development Advisory Board (WIDAB), who review and make recommendations on projects.

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

The proposed investment in Skyline was examined by WIDAB <https://www.gov.wales/welsh-industrial-development-advisory-board> before the Ministerial decision to support the project was made.

The investment into the Skyline project is forecast to deliver, over an agreed period, up to 100 full time equivalent roles and induce significant private sector investment. In addition, the project will impact indirectly within the economy through construction, wage and visitor spend, and supply chain effects.

### Funding

Grant awards are set against targets being achieved by the Skyline project and are phased throughout. The request to the Welsh Government is for support of £4m, which is part of the £34m overall venture. The funding award is also subject to a series of conditions including planning permission approval and confirmation of land purchases.

### Environment

I can advise that the local planning authority is required to consider the application in line with national planning policy, which includes environmental considerations. Skyline has completed topographical, environmental and ecology surveys before applying for funding.

The Welsh Government has set out clear pathways and policy frameworks in Planning Policy Wales (PPW) 11 for the planning system to respond to negative environmental trends and cycles and deliver better sustainable outcomes. PPW11 sets out a strong framework for the protection of trees, woodlands, and hedgerows, requiring compensatory planting by developers where woodland or trees are removed as part of a proposed scheme. This is in addition to protection afforded by Tree Preservation Orders which are also administered by local authorities.

Skyline holds a New Zealand-led Qualmark Gold Award for its sustainable practices.

New buildings will achieve a BREEAM Excellent standard where required. A pre-condition of support requires Skyline to independently audit its environmental performance at Swansea through an external accreditation scheme, such as Green Key or equivalent.

In summary, our investment approach for the Skyline project aims to balance the environmental and economic considerations of the project and ensure that our funding is linked to clear targets being achieved.

Yours sincerely,



**Dawn Bowden AS/MS**  
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**Deputy Minister for Arts, Sport and Tourism**