

LEISURE AND CULTURE SUB COMMITTEE

(Committee Room 1/2 - Port Talbot Civic Centre)

Members Present:

26 June 2018

Chairperson: Councillor A.L.Thomas

Vice Chairperson: Councillor M.Crowley

Councillors: S.Miller, R.L.Taylor and D.Whitelock

Officers In Attendance P.Walker, S.Brennan, W.John, K.Davies and C.Davies

1. **DECLARATIONS OF INTEREST**

The following Member made a declaration of interest at the commencement of the meeting:

Councillor S.Miller Re: Report of the Chair of the Economic and Community Regeneration Scrutiny Committee – Agenda Item 4 – as she is a member of Neath Town Council.

2. **MINUTES OF PREVIOUS MEETING**

The Minutes of the meeting held on 24th April 2018 be noted.

3. **UPDATE ON THE TASK AND FINISH GROUP RECOMMENDATIONS IN RELATION TO SUPPORT FOR TOURISM IN THE COUNTY BOROUGH.**

Members received an update from the Chair of the previous Economic and Community Regeneration Scrutiny Committee.

Members were provided with an update on the recommendations that the Task and Finish Group produced in relation to the support for Tourism.

It was noted that the Task and Finish Group received feedback from those consulted on the process of developing tourism as it was highlighted that it was much more than just marketing what the Authority already had.

Officers highlighted that this was a positive step moving forward for tourism. It was noted that the authority had lost the Tourism Team several years ago, However, will be shortly advertising for 2 new posts to re-create a Tourism team.

Members asked for feedback on how many business's responded to the survey. Officers highlighted that they attempted to contact as many businesses as possible. There were 34 responses in total to the initial questionnaire.

Officers explained that when comparing Neath Port Talbot County Borough with other areas it has been difficult to promote the area as 'Neath Port Talbot' as the name of the area doesn't represent a destination as such. For example The Vale of Neath and Afan Forest Park are easy to recognise destinations but the name Neath Port Talbot is an amalgamation of two towns and not a destination visitors would understand.

The main aspects that the new tourism team will focus on to advertise are visitor marketin's which can be summarised as the national trust market, activity market and family visitor markets.

Members highlighted that the Splashpool in Aberavon was closed during April when the weather was pleasant, and asked that the Splashpool be open earlier in the year to accommodate for when the weather is nice. Officers highlighted that the Splashpool is coming to the end of its natural life. It was noted that the weather is unreliable and if the splashpool were to open earlier in the year it may not be utilised if it was raining. It was noted that there is a proposal in making the opening times more flexible, however they would have to have a discussion with Celtic Leisure.

It was highlighted that the Steelworks could be promoted for tourism as public maybe interested in the science behind it.

Officers highlighted that the majority of people that attend day trips are the residents of Neath Port Talbot or from neighbouring counties. For future activities it is not proposed that a significant marketing spend will be allocated to day visitors such as these and that we will

concentrate on those visitors intending to stay in NPT or visit the area as part of a holiday in a neighbouring area. This is because the potential economic impact from staying visitors is approximately ten times the value of a day visitor.

Members suggested promoting sites in Neath Port Talbot for Camping as that is a large part of family holidays.

Members asked for the Report from Regeneration, Scrutiny Committee be circulated to the Members of this committee.

Members noted the update.

4. **CHRISTMAS AND NEW YEAR OPENING TIMES. LIBRARIES, THEATRES, COMMUNITY CENTRES, MARGAM COUNTRY PARK, LEISURE CENTRES AND SWIMMING POOLS 2018**

Members received information on the proposed opening times for the Christmas and New Year period 2018.

It was noted that appendix 3 had been attached in error and was not a part of the report.

Members asked whether Neath Sports Centre was closed on New Year's Day or 2nd January 2018. Officers highlighted that they were unsure and would check.

Following scrutiny, the Committee was supportive of the proposal to be considered by the Cabinet Board.

5. **URGENT ITEMS**

Because of the need to deal now with the matter contained in Minute No.6 below, the Chairperson agreed that it could be raised at today's meeting as an urgent item pursuant to Statutory Instrument 2001 No.2290 (as amended).

Reason for Urgency

Due to the time element.

6. **LEASE OF BAGLAN LIBRARY BASEMENT**

Members received information on the terms for the grant of a lease to Action for Children for the Basement section of Baglan Library, Laurel Avenue, Baglan.

Following scrutiny, the Committee was supportive of the proposal to be considered by the Cabinet Board.

7. **SCRUTINY FORWARD WORK PROGRAMME 2018/19**

The Committee noted the Forward Work Programme.

Members asked for a brief report at a future meeting of the Leisure and Culture Scrutiny Committee from officers highlighting what work they are planning on doing in relation to Heritage and Culture.

8. **EDUCATION, SKILLS AND CULTURE CABINET BOARD FORWARD WORK PROGRAMME 2018/19**

The Committee noted the Cabinet Board Forward Work Programme.

9. **ACCESS TO MEETINGS**

RESOLVED: that pursuant to Section 100A(4) and (5) of the Local Government Act 1972, the public be excluded for the following items of business which involved the likely disclosure of exempt information as defined in Paragraph of Part 4 of Schedule 12A to the above Act.

10. **CELTIC LEISURE PERFORMANCE REVIEW 2017-18 (EXEMPT UNDER PARAGRAPH 14)**

To update Members on the financial performance of Celtic Leisure during the 2017 -2018 financial year, as detailed in the private circulated report.

Members commended Celtic Leisure on their work, however, Members asked whether Celtic Leisure have set high goals to quickly. Officers highlighted that the market is expanding and Celtic Leisure is adhering to that.

Following scrutiny, it was agreed that the report be noted.

CHAIRPERSON