



**LEISURE AND CULTURE SUB COMMITTEE**

**10.00 am TUESDAY, 26 JUNE 2018**

**COMMITTEE ROOMS 1/2 - PORT TALBOT CIVIC CENTRE**

**PART 1**

1. Declarations of Interest
2. Minutes of Previous Meeting (*Pages 5 - 6*)
3. To scrutinise information and monitoring issues being reported by:
4. Update on the Task and Finish group recommendations in relation to Support for Tourism in the County Borough. (*Pages 7 - 30*)  
*Report of the Chair of the Economic and Community Regeneration Scrutiny Committee*
5. Christmas and New Year Opening Times. Libraries, Theatres, Community Centres, Margam Country Park, Leisure Centres and Swimming Pools 2018 (*Pages 31 - 38*)  
*Report of the Head of Transformation*
6. Scrutiny Forward Work Programme 2018/19 (*Pages 39 - 42*)
7. Education, Skills and Culture Cabinet Board Forward Work Programme 2018/19 (*Pages 43 - 46*)
8. Urgent Items  
*Any urgent items (whether public or exempt) at the discretion of the Chairman pursuant to Section 100B (4) (b) of the Local Government Act 1972*

9. Access to Meetings  
*Access to Meetings to resolve to exclude the public for the following item(s) pursuant to Section 100A(4) and (5) of the Local Government Act 1972 and the relevant exempt paragraphs of Part 4 of Schedule 12A to the above Act.*

## **PART 2**

10. To scrutinise private information and monitoring issues being reported by:
11. Celtic Leisure Performance Review 2017-18 (Exempt under paragraph 14) *(Pages 47 - 52)*  
*Private Report of the Head of Transformation*

**S.Phillips**  
**Chief Executive**

**Civic Centre**  
**Port Talbot**

**Wednesday, 20 June 2018**

### **Committee Membership:**

**Chairperson:** Councillor A.L.Thomas

**Vice  
Chairperson:** Councillor M.Crowley

**Councillors:** M.Ellis, S.Miller, S.Renkes, A.J.Richards,  
R.L.Taylor, D.Whitelock and R.Phillips

### **Notes:**

- (1) *If Committee Members or non-Committee Members wish to have relevant items put on the agenda for future meetings, then please notify the Chief Executive/Chair eight days before the meeting.*

- (2) *If non-Committee Members wish to attend for an item of interest, then prior notification needs to be given (by 12.00 noon on the day before the meeting). Non-Committee Members may speak but not vote, or move or second any motion.*
- (3) *For pre scrutiny arrangements, the Chair will normally recommend forthcoming executive items for discussion/challenge. It is also open to Committee Members to request items to be raised - though Members are asked to be selective here in regard to important issues.*
- (4) *The relevant Cabinet Board Members will also be invited to be present at the meeting for Scrutiny/ Consultation purposes.*
- (5) *Would the Scrutiny Committee Members please bring the Cabinet Board papers with them to the meeting.*

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## LEISURE AND CULTURE SUB COMMITTEE

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

**Members Present:**

**24 April 2018**

**Chairperson:** Councillor A.L.Thomas

**Vice Chairperson:** Councillor M.Crowley

**Councillors:** S.Miller, S.Renkes, A.J.Richards, R.L.Taylor  
and D.Whitelock

**Officers In  
Attendance** P.Walker and C.Davies

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1. **MINUTES OF THE LEISURE AND CULTURE SCRUTINY SUB  
COMMITTEE HELD ON 15TH FEBRUARY 2018.**

The Committee noted the Minutes

2. **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 14 of Part 4 of Schedule 12A to the above Act.

3. **THREE QUARTER YEAR PERFORMANCE REVIEW 2017-18  
CELTIC LEISURE (EXEMPT UNDER PARAGRAPH 14)**

Members received an update on the performance of Celtic Leisure during the first nine months of the financial year, in comparison to the submitted business plan as contained within the circulated report.

It was noted that there had been a general reduction in public swimming due to an overall change in society's fitness regime. It was

also highlighted that there was a decrease in income from swimming lessons and it was highlighted that this figure was due to the closure of some facilities.

Members asked why there had been a reduction in employee costs. Officers highlighted that Celtic Leisure review their employee structure when there is a vacancy and determine whether that vacancy needs to be filled. Non-filling of these vacancies result in reduction in employee costs.

Members asked whether pool parties effect swimming income. It was noted that most pool parties utilise a Saturday afternoons as children usually have activities on in the evenings of weekdays. It was noted that there has been a decline in swimming however, Aberavon has one of the best Lifeguard Clubs in Wales.

Members highlighted that there isn't much advertising of swimming. Officers highlighted that Celtic Leisure utilise social media however, will discuss with them other ways of advertisement.

Members asked what percentage of children pass their swimming lesson courses. Officers stated that they would ask Celtic Leisure for the information and get back to Members. It was noted that Celtic Leisure offer Swimming Lessons all through the week, and not just on a Friday, as there was a back log of children that could not swim due to the closure of the Afan Lido.

Members queried how long is left with the overall leisure refurbishments. Officers explained all refurbishments have been completed and that Pontardawe was the last area to be refurbished.

Members asked whether entrance ways could have more of a modern restoration. Officers confirmed that new entrance technologies usually break down and are not reliable, however, it could be something to consider when Celtic Leisure have another refurbishment.

Members asked whether Celtic Leisure would consider cross advertisement with Pontardawe Arts Centre. Officers highlighted that they would take this into consideration going forward.

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

**CHAIRPERSON**

## NEATH PORT TALBOT COUNTY BOROUGH COUNCIL

### Leisure and Culture Scrutiny Sub Committee

26 June 2018

### Report of the Chair of the Economic and Community Regeneration Scrutiny Committee

#### Matter for Information

#### Wards Affected:

All

#### Update on the Task and Finish group recommendations in relation to Support for Tourism in the County Borough.

#### Purpose of the Report

1. To provide Members with an update on the progress made in implementing the recommendations made by the Task and Finish Group that was set up to look at the support for Tourism in the County Borough

#### Executive Summary

2. The attached Appendix One will provide information on the progress made or otherwise in taking forward the recommendations made at the original review.

## **Background**

3. Members of the previous administrations Economic and Community Regeneration Scrutiny Committee undertook a review of the support for tourism in Neath Port Talbot because they held the view that tourism is an extremely important sector for the County Borough and attracts nearly 1.5m visitors per annum and contributes £110 million each year to the local economy.
4. The Scrutiny Committee regularly received update reports on the Tourism sector from the Regeneration and Economic Development Department of the Council.
5. In 2016 the Committee resolved to undertake a review of tourism support to identify whether there had been any adverse effects on the level and type of support that was provided.
6. The review took place towards the end of 2016 and considered evidence from a number of key stakeholders including Visit Wales, Neath Inspired, Swansea Valley Holiday Cottages, Neath and Tennant Canal Trust and Tourism Swansea Bay.
7. To ensure consistency across the review all stakeholders were asked similar questions to ensure the evidence was balanced to allow the group to make tangible recommendations.
8. An online survey was also utilised that gained a wide range of responses from businesses to elected politicians and the responses identified issues that were subsequently captured within the final recommendations.
9. Four recommendations were made by the group in total and progress on their implementation can be found at Appendix One.
10. One of the recommendations contained within the report was in relation writing a letter to St Modwens. This has been done (copy at Appendix Two and a copy of the response from St Modwens is attached at Appendix Three.

## **Financial Impact**

11. There may be financial impacts associated with this report depending on the outcome of Recommendation 1.



## **Equality Impact Assessment**

12. There are no equality impacts associated with this report

## **Workforce Impacts**

13. There are no workforce impacts associated with this report.

## **Legal Impacts**

14. There are no legal impacts associated with this report.

## **Risk Management**

15. There are no risk management impacts associated with this report.

## **Consultation**

16. There is no requirement under the Constitution for external consultation on this item.

## **Recommendations**

17. That the Committee notes the progress made in implementing the recommendations made by the task and finish group.

## **Reasons for Proposed Decision**

18. To allow the committee to discharge its monitoring functions.

## **Appendices**

19. Appendix One - Task and Finish Group Recommendations - Progress Document
20. Appendix Two - Letter to St Modwens
21. Appendix Three - Response from St Modwens
22. Appendix 4 - Task and Finish Report

## **List of Background Papers**

23. There are no background papers

## **Officer Contact**

24. Charlotte Davies, Democratic Services Officer

Email: [c.l.davies2@npt.gov.uk](mailto:c.l.davies2@npt.gov.uk) Tel: 01639 763745

Recommendation	Reason	Progress	Comment
A dedicated resource is identified to drive forward tourism support which the members felt should sit within the Regeneration and Economic Development Department.	The evidence presented to the review was quite clear that the County was lacking support for tourism development and that this was having a negative knock on effect in securing much needed funding.	<p>As yet there has been no progress in the identification of resources to deliver tourism support.</p> <p>A European funded tourism project is currently being delivered by NPTCBC, however due to the nature of the funding this project is unable to offer the level or type of support that the tourism sector requires to thrive.</p>	Ongoing
The Destination Management Plan is considered by the Economic and Community Regeneration Scrutiny Committee on a regular basis to ensure the actions are implemented.	We need to ensure that there is sufficient progress in the implementation of the DMP in order to secure the same levels of investment as our neighbouring Local Authorities. Given the evidence received during	The Destination Management Plan will now form part of the Scrutiny forward work programme for the Regeneration and Sustainable Development Scrutiny Committee and is scheduled to be	Ongoing

	<p>this review, on the importance of the sector to our economy, it is now even more important that the action plan is monitored regularly. In line with this,</p> <p>Recommendation one (a dedicated resource) would ensure that the DMP is fully implemented and reported</p>	<p>considered on 9<sup>th</sup> March 2018 along with a progress report on the recommendations made by the Task and Finish Group.</p> <p>Without a dedicated tourism resource it will be very difficult to match the levels of investment as seen in neighbouring authorities or maintain progress against the Destination Management Plan.</p>	
<p>An All Member Seminar is organised to highlight the findings of the review that demonstrates how important the tourism sector is to the County Borough.</p>	<p>The initial thoughts on the review of tourism was that it would be a specific item on a formal scrutiny agenda however, during the scoping it became apparent that a wider review would be required and due to the amount and level of evidence that was considered it was</p>	<p>Following the Local Government elections in May 2017 and the subsequent in-depth targeted Member induction programme this has been delayed until the early 2018.</p>	<p>Ongoing</p>

	agreed that this information needs to be shared with all Members		
A letter is written and sent To St Modwens to establish what they understand their responsibilities are in relation to Neath Canal and stress the importance of the maintenance that is required.	It was clear from the submission from a representative of Neath Canal Navigation Ltd that there is a clear lack of maintenance of the canal and this is jeopardising the future attraction of this site.	<p>A letter has been sent and a response is currently being chased up.</p> <p>A telephone conversation has been held with a representative from Neath Canal that highlighted a lack of resources to undertake maintenance work. However, there seemed to be a contradiction in the evidence received as part of the telephone conversation and that heard during the review.</p>	Ongoing

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*Date Dyddiad* 30 August 2017  
*Direct line Rhif ffôn* 01639 763747  
*Email Epost* g.n.evans@npt.gov.uk  
*Contact Cyswllt* Neil Evans  
*Your ref Eich cyf*  
*Our ref Ein cyf* NE.BLA

Mr R Joseland  
 South West Regional Director  
 St Modwens

To Mr Joseland,

Prior to the Local Government Elections the Economic and Community Regeneration Scrutiny of Neath Port Talbot County Borough Council undertook a review of the support the Council provides to the Tourism sector in the County Borough.

The review made a number of recommendations including one for a letter to be sent to St Modwens in relation to an issue that had been highlighted as part of the review. The recommendation and reason behind it are included below:

Recommendation	Reason
A letter is written to St Modwens to establish what they understand their responsibilities are in relation	It was clear from the submission of evidence from a representative of Neath Canal Navigation Ltd. That

to Neath Canal and stress the importance of the maintenance that is required.	there is a clear lack of maintenance of the canal and this is jeopardizing the future attraction of the site.
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The review had heard that it was Neath Canal Navigation Ltd that had been established by St Modwens as part of the deal for land at Llandarcy but the group had no funding available to undertake key maintenance of the canal and this was having a detrimental effect on the areas as a tourist destination.

The Committee responsible for monitoring the recommendations of the task and finish group has changed to the newly formed Regeneration and Sustainable Development Scrutiny Committee and it is their wish to have a response on the above recommendation if at all possible. This will allow it to understand any issues that may not have been brought to its attention.

A Copy of the final report is also attached for your information also.

Yours sincerely,

**Neil Evans**  
**Senior Scrutiny and Member Development Officer**



The Company of Proprietors of the Neath Canal Navigation (NCN)

Coed Darcy Suite 26

Llan Coed House,

Llandarcy,

Neath,

SA10 6FG

18<sup>th</sup> September 2017

Subject : Response to reference to Neath Canal in the Review of Tourism Support in NPT.

To : Mr Neil Evans Senior Scrutiny and Member Development Officer NPT.

Dear Neil,

Further to your recent exchange of emails with Mr Rupert Joseland, Chairman of Neath Canal and our telephone discussion; Rupert asked me to respond to you.

Firstly for correctness I hope you don't mind me pointing out some factual errors in the review document. The Neath Canal Company was established a long time ago and was not as a result of St Modwen acquiring the canal as part of a much larger asset transfer from BP in 2009. Also under recommendation 4 of the review please note that the representative providing feedback on Neath Canal is not a representative of NCN but rather a member of Neath & Tennant Canal Trust.

The present major shareholder of the canal is St Modwen and through a long standing management arrangement with NPT CBC, which was pre transfer to St Modwen, the northern section of the canal from Resolven to the south of Glynneath is managed and supported by NPTCBC and the southern section from Resolven to Briton Ferry is managed and supported by St Modwen. Overall the canal company makes an operating loss year on year, in particular since the loss of revenue from water sales arose when BP closed its local facilities but even so both organisations endeavour to maintain the canal infrastructure in working order but most importantly structurally safe. A recent Atkins structural survey, commissioned by St Modwen, over the whole of the canal has confirmed this although things such as lock gates and mechanisms are deteriorating over time and through lack of use and these facilities will require significant investment in the future if the canal is to remain navigable. Unfortunately there is no demand for boating on the canal and hence justifying such expenditure will be difficult against a back drop of annual losses and no boating demand.

The part of the canal infrastructure that is widely used is the towpath. This provides a safe access to the public to their place of work, for walking in general, for joggers and particularly cyclists and the section of towpath from Briton Ferry to Tonna is part of the designated Sustrans cycle route.

For the southern section of the canal the maintenance is carried out, under our instruction, by a small company Groundtech Wales employing 4 men each week, 52 weeks per year. The main concentration of the maintenance team is to keep the towpaths safe for use and involves such things as surface repairs, hedge and tree cutting, grass cutting, removal of fallen trees, knotweed spraying,

towpath stabilisation, litter picking etc. In terms of the waterway, control of water levels, waterway clearance of obstructions and weed cutting are the main activities in addition to basic maintenance repairs to the waterway structures.

The maintenance costs for the southern section alone exceed £100k per year.

In terms of the N&TC Trust using their trip boat on the canal each summer, from Neath town centre to Tonna, then we ensure this section of waterway as a priority is in good order for their use. Unfortunately their boat is in need of repair and as a result they decided not to run it this summer.

So in summary, I hope the content of this letter provides some context to the efforts both St Modwen and NPTCBC provide on a daily basis, in difficult financial circumstances.

Both Rupert and myself are happy to discuss further if you so wish.

Yours sincerely

John Smith

Manager Neath Canal.

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# REVIEW OF TOURISM SUPPORT IN NEATH PORT TALBOT



**JANUARY 2017**

**Neath Port Talbot County Borough Council**

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## **CHAIR'S FOREWORD**

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The County of Neath Port Talbot is uniquely placed as a visitor destination. A wealth of natural resources and attractions provide something for everybody, from young families to the more adventurous activity-tourists. Its location makes it easily accessible for visitors from across the UK as well as from overseas and well-placed as a base from which to explore other parts of south and mid Wales.

The Scrutiny Committee recognises the importance of the contribution that the visitor economy makes to the development and sustainability of the local economy. The Committee has regularly monitored activities in the tourism sector, and in 2016, decided that it was timely to review the impact of the Council's decision to disband the tourism team.

This report represents the work of the Task and Finish group undertaken over a period of several months, and considered a wide range of views and opinions from numerous individuals, organisations and stakeholders, who either made their representations in person, or provided their submissions in writing.

I would like to take the opportunity to thank those who gave their time and effort to provide the evidence to the review, which assisted the Group Members in understanding their experiences

and expertise. I would also like to thank my Scrutiny colleagues who have shown a real commitment in addressing the objectives set out at the start of the review.

I hope our conclusions will play an important role in shaping how tourism in Neath Port Talbot is supported in the future, so that we can continue to develop and build on the facilities and attractions the County has to offer, and promote it as an attractive destination to an ever wider audience of visitors.

Councillor A Llewelyn  
Chair

## **Background and Context**

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The tourism sector is an extremely important part of the economy for Neath Port Talbot and in 2015 it contributed £110m to the local economy, attracted 1,530,000 visitors and supported 1,583 jobs in the local area.

The Council like all Councils across Wales faces significant budget pressures due to reducing budget settlements from the Welsh Government, and the decision to disband the tourism team came as part of the Forward Financial Plan for 2013/2014.

The Economic and Community Regeneration Scrutiny Committee has responsibility for tourism and regularly receives reports from the Economic Development department in relation to the sector. The Committee also receives regular reports in relation to Margam Country Park that is often referred to as the jewel in the crown for tourism in the County Borough. However, the Committee has long held the opinion that Margam Park is one of many other areas within the County Borough that attract tourists. Some examples are Afan Forest Park, Aberavon Seafront and Waterfall Country in the Vale of Neath. The Committee was keen to understand what has been the impact of the loss of the tourism team.

The Committee were aware that the County is often referred to as an industrial County given the location of TATA Steel and with the recent news of the threat to the steel works they were keen to understand how tourism contributes to the County. In addition, they recognised the need to diversify the employment profile of the Borough, and reduce the local economy's reliance on the Steel industry, by promoting growing sectors such as Tourism.

At its meeting in March 2015 the Committee resolved to undertake an in-depth review of the tourism support provided by the Council during the 2016/2017 Civic Year.

At a meeting held in June 2015 the Committee considered a Cabinet Board report that endorsed the Neath Port Talbot Destination Management Plan, which was a 'shared statement of intent to manage a destination over a stated period of time' – taking into account the needs of visitors, local businesses, residents and the environment.

It was noted that a Visit Wales approved Destination Management Plan is also an essential criteria when applying for funding such as Coastal Communities Fund, Visit Wales funding (including European Structural Funds ERDF), Regional Tourism Engagement Fund (RTEF) and Rural Development Plan (RDP). It should be noted that all local authorities are required to develop and publish a DMP.

The former tourism team had previously been responsible for developing Neath Port Talbot's Destination Management Plan; however it was not completed before the team was disbanded. The European and External Funding team therefore completed the Destination Management Plan, consulting with stakeholders and ensuring that it was aligned to the Visit Wales' Partnership for Growth strategy. It was approved by Visit Wales and signed off by Council in June 2015.

In April 2016, responsibility for the delivery of the Destination Management Plan passed to the Regeneration & Economic Development Team who had demonstrated a successful track record in sourcing external funding and helping to develop the tourism economy, through their work on Aberavon Seafront in particular.

## **APPROACH**

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At the initial meeting the scope of the review was discussed and agreed. The elected members who volunteered to sit on the review were

- Cllr. A Llewelyn (Chair)
- Cllr. A Taylor
- Cllr. S Paddison
- Cllr. A Jenkins
- Cllr. C Morgans

The review was completed over 5 meetings and considered a wide range of information from a number of sources including a specific

online survey and key information from key stakeholders who were invited to meetings.

The survey considered a number of key questions and was circulated to a number of key external stakeholders. A total of 34 responses were received and a summary of the responses can be found at Appendix One.

The remaining information considered at meetings of the review group was gathered from the following stakeholders:

### **Internal Stakeholders**

Mr Andrew Collins (NPTCBC Officer)  
Mrs Karleigh Davies (NPTCBC Officer)  
Miss Sarah Fowler (NPTCBC Officer)  
Mrs Julie Davies (NPTCBC Officer)

### **External Stakeholders**

Mr G Evans (Visit Wales – Welsh Government)  
Mr P Abraham (Visit Wales – Welsh Government)  
Mr A Shufflebotham (Neath Inspired)  
Mr R Bowen (Swansea Valley Holiday Cottages)  
Mr M Lyddon (Neath and Tennant Canal Trust)  
Mrs C Lewis (Tourism Swansea Bay Trade Association)

A number of other stakeholders were invited but were unable to attend a meeting they were given the option to provide a written submission but this was not forthcoming.

## **KEY EVIDENCE**

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To ensure consistency across the review all stakeholders were asked similar questions to ensure that the evidence was balanced and to allow the group to make tangible recommendations if possible.

It was clear that the disbanding of the tourism team had had a significant negative effect on the sector. Particularly, the level of funding that could be sourced to assist tourism destinations to attract visitors. This was the same for tourism attractions owned by the Council. It was agreed that officer support was available to provide limited assistance, but this was of a general nature and not to the level of knowledge previously provided or needed.

### **External Stakeholders**

Visit Wales were quite clear that there had been a certain level of disappointment when they heard the decision of Neath Port Talbot

CBC to disband the tourism team and whilst they are there to support Councils they will concentrate on those where there is a dedicated resource to take forward initiatives particularly as Visit Wales are providing the funding to support these projects. Consequently, Councils need to demonstrate a clear commitment to support the development of tourism before Visit Wales consider providing funding.

In addition, Visit Wales stressed the importance of delivering on the Destination Management Plan as this was a key requirement of attracting visitors to a particular area. Members of the review were provided with information in relation to the funding that had been secured, prior to the Tourism team being disbanded. The funding can be found at Appendix Two.

The review was informed that whilst there were specific attractions that were a magnet for tourists there were other types of tourist that could be attracted to the area. One example was provided by the Neath Inspired representative who stated that within the County Borough there was a distinct lack of what are termed Coach Tourists where they visit the area on a day trip and spend money in shops in the town. This was the case particularly in Neath because there was no specified parking for coach operators.

Members heard from a private business owner whose family had diversified from farming in 1996 to offer self-catering accommodation and the business has steadily grown over the years and they are planning two more cottages in the near future. Members were advised that the business had attracted visitors from all over the world including Australia and New Zealand. Members were advised that the tourism team had been essential in establishing the business as they had helped them complete applications for funding and assisted in marketing the business.

The representative from Neath Canal Trust was quite clear that the removal of the tourism team had had a detrimental effect on the Neath Canal that is a privately owned canal but has a right of navigation.

Members heard that the canal was now in a state of disrepair in some areas including the two lock gates that had originally been refurbished to assist navigation. The lack of maintenance was also affecting the pleasure cruises that were operated during the summer months and recently the boat had been damaged.

Members had asked whose responsibility it was to undertake the maintenance of the canal and it was stated that it was the Neath Canal Navigation Ltd that had been established by St Modwens as part of the deal for the land at Llandarcy however, it was apparent



that they no longer had funding to continue with the maintenance. It was suggested that this was dereliction of their responsibilities and it was felt that a recommendation should be made in relation to St Modwens and future maintenance.

Tourism Swansea Bay provided information on how they assist tourism in both Swansea and Neath Port Talbot. It was noted that the organisation was now 10 years old and supports and represents businesses of tourism, leisure and hospitality within the area.

They have provided specific training for businesses including customer service and have collaborated with the City and County of Swansea and Neath Port Talbot County Borough Councils as part of the development of their Destination Management Plans.

Tourism Swansea Bay suggested that since the tourism team had disappeared the visitor numbers to key sites such as Aberdulais Falls had plateaued and potentially if the team was still in place the numbers could well have increased.

It was generally agreed that Neath Port Talbot was an ideal location to visit other areas due to its central location. It is ideal for visiting the Gower, Brecon Beacons, Carmarthenshire and even Cardiff given the rail links. In addition it was accepted that Neath Port Talbot is also a destination in its own right and something should be done to reinvigorate the drive to attract tourists.

## **Survey Feedback**

There was a wide range for responses via the online survey ranging from businesses to elected politicians. The initial feedback from the survey was that there was a feeling that tourism had been neglected since the removal of the tourism team. The main issue was that there was a lack of marketing and promotion of the County Borough as a tourist destination.

Respondents also stated that there are untapped areas within the County Borough that could be marketed such as Historical visits and the need to highlight this to the public that the County Borough was not just an industrial area but a heritage site also. The greatest thing on offer was the access that the County Borough allows which can see the public base themselves within the County Borough and visit other parts of South and Mid Wales.

It was noted that there was perceived to be a lack of joined up thinking between different organisations and if this was improved then possibly tourism support could improve. It was also suggested that there was a lack of tourist facilities near specific

sites such as Neath Abbey.

It was generally suggested again that the public perception of the County Borough is that it is an industrial county and an aim going forward must be to overcome this notion and highlight the wide and varying attractions that are within the County Borough.

All respondents recognised the economic benefits of tourism to Neath Port Talbot and whilst the current level is good there is an opportunity to potentially increase job opportunities if tourism is developed further. This not only allows those in employment to spend in the local economy but the increased number of visitors will also spend.

It was apparent that when asked what the respondents were doing to increase visitor numbers they were not solely reliant on the Council or other external assistance but they do their own bit as well. However, it was agreed that with specific targeted tourism support visitor numbers could be increased further. It was also suggested that it was not a business' responsibility to attract visitors to the County Borough but it is their responsibility to keep them in the area.

It was suggested that the County Borough was generally accessible but there could be issues with public transport links to access some areas of the County Borough.

### **Local Authority Research**

As part of the review Members asked for contact to be made with other Councils in Wales to identify the level of support they provide for tourism. There was a wide range of different delivery options across the 10 Councils that responded.

A full list of responses are included at Appendix Four but all those who responded, did have some sort of dedicated support for tourism.

### **Funding**

The review considered the funding that had been secured over a number of years to support tourism in the County Borough and advertise the County Borough as a visitor destination.

Visit Wales provided the review with a list of the levels of funding that had been provided to Neath Port Talbot from 2011 to present day under the different funding streams. The findings highlighted a significant disparity between the amount of tourism funding

secured for the benefit of Neath Port Talbot since the tourism team was disbanded, and the much larger amount of funding secured within other areas of South West Wales during the same period (2014-2016).

A breakdown of the regional funding secured is included at Appendix Three.

<b>Fund</b>	<b>Amount</b>
Tourism Investment Support Scheme	£105,000 (£60,000 of this figure was secured by the previous tourism team in 2011, the remainder was secured by individual businesses)
Regional Tourism Engagement Fund (only available between 2014-2017)	£15k specifically for NPT via Tourism Swansea Bay for trade engagement and business mapping. There were some funding made indirectly available in relation to regional collaborations.
Tourism Product Innovation fund available since 2015 ERDF	£25k for Burn Series, Neath Golf club also received £5k. Of a total of £16.5m for tourism specific projects NPT directly benefited from £2.33m of funding. (all of this funding was secured by the previous tourism team)
Coastal Communities Fund	Out of a total of £2,433,086 of funding NPT directly benefited from £486,725.

The information contained at appendix three of this report highlights the tourism investment secured between 2002 and 2013 and includes external funds secured and Members noted that this funding had been secured whilst the Council had a dedicated tourist resource.

## **CONCLUSIONS**

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Following the consideration of all the evidence presented to them the group was able to make some conclusions that in turn have informed the recommendations.

objectives contained within the Council's Corporate Improvement Plan for 2016-2019. In the main it addresses the objective Prosperity for All which aims to support and invest in our infrastructure and communities to promote economic growth, regeneration and sustainability, maximise job opportunities and improve access to employment particularly within our valley communities.

Importantly, tourism also embraces many of the cross cutting measures within the Council's Single Integrated Plan including the Anti-Poverty and Health and Wellbeing agenda.

Tourism is one of the Welsh Governments (WG) key priorities because the sector plays a key role in creating a national identity for Wales in the UK and internationally as a place to visit, invest in and as a place to do business. It is essential therefore, that the Council works in partnership with WG as we are an important partner in attracting investment to provide the right infrastructure and amenities to promote the sector.

The decision to disband the Tourism Team was based upon a perception that alternative structures were in place to service the needs of the tourism industry. However, the evidence collected through this review clearly shows that the proposed alternative structures were not able to provide support in the way that it had been envisaged.

As a result of this;

- There has been a significant reduction in the level of funding secured to deliver tourism development within Neath Port Talbot
- We have fallen significantly behind our neighbouring Local Authorities in delivering, and gaining exposure in, destination marketing campaigns; as a result we are now almost 'hidden from view' for potential visitors.
- We are not maximising the potential number of visitors that we could attract to the area, or the money that they would spend in our local economy
- There is reduced revenue for existing businesses, who have the capacity to cater for much larger number of visitors
- There is a lack of incentive for strategic investment and new business start-ups within the tourism sector in Neath Port Talbot
- We are not maximising the potential of the tourism industry to diversify the local economy and create employment.

In addition, there is now a requirement for the Authority to deliver a Destination Management Plan (DMP) for Neath Port Talbot which brings together all stakeholders working within the tourism sector in Neath Port Talbot to steer tourism priorities. Visit Wales has

made it clear in the evidence that they have submitted to this review that they will not support tourism projects in a Local Authority where there is not an effective DMP in place and there is a clear commitment to deliver on its priorities.

Whilst the Neath Port Talbot DMP has been overseen within the Economic Development Team (EDT) since April 2016, there are fundamentally no resources available to deliver and develop the actions within the plan.

The EDT has managed to secure funding via the Rural Development Plan (RDP) to employ a Business Development Officer for the tourism sector, in recognition that there was a gap in the support available to the tourism industry. However, since securing the funding it has become evident that the funding cannot be used to deliver the activities required to fully support and promote the sector as had originally been intended.

In the longer term, external funding, such as RDP, is not sustainable in securing the future growth of the tourism sector due to the short term nature of the funding. A long term, dedicated resource would ensure that we maximise the potential of the tourism sector in diversifying the economy of Neath Port Talbot.

## **RECOMMENDATIONS**

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### ***Recommendation One – A dedicated resource is identified to drive forward tourism support***

Reasons: the evidence presented to the review was quite clear that the County was lacking support for tourism and this was having a negative knock on effect in securing much needed funding.

It was agreed that the tourism sector requires specialist support and it is suggested that two posts would be required along with a budget to deliver tourism growth. One post would need to be responsible for destination marketing which would promote and raise awareness of the area to potential visitors (i.e. website upkeep, social media, publications etc.). The second post would be responsible for the development of the destination which would involve delivering strategic tourism projects, tourism product development, attracting funding and managing our Destination Management structure. These activities will be vital as the County aims to diversify from its perceived industrial nature to a potential premier tourist destination.

Both roles would sit within the **Page 29** Generation and Economic Development department within the Environment Directorate.

***Recommendation Two – The Destination Management Plan is considered by the Economic and Community Regeneration Scrutiny Committee on a regular basis to ensure the actions are implemented.***

Reasons: We need to ensure that there is sufficient progress in the implementation of the DMP in order to secure the same levels of investment as our neighbouring Local Authorities. Given the evidence received during this review, on the importance of the sector to our economy, it is now even more important that the action plan is monitored regularly. In line with this, Recommendation one (a dedicated resource) would ensure that the DMP is fully implemented and reported.

***Recommendation Three – An All Member Seminar is organised to highlight the findings of the review that demonstrates how important the tourism sector is to the County Borough.***

Reasons: the initial thoughts on the review of tourism was that it would be a specific item on a formal scrutiny agenda however, during the scoping it became apparent that a wider review would be required and due to the amount and level of evidence that was considered it was agreed that this information needs to be shared with all Members.

***Recommendation Four – A letter is written and sent to St Modwens to establish what they understand their responsibilities are in relation to Neath Canal and stress the importance of the maintenance that is required.***

Reasons: it was clear from the submission from a representative of Neath Canal Navigation Ltd that there is a clear lack of maintenance of the canal and this is jeopardising the future attraction of this site.

## **NEATH PORT TALBOT COUNTY BOROUGH COUNCIL EDUCATION SKILLS AND CULTURE CABINET BOARD**

**26th June 2018**

**Mr Andrew Thomas Head of Transformation**

**Matter for: Decision**

**Wards Affected: All**

**Christmas and New Year Opening Times. Libraries, Theatres, Community Centres, Margam Country Park, Leisure Centres and Swimming Pools 2018**

### **Purpose of the Report**

1. The purpose of this report is for Members to agree the proposed opening times for the Christmas and New Year period 2018.

### **Executive Summary**

2. Proposed Opening and Closure of facilities over the Christmas Holiday period 2018

### **Background**

3. Members will be aware that traditionally over the Christmas and New Year period the opening times of the above facilities are amended to reflect patterns of demand and to accommodate statutory Bank Holidays. The proposals for opening and closing have a direct effect on front line staff and the arrangements for their annual leave over this period.

The following proposals have been prepared by taking into consideration historical levels of usage of the facilities.

Appendix 1 - Proposed Opening Hours Leisure Centres and Swimming Pools

Appendix 2 - Proposed Opening Hours – Margam Country Park, Libraries, Museums, Theatres and Community Centres.

### **Financial Impact**

4. There are no financial impacts associated with this report.

### **Equality Impact Assessment**

5. There are no equality impacts associated with this report.

### **Workforce Impacts**

6. There are no equality impacts associated with this report.

### **Legal Impacts**

7. There are no legal impacts associated with this report

### **Risk Management**

There is no Risk impacts associated with this report

### **Consultation**

8. There is no requirement under the Constitution for external consultation on this item.

### **Recommendations**

9. That Members agree the proposals for Christmas and New Year opening and closure for the above facilities as detailed within Appendices 1 – 2.

### **Reasons for Proposed Decision**

10. To ensure that the Council's facilities are available to the public when there is a demand for them to be open and to enable managers to



make appropriate arrangements with front line staff over their annual leave.

### **Implementation of Decision**

11. The decision is proposed for implementation after the three day call in period.

### **Appendices**

12. Appendix 1 - Proposed Opening Hours Leisure Centres and Swimming Pools

Appendix 2 - Proposed Opening Hours – Margam Country Park, Libraries, Museums, Theatres and Community Centres.

### **List of Background Papers**

13. None.

### **Officer Contact**

Paul Walker Operations Coordinator .

Tel: 01639 861107

e-mail: p.walker@npt.gov.uk



PROPOSED OPENING HOURS LEISURE CENTRES AND SWIMMING POOLS

		24.12.18	25.12.18	26.12.18	27.12.18	28.12.18	29.12.18	30.12.18	31.12.18	01.01.19	02.01.18
		Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed
	GYM	8.00 - 12.00	Closed	9.00 - 1.00	open	Open	Open	Open	8.00 - 12.00	Closed	Open
ALFC	Swim Casual	8.00 - 11.00	Closed	Closed	open	Open	Open	Open	Closed	Closed	Open
	Lane	8.00 - 11.00	Closed	Closed	open	Open	Open	Open	8.00 - 11.30	Closed	Open
	Gym/Squash	Closed	Closed	Closed	9.00 - 4.00	7.00 - 4.00	9.00 - 4.00	9.00 - 4.00	Closed	Closed	Open
NLC	Pool	closed	closed	closed	9.00 - 4.00	8.00 - 4.00	9.00 - 4.00	9.00 - 4.00	Closed	Closed	Open
	Bar	Open	11.00 - 3.00	11.00 - 10.00	Open	Open	Open	Open	4.00 - 12.30	closed	Open
NSC	Gym/Sport hall	8.00 - 12.00	Closed	Closed	10.00 - 3.00	10.00 - 3.00	10.00 - 3.00	10.00 - 3.00	10.00 - 3.00	Closed	Closed
PLC	Gym/sports hall/Bowls	Closed	Closed	9.00 - 5.00	9.00 - 7.00	9.00 - 7.00	9.00 - 7.00	9.00 - 4.00	Closed	Closed	Open
PSP		Closed	Closed	Closed	8.00 - 4.00	8.00 - 4.00	8.00 - 4.00	8.00 - 4.00	Closed	Closed	Open
	Gym	Closed	Closed	closed	8.00 - 1.00	8.00 - 3.00	9.00 - 3.00	9.00 - 3.00	Closed	closed	Open
VON	Pool	Closed	Closed	closed	closed	Closed	Closed	Closed	Closed	Closed	Open
Gwyn Hall		10.30 - 5.00	Closed	Closed	10.30 - 8.00	10.30 - 8.00	10.30 - 8.00	10.30 - 5.00	10.30 - 5.00	Closed	Open

**PROPOSED OPENING HOURS – MARGAM COUNTRY PARK**

The proposal for Margam Country Park is to close at 1.00pm on Monday 24th December 2018. During the period from Wednesday 26<sup>th</sup> December 2018 to Wednesday 2nd January 2019; the Park will be open 10am-4 pm for those wishing to walk around however no facilities other than toilets will be available.

The Park will reopen as normal on Wednesday 2nd January 2019.

**PROPOSED OPENING HOURS – LIBRARIES, MUSEUMS AND THEATRES.**

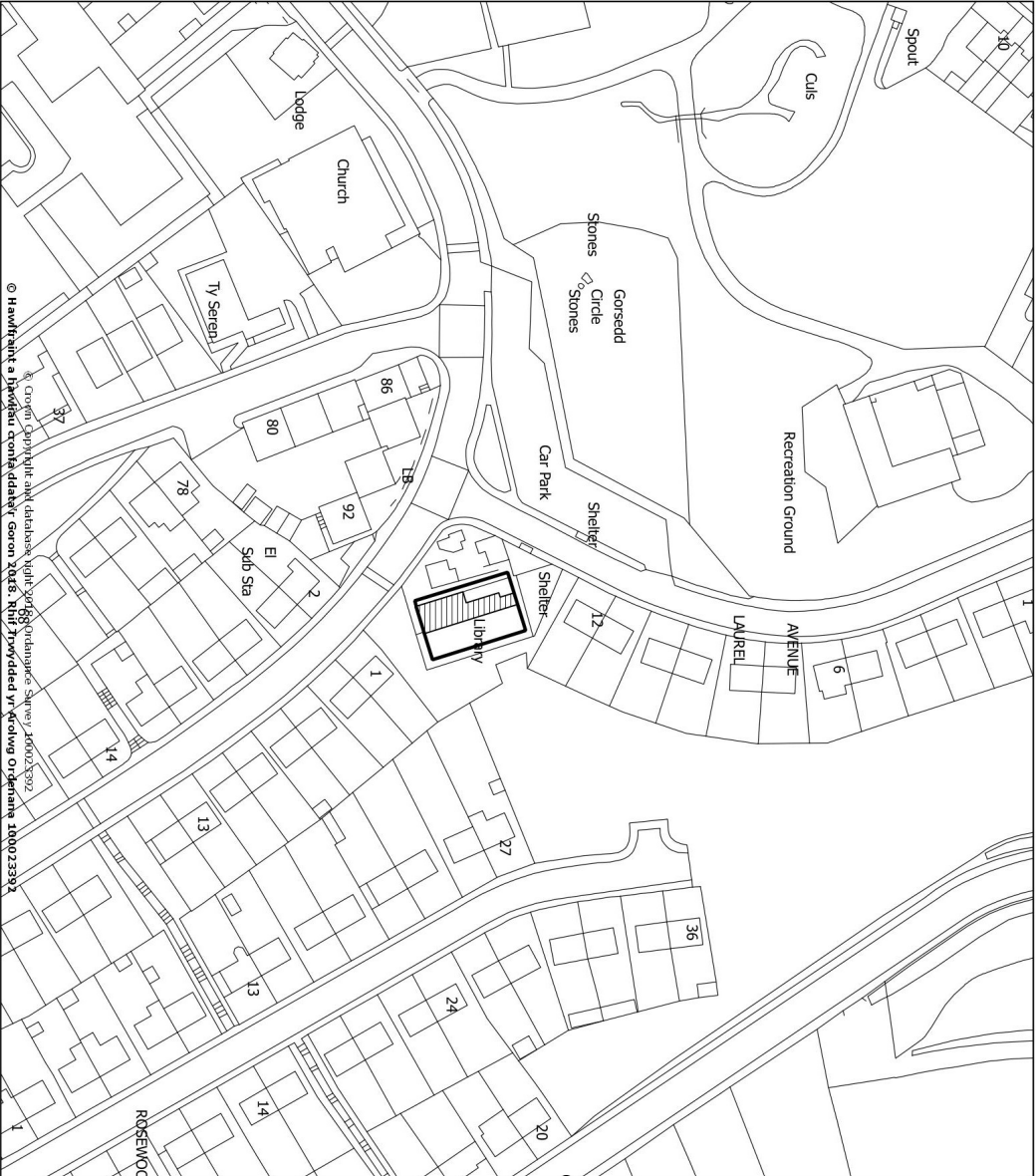
The proposal for libraries is to close from Monday 24<sup>th</sup> December 2018 and to re-open on Wednesday 2nd January 2019.

The proposal for the Princess Royal Theatre is to close at 12.30pm Friday 21<sup>st</sup> December 2018 and re-open 10.00am on Wednesday 2nd January 2019 (On Friday 21st there will be a private function from 6pm – 12am)

The proposal for Pontardawe Arts Centre is to close from Monday 24 December until Thursday 3 January 2019. (The pantomime will run up to Sunday 23 December)


**PROPOSED OPENING HOURS – COMMUNITY CENTRES**

The proposal for Croeserw Community Education Centre is to close from 1pm Monday 24<sup>th</sup> December 2018 and reopen Wednesday 2nd January 2019.



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NOTES NODIADAU



**Neath Port Talbot**  
Castell-nedd Port Talbot  
County Borough Council / Cymru Bwrdeistref Siro

Property & Regeneration  
**Eiddo ac Adfywio**

Gareth Nutt B.Sc. (Hons)      Gareth Nutt B.Sc. (Hons)  
Director of Environment      Director of Environment  
The Quay's, Brunel Way      Y Castell, Ffordd Brunel  
Neath SA11 2BB      Castell-nedd SA11 2BB  
www.npt.gov.uk

Project: **Prosekt**

Drawing Title: **Tald Luniadu**  
Baglan Library  
Laurel Avenue  
Baglan  
SA12 8PA

Scale:	<b>A4 @ 1:1250</b>	Rev:	<b>Adolygu</b>
Drawing No.:	<b>18-0426</b>		



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**Leisure and Culture Scrutiny Sub Committee  
Forward Work Programme 2018/19**

<b>Date of Meeting</b>	<b>Agenda Item</b>	<b>Cabinet Board</b>	<b>Officer</b>
26 June 2018	Celtic Leisure Quarter 4 Performance Data Report	26 Jul 2018	Paul Walker/Chris Millis
	Christmas /New Year Opening Times (libraries, Leisure Centres etc)	6 Sep 2018	Wayne John/ Andrew Thomas
	Tourism; Cllr A Llewelyn be invited to inform the group on the findings of the Tourism Task and Finish Group.		Cllr. Llewelyn
6 Nov 2018	Celtic Leisure Annual Report (Celtic to attend)	29 Nov 2018	Paul Walker/ Chris Millis
	Celtic Leisure Quarter 1 Performance Report	29 Nov 2018	Paul Walker/ Chris Millis
	Local Authority Partnership Agreement Sports Wales	29 Nov 2018	Paul Walker/ Chris Millis
	Margam Park Business Plan	29 Nov 2018	Paul Walker/

			Andrew Thomas
	Monitoring report on the effect and income from the decision to increase charges		Andrew Lewis
	Afan Forest Park monitoring report on the impact that the changes may have had on the existing businesses.		David Phillips
	Pontardawe Arts Centre Update		Paul Walker
	Cefn Coed Update Report		Paul Walker
29 Jan 2019	Celtic Leisure 6 Months Performance Review 17/18	28 Feb 19	Paul Walker/ Chris Millis
	Welsh Public Libraries Standards Annual Report	28 Feb 19	Wayne John
	Performance of Community Centres post transfer including; type of transfer, financial position, sustainability and type of use.		Paul Walker
	Beach Management Arrangements		Andrew Lewis/ Paul Walker/ Dave Phillips
	The Gnoll Park Business Plan		
23 Apr 2019	Princess Royal Theatre update		Paul Walker



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**2018/2019 FORWARD WORK PLAN (DRAFT)**

**EDUCATION, SKILLS AND CULTURE CABINET BOARD**

DATE	Agenda Items	Type (Decision, Monitoring or Information)	Rotation (Topical, ,Annual, Biannual, Quarterly, Monthly)	Leisure and Culture Scrutiny Sub Committee	Contact Officer/ Head of Service
<b>26 July</b>	Celtic Leisure Q4 Performance Report	Monitoring	Quarterly	26 June	C.Millis/P.Walker
	Home to School Transport 6 Monthly Review	Information	Monitoring		C. Millis
	Inclusion Update including the Additional Learning Needs Educational Tribunal	Information	Topical		Hayley Lervy/ Andrew Thomas
	School Attendance Report	Monitoring	6 Monthly		John Burge/ Andrew Thomas

## Education, Skills and Culture – Forward Work Programme (DRAFT)

DATE	Agenda Items	Type (Decision, Monitoring or Information)	Rotation (Topical, ,Annual, Biannual, Quarterly, Monthly)	Leisure and Culture Scrutiny Sub Committee	Contact Officer/ Head of Service
<b>6 Sept</b>	Annual Report on Young People who are not in Education, Employment or Training (NEET)	Monitoring	Annual		C.Millis
	Youth Service Update	Information	Annual		C.Millis/A.SC
	Christmas/New Year Opening Times (Libraries, Leisure Centres etc)	Decision	Annual	26 June	Wayne John/ Andrew Thomas
	Inclusion Strategy	Decision	Topical		Hayley Lervy/ Andrew Thomas

## Education, Skills and Culture – Forward Work Programme (DRAFT)

DATE	Agenda Items	Type (Decision, Monitoring or Information)	Rotation (Topical, Annual, Biannual, Quarterly Monthly)	Leisure and Culture Scrutiny Sub Committee	Contact Officer/ Head of Service
<b>18 Oct</b>	Employability Update – including, Skills and Training, NPT Works Report, Communities for Work and Communities for Work Plus.	Information	Topical		C.Millis/ A.SC

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