



**REGENERATION AND SUSTAINABLE DEVELOPMENT CABINET  
BOARD**

***Immediately Following Scrutiny Committee on  
FRIDAY, 1 MARCH 2019***

***COMMITTEE ROOMS A/B - NEATH CIVIC CENTRE***

**PART 1**

1. Appointment of Chairperson
2. Declarations of Interest
3. Minutes of Previous Meeting held on 18 January, 2019 (*Pages 5 - 8*)
4. Forward Work Programme 2018/19 (*Pages 9 - 10*)
5. Tourism Update (*Pages 11 - 48*)  
*Report of the Head of Property and Regeneration*
6. Key Performance Indicators 2018/2019 - Quarter 3 Performance  
(1 April 2018 - 31 December 2018) (*Pages 49 - 52*)  
*Joint Report of the Head of Planning and Public Protection, Head of  
Property and Regeneration and Head of Commissioning and  
Support Services*
7. Urgent Items  
Any urgent items (whether public or exempt) at the discretion of the  
Chairman pursuant to Statutory Instrument 2001 No 2290 (as  
amended).

8. Access to Meetings  
To resolve to exclude the public for the following items pursuant to Regulation 4(3) and (5) of Statutory Instrument 2001 No. 2290 and the relevant exempt paragraphs of Part 4 of Schedule 12A to the Local Government Act 1972.

## **PART 2**

9. Housing Renewal and Adaptation Service Repayment of Disabled Facility Grant Monies (Pages 53 - 58)  
*Private Report of the Head of Adult Services*
10. Urgency Action 0867 - Housing Renewal and Adaptation Service Repayment of Disabled Facility Grant Monies (Exempt under Paragraph 14) (Pages 59 - 64)  
*Private Report of the Head of Adult Services*
11. Urgency Action 1391 - Coed Darcy Southern Access Road and Fford Amazon Stage 2 (Exempt under Paragraph 14) (Pages 65 - 70)  
*Private Joint Report of the Head of Property and Regeneration, Head of Legal Services and Head of Engineering and Transport*
12. Former Caewern Upper Respite Home, Bryncoch, Neath (Pages 71 - 74)  
*Private Report of the Head of Property & Regeneration*
13. Coed Darcy Southern Access Road and Fford Amazon Stage 2 - Compulsory Purchase Order 2010 (Pages 75 - 82)  
*Private Joint Report of the Head of Property and Regeneration, Head of Legal Services and Head of Engineering & Transport*
14. Harbourside Strategic Employment Site Port Talbot (Pages 83 - 90)  
*Private Joint Report of the Head of Property and Regeneration and Head of Engineering and Transport*
15. Port Talbot Peripheral Distributor Road Phase 2 - Extension of Statutory Period for the Claim from Associated British Ports Holdings Limited for Compensation (Pages 91 - 104)  
*Private Joint Report of the Head of Property and Regeneration and Head of Highways and Engineering*

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

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

**22 February, 2019**

**Cabinet Board Members:**

**Councillors:** D.W.Davies and A.Wingrave

**Notes:**

- (1) If any Cabinet Board Member is unable to attend, any other Cabinet Member may substitute as a voting Member on the Committee. Members are asked to make these arrangements direct and then to advise Democratic Services staff.*
- (2) The views of the earlier Scrutiny Committee are to be taken into account in arriving at decisions (pre decision scrutiny process). The Chairperson and Vice Chairperson of the relevant Scrutiny Committee will be invited to be present at this meeting.*

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## EXECUTIVE DECISION RECORD

18 JANUARY, 2019

### REGENERATION AND SUSTAINABLE DEVELOPMENT CABINET BOARD

#### **Cabinet Members:**

Councillors: A.Wingrave and P.D.Richards

#### **Officers in Attendance:**

N.Pearce, S.Brennan, M.Shaw, N.Headon and N. Jones

**Invitees:** Councillor S.K Hunt (Chairperson of the Scrutiny Committee)  
Councillor L. Jones (Vice Chairperson of the Scrutiny Committee)

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#### 1. **APPOINTMENT OF CHAIRPERSON**

Agreed that Councillor A.Wingrave be appointed Chairperson for the meeting.

#### 2. **MINUTES OF PREVIOUS REGENERATION AND SUSTAINABLE DEVELOPMENT CABINET BOARD HELD ON 7 DECEMBER, 2018**

Noted by the Committee.

#### 3. **FORWARD WORK PROGRAMME 2019**

#### **Decision:**

That the Forward Work Programme for 2019 be noted.

4. **NEATH PORT TALBOT COUNTY BOROUGH COUNCIL AND TAI TARIAN SHARED LETTINGS POLICY: LOCAL LETTINGS AGREEMENT - BUSH ROW**

Appreciation was given to Members for work undertaken in resolving the issues in regard to Bush Row and Homelessness Lettings.

**Decision:**

That the Local Lettings Policy - Bush Row, Melyn, as proposed by Tai Tarian and detailed in Appendix 1 of the circulated report, be approved.

**Reason for Decision:**

To enable Tai Tarian to implement the local lettings agreement required to create a balanced and sustainable community in the given instance where this may not otherwise occur.

**Implementation of Decision:**

The decision will be implemented after the three day call in period.

5. **URGENT ITEM**

Because of the need to deal now with the matter contained in Minute No. 7 below, the Chairperson agreed this could be raised at today's meeting as an urgent item pursuant to Statutory Instrument 2001 No.2290 (as amended).

Reason:

Due to the time element.

6. **ACCESS TO MEETINGS**

**RESOLVED:** That pursuant to Regulation 4(3) and (5) of Statutory Instrument 2001 No. 2290, the public be excluded for the following item of business which involved the likely disclosure of exempt information as defined in Paragraph 14 of Part 4 of Schedule 12A to the Local Government Act 1972.

7. **LANDSLIDE AFFECTING PROPERTIES AT CYFYNG ROAD,  
PANTEG, YSTALYFERA – DISCRETIONARY COMPENSATION  
PAYMENTS TO DISPLACED FORMER TENANTS OF CYFYNG ROAD**

**Decisions:**

1. That discretionary compensation payments be made to the two former tenants in the sums as contained within the private urgent report, subject to the following eligible persons criteria:
  - a. providing evidence to substantiate compliance with the eligibility criteria to the satisfaction of the Director of Environment;
  - b. and them signing an agreement that they have left the property and will not return to that or any other such affected property at any time in the future.
2. That a pro rata discretionary payment be made to the other former tenants in the sum as contained within the private urgent report and in accordance with the eligible persons criteria as detailed in 1(a) and 1(b) as above.

**Reason for Decisions:**

To enable Officers to make discretionary compensation payments to the displaced former tenants of the properties.

**Implementation of Decisions:**

The decisions will be implemented after the three day call in period.

**CHAIRPERSON**

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# REGENERATION AND SUSTAINABLE DEVELOPMENT CABINET BOARD

## 2018/2019 FORWARD WORK PLAN (DRAFT)

DATE	Agenda Items	Type (Decision, Monitoring or Information)	Rotation (Topical, Annual, Biannual, Quarterly Monthly)	Going to Sub Committee Before? Yes/No	Contact Officer/Head of Service
12 April 2019	Supplementary Planning Guidance (SPG) Post-Consultation Report – ‘The Historic Environment’	Decision	Topical		Nicola Pearce
	Rural Development Plan	Information	Annual		Angeline Spooner-Cleverley
	Port Talbot Waterfront Enterprise Zone Update (PTWEZ)	Information	Topical		Gareth Nutt

DATE	Agenda Items	Type (Decision, Monitoring or Information)	Rotation (Topical, Annual, Biannual, Quarterly Monthly)	Going to Sub Committee Before? Yes/No	Contact Officer/Head of Service
31 May 2019	Active Travel Update	Information	Annual		Nicola Pearce/ Lana Beynon
	Energy Performance Report 2018	Information	Annual		Simon Brennan/Chris Jones

## REGENERATION AND SUSTAINABLE DEVELOPMENT CABINET BOARD

### To be programmed in:

- FLEXIS Update (June 2019 – Re: Gareth Nutt)
- Property Performance Report 2018 (Date TBC – Re: Dave Phillips)
- Rhondda Tunnel (NP & SB)
- Budget Only Meetings
- Business Plans (if needed)
- 2018/19 Quarterly Performance Monitoring
- Various Supplementary Planning Guidance (SPGs) (pre and post consultation)
- Commissioning Strategy for Substance Misuse
- Public Space Protection Order
- Energy Performance Report 2019 (to be reported December 2019)

## NEATH PORT TALBOT COUNTY BOROUGH COUNCIL

### REGENERATION AND SUSTAINABLE DEVELOPMENT CABINET BOARD

Friday 1<sup>st</sup> March 2019

Public Report of the Head of Property and Regeneration  
S Brennan

#### Matter for Decision

Wards Affected: ALL

#### Tourism Update

#### Purpose of Report

- 1) To provide an update on the activities of the recently reinstated Tourism Team and to summarise progress against the Neath Port Talbot Destination Management Plan 2015-2020.

#### Background

- 2) The Neath Port Talbot Destination Management Plan (DMP) was published in 2015 after consultation with tourism stakeholders within the county. At this time there was no dedicated tourism function within the Council.
- 3) The purpose of a DMP is to encourage collaboration and avoid duplication of effort across all sectors of the tourism industry. In addition to this the DMP focuses the efforts of all stakeholders to encourage the growth of the tourism economy.
- 4) Destination Management Plans are a requirement set by Welsh Government for all local authorities within Wales. In order to obtain funding from a range of sources relevant to tourism development (not just Welsh Government), tourism related projects must show clear links to the priorities set within the DMP.

- 5) In July 2016, The Economic Development Team secured funding to deliver the Tourism Development in Neath Port Talbot Project which employs a Business Development Officer (Tourism) to work with tourism operators within the rural wards. This project has now been extended and is due to end in October 2019.
- 6) To date the above project, in addition to work undertaken by wider partners and other departments in the Council, has enabled us to show good progress against the actions within the DMP.
- 7) In June 2018 the reinstatement of the Tourism Team was approved by the Council and the format and remit of the team has been agreed.

### **Tourism Sector Performance 2017**

- 8) NPTCBC uses a model called STEAM (Scarborough Tourism Activity Monitor) to measure the annual performance of the tourism sector within the county.
- 9) The STEAM figures for 2017, which were released towards the end of 2018, show a good improvement in performance against 2016, the key indicators are summarised below.
- 10) In 2017;
  - Tourism contributed **£119 million to the Neath Port Talbot (NPT) economy**, this represents a 5.3% increase on 2016, which equates to an increase of approximately £5.97 million in revenue to the local economy
  - **1.59 million Visitors came to NPT**, this represents an increase of 8.4% (approximately 124,000 visitors) on 2016.
  - **The tourism sector supported 1,624 jobs** within NPT, this is an increase of 3% on 2016, representing an increase of approximately 46 jobs.
- 11) It should be noted that during 2017 the county was promoted as part of the South West Wales Year of Legends marketing

campaign and the Business Development Officer (Tourism) post was in place which allowed us to take advantage of opportunities to raise the area’s profile through partnership working. In addition to this tourism across the whole of Wales also experienced growth in 2017 which impacted positively on NPT, a summary of the STEAM statistics across the whole of Wales can be found in **Appendix One**.

12) Subject to all data being available on visitor figures, accommodation occupancy and event attendance, the STEAM statistics for 2018 should be available by April 2019.

### **Neath Port Talbot Destination Management Plan Update**

13) The DMP is monitored by the Neath Port Talbot DMP Steering Group, which is chaired by the Director of Environment and attended by relevant Heads of Service, Officers from within the Environment and Education Directorates, Tourism Businesses, Tourism Swansea Bay, Visit Wales and Natural Resources Wales.

14) Working alongside the Steering Group are a series of Task and Finish Groups which comprise of private and voluntary sector tourism operators who are ‘tasked’ with delivering the priority actions agreed with the Steering Group.

15) Task and Finish groups are currently in place for Afan Forest Park, Aberavon Seafront, Margam Park and a joint group covers the Swansea and Amman Valleys. Actions for the Vale of Neath are currently delivered in partnership with Brecon Beacons National Park.

16) The priority actions that are currently being delivered by the Task and Finish Groups are as follows;

Swansea and Amman Valley	Development and promotion of Cycle Route 43 and Route 347 Fishing opportunities along the River
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	Tawe Brown Signage Cwmdu Glen maintenance
Afan Forest Park	Delivery of the Afan Forest Park Destination Management Issues Document. This includes actions on maintaining cycle ways, mountain bike trails, delivery of the visitor giving scheme etc. This document has been devised in partnership with Natural Resources Wales.
Margam Country Park	To assist in the delivery of the Margam Country Park Business Plan.
Vale of Neath	Delivery of the Waterfall Country Destination Management Issues Document which includes additional car parking, lease of the waterfalls centre, enhanced signage, resolving litter issues etc.
Aberavon Seafront	To encourage collaboration among operators on the seafront and identify further development opportunities.

17) Please refer to **Appendix Two** for a full update against individual actions within the Neath Port Talbot DMP.

### **Review of the DMP**

18) As part of the reinstatement of the Tourism Team within the Council the remit for the new team was agreed with both Councillors and local tourism operators. The Destination Management Plan should now be reviewed to reflect the agreed remit of the team and the refreshed efforts of our partners in delivering tourism development within the County.

19) During the 2019/2020 financial year, a number of projects, as summarised in the following section, are due to come to fruition. The outcome of these projects will further inform where we are heading as a visitor destination and the actions which arise should be reflected in the new DMP.

- 20) As the current DMP is due to conclude in 2020, it is proposed that a new DMP is developed which reflects some of the actions that remain relevant within the current DMP but extends to focus on the new Tourism remit. In addition to this, the new action plan will need to reflect the aspirations of our partners locally and will therefore be subject to a consultation exercise with the tourism industry.
- 21) If the above is agreed a new DMP will be prepared and a consultation exercise will be undertaken towards the end of 2019/2020 in readiness for launching a new DMP in April 2020.

### **Update On New Tourism Team Activities**

- 22) The Council approved the reinstatement of its Tourism function at the Regeneration and Sustainable Development Cabinet Board on 22<sup>nd</sup> June 2018.
- 23) In August 2018 the Destination Management and Marketing Manager, was recruited into post. This officer will lead on the delivery of the county's Destination Management Plan and destination marketing activities to promote the area to potential visitors.
- 24) The second permanent post within the team entitled 'Destination Management Officer', has been advertised externally and should be occupied by February/ March 2019. This post will continue with the delivery of the RDP funded Tourism Development in Neath Port Talbot Project until October 2019, at which point the duties will be expanded to also cover non rural wards.
- 25) Key achievements of the new Tourism Team to date include;
- Successfully submitted an application to Visit Wales' Tourism Amenity Infrastructure Scheme (TAIS) for funding to deliver a Vale of Neath Visitor Hub at Resolven Canal Car Park with a total cost £160,000.

- Successfully submitted an application to Visit Wales' TAIS to deliver all weather car parking provision at Margam Country Park.
- Submitted an Expression of Interest to Visit Wales' Regional Tourism Engagement Fund (RTEF) for a large scale marketing project to promote Neath Port Talbot during Visit Wales' Year of Discovery, total project cost is circa £90,000. This project has made it through to the second stage of the application process and a full application will be submitted by February 1<sup>st</sup> 2019.
- Gained approval to extend the RDP funded Tourism Development in Neath Port Talbot Project to October 2019.
- Commissioned a Destination 'Place' Branding exercise, this is a key step in establishing how we will promote ourselves as a destination going forwards.
- As a result of feedback received from the tourism industry when agreeing the remit for the new Tourism Team, a Visitor Information Network Feasibility Study (rural wards) has been commissioned through the RDP funded Tourism Development in Neath Port Talbot Project.
- Devised proposals for the future development of Cefn Coed Colliery site and commissioned a 'master-planning' exercise for the site.
- Delivered a social media marketing campaign for Aberavon Seafront which comprised of a video which reached over 150,000 individuals. The campaign was delivered in partnership with Wales Online and gained excellent coverage on Visit Wales' social media channels.
- Delivered an autumn social media marketing campaign to test responses to a series of videos of the Neath, Dulais, Swansea, Amman and Afan Valleys and Margam Park which were produced via the RDP Tourism Development in Neath Port Talbot Project. Overall the campaign resulted in 13,038 views and reached 38,495 people.
- Delivered advice and assistance to 21 tourism businesses.

26) Priorities for the Tourism Team for the next six months include the following;



- 1) Recruitment and induction of the second post within the team.
- 2) Devising a marketing plan for the destination which will be informed by the aforementioned branding exercise.
- 3) Delivering a new destination website for Neath Port Talbot (also to be informed by the branding exercise).
- 4) Completing the delivery of the Tourism Development in Neath Port Talbot Project and meeting all associated outputs in addition to submitting financial claims.
- 5) Planning the procurement and delivery of all of the successful funding applications listed in the section above.
- 6) Writing criteria for, and launching, the Neath Port Talbot Event Organisers Fund, which aims to nurture successful events to encourage overnight stays within the county.
- 7) Continue to manage the Destination Management Plan process and collaborate with key partners.
- 8) Continue to deliver advice and assistance to all tourism businesses and stakeholders within Neath Port Talbot.

### **Financial Impact**

- 27) There are no additional financial impacts associated with this report.

### **Equality Impact Assessment**

- 28) There are no equality impacts associated with this report.

### **Workforce Impact**

- 29) There is no workforce impact associated with this report.

### **Legal Impact**

- 30) There are no legal impacts associated with this report.

### **Risk Management**

- 31) There are no risk management issues associated with this report.

### **Consultation**

- 32) The Destination Management Plan was subject to external consultation with the Neath Port Talbot Tourism Industry prior to publication.

### **Recommendations**

- 33) It is recommended that;
1. The progress to date against the delivery of the Neath Port Talbot Destination Management Plan is noted
  2. The achievements of the new tourism team to date and priorities for the next six months are noted.
  3. That approval is given to prepare a new Destination Management Plan and undertake consultation during 2019/2020 in readiness for launch in April 2020.

### **Reason for Proposed Decision**

- 33) To deliver a cohesive DMP from which to develop Neath Port Talbot as a visitor destination and ensure that the area continues to secure investment in the tourism economy via both public and private sector sources.

### **Implementation of Decision**

- 34) The decision is proposed for immediate implementation.

### **Officer Contact**

- 35) Karleigh Davies

Destination Management and Marketing Manager

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### **List of Appendices**

Appendix 1: All Wales STEAM Summary 2016/2017

Appendix 2: Neath Port Talbot Destination Management Plan –  
Action Plan Update

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## Appendix 1: All Wales STEAM Summary 2016/2017

### STEAM Unitary Authority Summary 2016-17

(All £s 2017)

	Economic Impact £M 2017			Visitor days 000's			Visitor numbers 000's			Total FTE employment			Spend per visitor day £		
	2017	2016	% change	2017	2016	% change	2017	2016	% change	2017	2016	% change	2017	2016	% change
Anglesey	304.23	291.71	4%	5852	5574	5%	1712	16596	3%	4102	4032	2%	£51.98	£52.33	-1%
Blaenau Gwent	50.90	46.76	9%	899	892	1%	679	699	-3%	681	621	10%	£56.62	£52.44	8%
Bridgend	344.24	338.30	2%	5758	5600	3%	3922	3826	3%	4266	4228	1%	£59.78	£60.41	-1%
Caerphilly	128.10	124.90	3%	2425	2336	4%	1889	1809	4%	1645	1632	1%	£52.83	£53.47	-1%
Cardiff	1325.32	1239.52	7%	24109	22468	7%	21978	20376	8%	14520	13930	4%	£54.97	£55.17	0%
Carmarthenshire	434.08	379.36	14%	6387	5724	12%	3314	3085	7%	6343	5638	13%	£67.96	£66.28	3%
Ceredigion	312.86	319.00	-2%	8053	8136	-1%	2740	2716	1%	5401	5545	-3%	£38.85	£39.21	-1%
Conwy	887.62	860.52	3%	17927	17387	3%	9498	9349	2%	12319	12208	1%	£49.51	£49.49	0%
Denbighshire	490.35	491.75	0%	11582	11384	2%	5930	5954	0%	6231	6250	0%	£42.34	£43.20	-2%
Flintshire	259.15	259.43	0%	6557	6454	2%	3584	3592	0%	3239	3273	-1%	£39.52	£40.20	-2%
Gwynedd	1058.29	1033.56	2%	22187	21743	2%	7279	7096	3%	15601	15557	0%	£47.70	£47.53	0%
Merthyr Tydfil	71.53	71.24	0%	1267	1265	0%	1030	1034	0%	917	921	0%	£56.44	£56.33	0%
Monmouthshire	204.43	194.97	5%	3091	3015	3%	2305	2280	1%	2968	2895	3%	£66.14	£64.66	2%
Neath Port Talbot	119.10	113.13	5%	2112	1975	7%	1593	1469	8%	1624	1578	3%	£56.40	£57.29	-2%
Newport	396.53	383.26	3%	5633	5601	1%	4783	4783	0%	4109	4102	0%	£70.39	£68.43	3%
Pembrokeshire	673.36	623.04	8%	15268	14285	7%	4558	4311	6%	12485	12220	2%	£44.10	£43.62	1%
Powys	815.50	791.25	3%	10849	10638	2%	4620	4534	2%	11706	11664	0%	£75.17	£74.38	1%
Rhondda Cynon Taf	163.97	163.41	0%	2797	2782	1%	2088	2080	0%	2016	2038	-1%	£58.63	£58.74	0%
Swansea	417.85	410.74	2%	8061	7903	2%	4636	4591	1%	5704	5674	1%	£51.84	£51.97	0%
Torfaen	74.85	73.06	2%	1374	1321	4%	1117	1064	5%	922	914	1%	£54.46	£55.31	-2%
Vale of Glamorgan	236.81	227.34	4%	5620	5401	4%	4161	3970	5%	2997	2946	2%	£42.14	£42.09	0%
Wrexham	117.70	118.86	-1%	2613	2574	2%	1886	1855	2%	1640	1663	-1%	£45.04	£46.17	-2%

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## Appendix 2: Neath Port Talbot Destination Management Plan - Action Plan Update

### Place Building

- Maintain a high quality infrastructure and public realm to meet the needs of visitors and local residents
- Improve the quality of the visitor experience through the development of a distinctive sense of place, which will encourage people to visit and recommend to others
- Explore investment opportunities for the regeneration of key strategic sites

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
Support investment in family friendly facilities in Afan Forest Park	Trails: NRW Play areas / campsite: NPTCBC	Develop low level trails, new play areas and camping facilities	NRW / NPTCBC	2020	Discussions are ongoing with NRW. To be reviewed in new Destination Management Plan (DMP)
Establish a visitor giving scheme within Afan Forest Park	Cognition Ltd	Generate income to sustain the maintenance of the trails	Cognition	2015 - 2017	The Cognition Project received Rural Development funding to continue delivery of the visitor giving scheme in addition to setting up a volunteer group to maintain the mountain bike trails. The volunteer group is now well established and works in line with Natural Resources Wales trail maintenance regime.
Implement the actions set out in the Natural Resources Wales Landscape assessment	NRW	Reinstate/ rejuvenate areas affected by tree disease	NRW	N/A	This action is no longer relevant as the timescale for the NRW landscape assessment has lapsed.
Support private sector development of the Rheola Estate for tourism led regeneration	NPTCBC Regeneration / Private Sector	Increase accommodation and visitor facilities in the Vale of Neath.	NPTCBC/ Private Sector	2020	Subject to ongoing investigation by NRW to resolve outstanding issues.

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
Redevelopment of the Plaza Cinema in Port Talbot	NPTCBC Regeneration and Economic Development	Develop a new arts/culture facility in Port Talbot town centre which will be of benefit to tourists and local people	WG/ NPTCBC	2020	Funding worth £5.5 million has been secured via the Welsh Government Building For the Future Programme to create a community, wellbeing and enterprise hub at the former Plaza cinema. Work is due to begin in Autumn 2019.
Develop and maintain Aberavon Seafront	NPTCBC Regeneration & Property / Private Sector	<p>Continue to provide family friendly and accessible facilities. Investigate opportunities for further development of:</p> <ul style="list-style-type: none"> <li>• Leisure facilities</li> <li>• Car parking</li> <li>• Flood defences</li> <li>• Landscaping / infrastructure / environmental improvements</li> </ul>	NPTCBC	2020	<p>Since the DMP was published Aberavon Seafront has seen the opening of both the Adventure Golf and new Aberavon Leisure and Fitness Centre which enhance the overall offering on the seafront.</p> <p>Officers are currently looking into the potential for further commercial investment on the Seafront to include additional eating out/ leisure outlets.</p> <p>Footfall at Aberavon Seafront is measured via break beam counters along the promenade. It is reported that footfall between August 2017 and June 2018 reached 509,000.</p> <p>A video has been produced to promote Aberavon Seafront and a social media campaign was delivered during the summer of 2018. This resulted in the video reaching over 150,000 views.</p> <p>A Task and Finish Group has been established for Aberavon Seafront which</p>



Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
					consists of Council Officers and private and voluntary sector tourism operators. The purpose of the group is to encourage collaboration of operators along the seafront.
Continue to support the business case for investment to reinstate the Neath and Tennant Canals	NPTCBC Regeneration & Economic Development	TBC	TBC	2020	<p>Funding has been secured from the Visit Wales Tourism Amenity Infrastructure Scheme to create a visitor hub at Resolven Canal Car Park. The project will refurbish the toilet building and create a small café space in addition to a digital information point and landscaping improvements. The project will be delivered by December 2020.</p> <p>An audit is underway within the Regeneration Team of ownership, operations and permissions along the Neath and Tennant Canal.</p>
Support the business case for the reinstatement of the Aberdulais Aqueduct	NPTCBC Regeneration & Economic Development	TBC	TBC	2020	Discussions are underway with various parties regarding the future of Neath Canal and connections to the Tennant Canal of which Aberdulais Aqueduct is key.
Support Neath and Tennant Canals Trust to continue to operate the Thomas Dadford Trip Boat	NPTCBC Regeneration & Economic Development	TBC	TBC	2020	Unfortunately due to boat maintenance issues experienced by the Neath and Tennant Canal Trust, the Thomas Dadford Trip boat has been decommissioned and therefore the Trust no longer operates a trip boat on the Neath Canal.

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
Improve access to the waterfalls at Pontneddfechan	Brecon Beacons National Park Authority / NPTCBC Regeneration and Economic Development	Develop solutions to the parking pressures at Pontneddfechan. Enhance the village entrance by improving the land adjacent to the Angel Inn and the Waterfalls Centre	NPTCBC/ BBNPA	2020	<p>NPTCBC has delivered 43 additional parking spaces along the verge at Pontneddfechan. Funding amounting to £87,000 was secured through the Visit Wales Tourism Amenity Infrastructure Scheme.</p> <p>A series of improvements have been made to the entrance to the village by enhancing visitor information, installing boot scrubs, amending toilet cleaning times and installing a smart bin to compress rubbish and hold additional capacity.</p> <p>In addition the Authority has tendered the former Waterfalls Centre which has been leased to a local partnership. The refurbishment of this building has created a café/ bistro and holiday accommodation comprising of 4 bedrooms to the upper floor.</p>
Further develop the profile of Neath Abbey as an important attraction for Neath Port Talbot	CADW/ NPTCBC Regeneration and Economic Development	Establish stronger working relationship with CADW Assist Friends of Neath Abbey Ironworks with their aspirations Carry out improvements to the site, including access roads and signage	CADW/ RTEF/ NPTCBC	2020	CADW has recently invested in consolidating ruins on site in order to safeguard the structures from collapse.

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
Support the business case for the development of Brunel Dock	NPTCBC Regeneration and Economic Development	TBC	TBC	2020	The Briton Ferry Brunel Dock Trust is currently working with the Princes Trust to undertake further work in the area.
Develop the town centres of Neath, Pontardawe and Port Talbot	NPTCBC Regeneration and Economic Development	Undertake activities to improve the shopping and parking facilities to encourage more visitors and NPT residents	NPTCBC/ WG/ Private Sector	2020	<p>The NPTCBC Town Centres Manager is now in post covering town centres within the County Borough.</p> <p>Following on from consultations earlier on (Spring 2018) NPTCBC has secured funding from Welsh Government to look at the feasibility of developing Port Talbot town centre as a Business Improvement District. If the proposal is feasible this will then go to ballot next year and completion by March 2020</p> <p>Phase 2 of Neath Town Centre Redevelopment is underway and will deliver additional 44,000 square ft of retail and commercial space on the site of the former multi-storey car park.</p> <p>Partnership working within Neath Town Centre is strong which supports successful events and initiatives, such as the annual Neath Food and drink Festival which attracted 60,000 visitors in 2018. Neath now has a strong events program supported by NPTCBC, Neath BID, Neath Town Council and Neath Town Centre Consortium.</p>

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
					<p>Pontardawe Town Centre is well occupied with a range of good quality, niche businesses.</p> <p>Plans are also underway to create a cinema at Pontardawe Arts Centre.</p> <p>Meetings have taken place between the NPTCBC Town Centres Manager and Pontardawe Town Council to offer help and support.</p>
<p>Improve signage at train stations and bus stations in the area to enable visitors to find their way around the local areas of Neath, Port Talbot and Pontardawe town centres</p>	<p>NPTCBC Highways/ NPTCBC Regeneration and Economic Development</p>	<p>Improve the visitor experience</p>	<p>NPTCBC</p>	<p>2020</p>	<p>The new Transport Hub at Port Talbot is now complete and as a result the signage and sense of arrival at Port Talbot has been improved.</p> <p>Plans are currently being put in place to deliver a transport hub for Neath Town Centre.</p>
<p>Work in partnership with Baytrans to secure funding to promote public transport.</p>	<p>Baytrans/ NPTCBC Regeneration and Economic Development and NPTCBC Highways/</p>	<p>Provision of better information for visitors using public transport to visit key sites and attractions in NPT</p>	<p>RDP</p>	<p>2018</p>	<p>Baytrans secured funding via the Rural Development Plan to create a website which promotes walks alongside public transport within Neath Port Talbot. The Travel Adventures Wales website can be accessed at <a href="http://traveladventures.wales/">http://traveladventures.wales/</a></p> <p>The Visit Neath Port Talbot website includes links to the above website alongside new videos which have been published to promote the rural wards of Neath Port Talbot.</p>

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
Develop maps of routes and trails for non-motorised transport	NPTCBC Planning and Public Protection	Encourage more non-motorised transport in accordance with the Active Travel Act	NPTCBC/ WG	2020	A Neath Port Talbot Cycle map has been produced and can be accessed via <a href="https://www.npt.gov.uk/6870">https://www.npt.gov.uk/6870</a>  Existing active travel route maps and integrated networks maps have been published and are available on the Council website.
Assist tourism businesses to provide public transport information to visitors before and during their visit	Bay Trans / Tourism Swansea Bay/ NPTCBC Economic Development	Increased use of sustainable transport	N/A	2020	The Travel Adventures Wales website has been developed by BayTrans and this is linked to content on the Visit Neath Port Talbot website. <a href="http://traveladventures.wales/">http://traveladventures.wales/</a>
Maintain and enhance rights of way including footpaths, bridleways and cyclepaths. Upgrade footbridges in countryside areas	NPTCBC Countryside and Wildlife/ NPTCBC Planning and Public Protection	Adherence to the Active Travel Act	NPTCBC/ WG	2020	There is a continual programme in place which improves footpaths and Rights of Way throughout the County. For example St Illtyd's Walk has received investment to reroute and signpost the walk in readiness for the 25 year anniversary of the route.  Enhancements have been made to the Active Travel Cycle Routes throughout the County. £235,000 has been received from Welsh Government to establish the feasibility of improvements along existing routes in order to bring them up to Active Travel standard.
Identify locations that would benefit from new/better interpretation	NPTCBC / Tourism Trade / Tourism Swansea Bay	Improve the visitor experience	NPTCBC	2020	Ongoing, to be reviewed in new Destination Management Plan (DMP)

<b>Actions</b>	<b>Lead Partner(s)</b>	<b>Objective/Purpose</b>	<b>Funding</b>	<b>Timescale</b>	<b>Progress</b>
Maintain brown signage and other directional signage	NPTCBC Highways/ Regeneration and Economic Development.	TBC	NPTCBC	2020	Two brown signage schemes are in the process of being designed for Glynneath and Pontardawe to bring them in line with other town centres in the County.
Explore funding opportunities for more sensory based interpretation and signage	NPTCBC Regeneration & Economic Development/ NPTCBC Countryside and Wildlife	TBC	TBC	2020	To be reviewed in new Destination Management Plan (DMP).
Secure funding for increased digital connectivity	NPTCBC Economic Development	Provision of high speed broadband for the benefits of visitors and businesses. Increased wifi connectivity	TBC	2020	Broadband internet has now been installed at Margam Country Park and wireless is now available at The Orangery, this was a priority as The Orangery was unable to compete as a conference and events venue without wifi.  The Superfast Business Wales project has held a range of workshops in the area for NPT Tourism operators.
Improve the general appearance of the County Borough through actions to remove and reduce: <ul style="list-style-type: none"> <li>• Littering</li> <li>• Fly tipping</li> <li>• Graffiti</li> <li>• Dog fouling</li> </ul>	NPTCBC Streetcare/ Regeneration and Economic Development.	Instigate actions to ensure NPT is a clean, attractive and welcoming place to visit and live	NPTCBC	2020	The Street Care department carries out a regular maintenance regime, however the effects of budget pressures are making it harder to maintain important visitor destinations within the county. Comments are received regularly on social media in relation to dog fouling at key locations such as the low level cycleway in Afan Forest Park and Aberavon Seafront.

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
Improve Waste facilities at key destinations	NPTCBC Streetcare	Provision of: <ul style="list-style-type: none"> <li>• Recycling/litter bins</li> <li>• Dog bins</li> </ul>	NPTCBC	2020	As part of improvements to manage the visitor experience at Waterfall Country Pontneddfechan a Big Belly bin was installed. The bin is solar powered and compresses the rubbish so that the bin can hold significant capacity. Peak season remains a challenge however the bin has helped to resolve litter issues during less busy periods.
Environmental improvements, including: <ul style="list-style-type: none"> <li>• Fencing</li> <li>• Enhanced flowerbeds and turfing</li> <li>• Replanting of woodlands devastated by tree disease</li> <li>• Management of invasive weeds</li> </ul>	NPTCBC Countryside and Wildlife/ NPTCBC Regeneration	Maintenance and improvement of public spaces	NPTCBC/ RDP	2020	<p>The Countryside and Wildlife Team secured funding via the Rural Development Plan to deliver the 'Working With Nature' Project. The project encourages the use of local nature reserves and parks and engages volunteers to help manage sites.</p> <p>Funding has been secured by the Countryside and Wildlife Team to deliver a long term funding and improvement strategy for Craig Gwladys Country Park, this project includes a programme of activities to raise the profile of the site.</p> <p>The Green Park Riverside Project has been delivered to introduce green space within Port Talbot Town Centre and create pedestrian and cycle links to Aberavon Seafront. Funding was received from Welsh Government's Vibrant and Viable Places Scheme, total project cost £540,000.</p>

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
Explore investment opportunities for Margam Park to provide facilities for major events	NPTCBC Margam Park/ Regeneration and Economic Development	Development of Margam Park as a venue for large events and festivals	NPTCBC/ WG	2020	£160,000 investment has been secured via Visit Wales' Tourism Amenity Infrastructure Scheme to create all weather car parking provision, this funding enables Margam Country Park to host year round events, not just within the peak summer period.
Improve coach parking provision and drop-off points at key sites	NPTCBC Regeneration and Economic Development	Identify sites for coach drop off points in town centres and key sites	TBC	2020	Plans are in place to create coach parking in Neath Town Centre as part of The Valleys Task Force 'Strategic Hubs' proposals.
Improve NPTCBC car parks	NPTCBC Highways/ Parking/ Estates/ Regeneration & Economic Development	Explore potential upgrades of equipment to allow users to pay by phone / credit or debit card			<p>Aberavon Seafront car parks are now open all year round.</p> <p>Afan Forest Park Visitor Centre car park has been resurfaced, fencing has been replaced, bike wash facilities have been enhanced and a contactless pay point has been installed on car parking meters. In addition to this, in partnership with Natural Resources Wales, new directional signage has been installed and vegetation has been cut back to open up the view of the visitor centre from the car park.</p> <p>Margam Country Park Car Park has benefited from investment (Visit Wales) to create all weather provision.</p> <p>Funding was secured from Visit Wales to create new car parking at</p>



Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
					<p>Pontneddfechan for 43 spaces in order to better manage the volumes of visitors to Waterfall Country.</p> <p>A funding application to Visit Wales to enhance the Resolven Canal Car Park in the Vale of Neath has been successful.</p>
Upgrade public toilet facilities	NPTCBC Estates/ Regeneration and Economic Development	TBC	NPTCBC/ WG	2020	Funding has been secured to upgrade the public toilet facilities at Resolven Canal Car Park in addition to creating a café outlet and digital information point at this location.
Promote public facilities grant to businesses	NPTCBC Facilities/ Economic Development	Increased numbers of facilities for visitors and local residents	N/A	N/A	This action is no longer relevant as the WG Public Facilities Grant is no longer available.
Coastal Path Enhancement/ protection	NPTCBC Countryside and Wildlife/ NPTCBC Regeneration	TBC	NPTCBC/ WG	2020	<p>An annual grant is received from Welsh Government to maintain and improve the route in Neath Port Talbot.</p> <p>The Countryside and Wildlife Team are in the process of delivering surface improvement works between Margam and Kenfig to mitigate against flooding issues.</p> <p>An informal diversion has been placed on the upland route due to signage issues and to divert away from a working farmyard.</p> <p>Resurfacing works are underway near</p>

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
					<p>Briton Ferry along the estuary of the River Neath due to pothole issues developing.</p> <p>Motorbike issues have been experienced on the section west of Aberavon. New anti-motorbike structures have been installed to prevent access.</p>

## Product Development

- Stimulate investment in high quality accommodation, attractions and activities
- Encourage participation in quality assurance schemes
- Work with partners to grow existing products and to develop new ones
- Support operators to tackle issues of seasonality
- Establish Margam Park as a prime venue for major events

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
Map and evaluate the visitor economy product in NPT	Tourism Swansea Bay	Identification and assessment of the visitor product on offer in the County Borough	RTEF	2015 - 2016	This exercise was completed by Tourism Swansea Bay in January 2015.
Meet with all new/potential tourism business start ups	NPTCBC Economic Development	Identify new opportunities for investment and job creation	N/A	2020	In July 2016 the NPTCBC Economic Development Team secured funding via the Rural Development Plan to put in place a Business Development Officer (Tourism) to deliver the Tourism Development in Neath Port Talbot. As part of this role the officer undertakes a Business Development Needs Analysis with new and existing tourism operators and is in regular contact with the tourism industry in the area. These activities will continue to be provided by the new Tourism Team and the Business Development Team.
Signpost new and existing businesses to potential funding sources and business planning advice	NPTCBC Economic Development	TBC	N/A	2020	Over the past two financial years (2016/2017 & 2017/218) 47 tourism operators have received advice and assistance to deliver improvements, new products and enhance quality via

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
					<p>the Business Team and the Tourism Team.</p> <p>Funding has been awarded to a range of tourism enterprises including;</p> <ul style="list-style-type: none"> <li>• The Barn B&amp;B, Margam</li> <li>• Campbell Mountain Bike Coaching, Afan Forest Park</li> <li>• Sgwd Gwladys, Pontneddfechan</li> <li>• Tan yr Eglwys Cottages, Cilybebyll</li> </ul> <p>Amman Valley Trotting Club, Tairgwaith.</p>
Encourage new and existing businesses to participate in the NPT tourism trade engagement group	NPTCBC Economic Development/ Tourism Swansea Bay	Encourage engagement	N/A	2020	<p>As part of the Tourism Development in Neath Port Talbot Project a series of Destination Management Task and Finish Groups were established by NPTCBC instead of the Trade Engagement Group. This ensured a more concentrated effort in delivering the prioritised actions within this plan. Groups currently exist as follows and consist of private and voluntary sector tourism industry representatives;</p> <ul style="list-style-type: none"> <li>• Afan Forest Park DMP Stakeholder Group</li> <li>• Margam Country Park DMP Task and Finish Group</li> <li>• Swansea and Amman Valleys DMP Task and Finish Group.</li> </ul> <p>All of the above groups have a Terms of Reference and are responsible for the delivery of specific actions allocated by the DMP Steering Group.</p>

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
					In addition to the above groups, a Task and Finish Group has been established outside of the rural wards for Aberavon Seafront.
Encourage accommodation development in the Vale of Neath which compliments existing provision and the proposals at Rheola Estate	NPTCBC Regeneration and Economic Development	TBC	Private Sector/ WG/ NPTCBC	2020	Accommodation has been developed at the former Waterfalls Centre in Pontneddfechan, now known as Sgwd Gwladys.  Proposals are currently being researched in partnership with a landowner in the Vale of Neath to establish a large caravan site.  A number of local pubs have expressed an interest in developing accommodation provision.
Development of Camping / Caravanning facilities, electric hook ups at NPTCBC sites	NPTCBC Regeneration and Economic Development	Expand the camping and caravanning product across the County Borough, but particularly at Margam Park	Private Sector/ NPTCBC	2020	Proposals at Margam Park for a caravan site were not progressed.  Proposals are currently being researched in partnership with a landowner in the Vale of Neath to establish a large caravan site.
Encourage membership of national quality accreditation schemes	NPTCBC Regeneration and Economic Development	Maintain and improve the quality of tourism businesses through participation in: <ul style="list-style-type: none"> <li>• Visit Wales</li> <li>• VAQAS</li> <li>• AA</li> <li>• World Host</li> </ul>	N/A	2020	This is discussed at all meetings with new and existing tourism operators.

<b>Actions</b>	<b>Lead Partner(s)</b>	<b>Objective/Purpose</b>	<b>Funding</b>	<b>Timescale</b>	<b>Progress</b>
Assist businesses to develop ideas to increase visitor spend and to extend their stay	NPTCBC Economic Development / Tourism Swansea Bay	Increased economic benefit to NPT	Private Sector/ NPTCBC/ WG	2020	Over the past two financial years (2016/2017 & 2017/2018) 47 tourism operators have received advice and assistance to deliver improvements, new products and enhance quality via the Business Team and the Tourism Team.
Assist businesses to develop ideas to address issues of seasonality	NPTCBC Economic Development / Tourism Swansea Bay	Increased economic benefit to NPT	Private Sector/ NPTCBC/ WG	2020	As above.
Encourage businesses to become environmentally sustainable	NPTCBC Economic Development / Tourism Swansea Bay	Increased: <ul style="list-style-type: none"> <li>• Participation in green accreditation schemes</li> <li>• Engagement with regional travel plan co-ordinator</li> <li>• Knowledge of funding opportunities for environmental sustainability improvements</li> </ul>	Private Sector/ NPTCBC/ WG	2020	As above
Continued investment in mountain biking infrastructure in Afan Forest Park to develop new and maintain existing trails	Natural Resource Wales	Ensure Afan Forest Park continues to be a world class mountain biking destination	NRW/ NPTCBC	2020	No further public sector investment has been made in mountain biking infrastructure in Afan Forest Park since the delivery of the Cognation Project and falling visitor figures are a reflection of this. Discussions are ongoing with

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
					<p>Natural Resources Wales to strengthen partnership working and deliver a long term vision for Afan Forest Park.</p> <p>The Afan Valley Adventure Resort has been submitted to the Council for outline planning permission. If approved the development would cost £130 million and would deliver 300 lodges, 100 bedroom hotel and various adventure facilities.</p>
Support the development of a mountain bike skills academy	Cognition Ltd in partnership with trade	Create employment opportunities. Encourage more usage of trails by local community	Cognition Ltd	2020	This private sector proposal has not progressed to date. However, since the DMP was published there has been a growth in the number of mountain bike skills and tuition companies operating within Afan Forest Park. An operator in Margam Park also offers mountain biking skills training.
Encourage further investment to support increased use of the canals in the Vale of Neath and the Swansea Valley and waterways across NPT	NPTCBC / Private Sector / Neath Canal Navigation / Neath and Tennant Canals Trust / Swansea Canal Society	Explore opportunities for creating new facilities and services: <ul style="list-style-type: none"> <li>• Water based activities</li> <li>• Catering facilities</li> <li>• Boating</li> </ul>	Private Sector/ Voluntary Sector/ NPTCBC/ WG	2020	<p>Ty Banc Cottage at Resolven has recently been re-let to a watersports operator.</p> <p>Investment has been secured to develop the Resolven Canal Car Park to deliver a visitor hub including café and digital information point.</p> <p>An audit is underway within the Regeneration Team of ownership, operations and permissions along the Neath and Tennant Canal.</p>

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
					Officers have indicated support for the Swansea Canal Society as part of their proposals to enhance the Swansea Canal.
Develop new walking routes and trails	NPTCBC	Expand the walking product offering	NPTCBC	2020	Walking trail improvement is carried out by the Countryside and Wildlife Team as part of an ongoing programme of investment. Further work is required to effectively promote appropriate routes in partnership with the new Tourism Team.
Assist activity providers in developing activity products	NPTCBC Economic Development / Tourism Swansea Bay	Improve the range of activities on offer to visitors and residents, including: <ul style="list-style-type: none"> <li>• Golf</li> <li>• Equestrian</li> <li>• Guided walks</li> <li>• Watersports</li> <li>• Team building</li> </ul>	Private Sector/ NPTCBC	2020	Proposals are in place to develop Cefn Coed Colliery and establish it as a hub for activity tourism, alongside its heritage offering.
Secure investment to develop key heritage attractions in NPT	NPTCBC Regeneration and Economic Development	Provide an enhanced visitor experience at: <ul style="list-style-type: none"> <li>• Margam Park</li> <li>• Gnoll Country Park</li> <li>• Neath Canal</li> <li>• Aberdulais Falls</li> <li>• Cefn Coed Colliery Museum</li> <li>• Neath Abbey</li> <li>• Margam Abbey</li> <li>• South Wales Miners Museum</li> </ul>	NPTCBC/ CADW/ National Trust	2020	New all-weather parking provision has been delivered at Margam Country Park which was funded via Visit Wales' Tourism Amenity Infrastructure Scheme.  South Wales Miners' Museum has secured funding to deliver a range of interpretation and volunteer led projects at the site.  Funding has been secured to establish a visitor hub at Resolven Canal Car Park.



Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
		<ul style="list-style-type: none"> <li>• 1940's Swansea Bay</li> <li>• Dulais Valley Heritage Trail</li> <li>• Swansea Canal</li> <li>• Amman Valley Trotting Club</li> </ul>			<p>Proposals are being drawn up to develop Cefn Coed Colliery Museum.</p> <p>CADW has recently invested in consolidation works at Neath Abbey.</p> <p>The Economic Development Team has provided support to the Amman Valley Trotting Club to develop their indoor provision.</p>
Secure investment to develop arts and culture facilities in NPT	NPTCBC Regeneration and Economic Development/ NPTCBC Education Directorate	<p>Provide an enhanced visitor experience and a wider range of events at:</p> <ul style="list-style-type: none"> <li>• Gwyn Hall</li> <li>• Pontardawe Arts Centre</li> <li>• Princess Royal Theatre</li> <li>• Arts Workshops</li> <li>• Amateur Dramatics/ Community Shows</li> </ul>	NPTCBC/ Arts Council/ Lottery	2020	<p>A number of creative businesses have recently invested in Neath Town Centre including;</p> <ul style="list-style-type: none"> <li>• Concept to Creation Jewellery School in Alfred Street</li> <li>• Queen Street Art Gallery</li> <li>• The Studio – Glass Gallery in Croft Road.</li> <li>• Cake Academy Wales</li> </ul> <p>Both Concept to Creation and Queen Street Gallery have received financial support via the Economic Development Team.</p> <p>Proposals are progressing to establish a cinema at Pontardawe Arts Centre.</p>
Secure investment to develop outdoors facilities in NPT	NPTCBC Regeneration and Economic Development	<p>Provide an enhanced visitor experience at:</p> <ul style="list-style-type: none"> <li>• Margam</li> <li>• Gnoll</li> <li>• Afan Forest Park</li> <li>• Aberavon Beach</li> <li>• Waterfall Country</li> </ul>	NPTCBC/ Private Sector/ WG	2020	Please refer to previous actions within this action plan.

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
Promote Margam Park as a viable venue for large scale events and festivals	NPTCBC Margam Park/ Tourism Swansea Bay	Encourage organisers to hold their events/festivals in NPT	Private Sector/ Voluntary Sector/ NPTCBC/ WG	2020	Margam Country Park Car Park has benefited from investment (Visit Wales) to create all weather provision. The new parking provision enables Margam Park to hold large scale events throughout the year.

## Promotion

- Adopt a product led approach to marketing, building on the strength of our existing products
- Focus on the high quality of offering in the County Borough
- Target markets with most growth potential
- Align marketing activities with Visit Wales' yearly themes
- Work with partners to develop a brand identity that can be adopted for use by all stakeholders

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
Undertake marketing activities identified in the 2015 marketing plan	Tourism Swansea Bay	Co-ordinated promotion of NPT in line with the needs identified by the tourism trade in 2015	TBC	2015	This action is no longer relevant, however a new destination marketing plan will be developed soon as part of the remit of the new Tourism Team.  Tourism Swansea Bay has launched a new website and attends annual trade shows to promote its members activities.
Redevelop the two destination websites, Visit NPT and Visit Afan Forest Park	NPTCBC Economic Development	Provision of websites to support the promotion of the tourism trade in NPT	NPTCBC	2020	A scoping exercise has been completed to establish an overall concept/ format for the new destination website.  As part of the remit for the new Tourism Team the process is due to begin to commission the new destination website.
Maintain presences on social media platforms	NPTCBC Economic Development / Tourism Swansea Bay	Regular provision of interesting and up to date information to encourage more visitors to NPT	N/A	2020	From January 2017 the Visit Neath Port Talbot social media presence was re-established. The Tourism Team currently maintains a presence on Facebook, Twitter, You Tube and

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
					Instagram. Our social media presence will be further developed over the next 12 months.
Issue press releases for good news stories	NPTCBC Economic Development	Raise the profile of NPT in: <ul style="list-style-type: none"> <li>• General media</li> <li>• Travel trade media</li> </ul>	N/A	2020	Press releases have been issued for all good news stories including, the start of the Tourism Development in Neath Port Talbot Project, the redevelopment of the Waterfalls Centre in Pontneddfechan and the reestablishment of the Tourism Team within NPTCBC.
Promote existing events to visitors and residents websites	NPTCBC Economic Development / Tourism Swansea Bay	Encourage more people to visit the events and spend more in NPT	N/A	2020	Events are promoted via a feed on the Visit Neath Port Talbot website and the Neath Port Talbot Council website.
Explore opportunities to undertake promotional activities in line with Visit Wales' Year of Adventure in 2016	Tourism Swansea Bay/ NPTCBC Economic Development	TBC	WG	2015 – 2016	Proposals for a marketing project for Year of Adventure (2016) did not progress, however a regional marketing campaign which included Neath Port Talbot CBC as a partner was delivered for the 2017 Year of Legends.  NPTCBC has submitted an Expression of Interest to Visit Wales for the 2019 Year of Discovery, the proposal involves working with NPT Tourism operators to deliver 'bookable packages' and has been invited to submit a full application by 1 <sup>st</sup> February 2019.

<b>Actions</b>	<b>Lead Partner(s)</b>	<b>Objective/Purpose</b>	<b>Funding</b>	<b>Timescale</b>	<b>Progress</b>
Work with tourism businesses to package visitor experiences to address issues of seasonality	NPTCBC Economic Development / Tourism Swansea Bay	Develop: Walking breaks Mountain biking breaks	Private Sector/ NPTCBC	2020	The packaging together of visitor experiences in partnership with the tourism sector is a central focus to the Year of Discovery proposal summarised above.
Develop a copyright free image bank for use by NPT trade	Tourism Swansea Bay/ NPTCBC Economic Development	Provide good quality images that the tourism trade can use in their own promotional activities	RDP/ Tourism Swansea Bay	2020	The NPTCBC Tourism Development in Neath Project commissioned new professional photography and set up a bank of copyright free images to be used by tourism operators and inward investors for the purpose of promoting Neath Port Talbot as a visitor destination.  Tourism Swansea Bay also made a selection of images of the area available to operators via their photography bank.
Develop a short video showcasing the highlights of NPT	NPTCBC Economic Development/ Tourism Swansea Bay	Provide a video which the tourism trade can use in their own promotional activities	RDP	2018	This action was completed by NPTCBC and the Tourism Development in Neath Project commissioned videography of the rural wards and included a showcase video. An additional video was also produced for Aberavon Seafront. There has been excellent response to the videos in particular Our Valleys, Afan Forest Park and Aberavon Seafront which have been popular on social media.
Attend the Best of British & Ireland travel trade show	Tourism Swansea Bay	Promote NPT products and businesses to group travel organisers	RTEF	2020	Tourism Swansea Bay attends the Best Of Britain and Ireland Show each year to promote the Swansea Bay region.

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
Promote NPT tourism products at the new Swansea University campus	Tourism Swansea Bay	Increase awareness of facilities and activities amongst, students, staff and visiting friends and relatives	RTEF	2015	This will be examined via the new DMP.

<b>People</b>					
<ul style="list-style-type: none"> <li>• Work with partners to develop a network of key visitor economy stakeholders to facilitate engagement and participation in the destination management of Neath Port Talbot</li> <li>• Encourage operators to participate in relevant training and staff development opportunities</li> </ul>					
<b>Actions</b>	<b>Lead Partner(s)</b>	<b>Objective/Purpose</b>	<b>Funding</b>	<b>Timescale</b>	<b>Progress</b>
Deliver targeted training networking for tourism businesses	NPTCBC / Tourism Swansea Bay	Develop product knowledge and skills	RTEF/ RDP	2020	The Tourism Development in Neath Port Talbot Project delivers 'sense of place' events, the aim of these events is to enhance product knowledge within the tourism industry. For example, story-telling events were held during Year of Legends which retold legendary stories of Neath Port Talbot, a ghost hunt event was held at Margam Park. Further events are planned for 2019. In 2018 Tourism Swansea Bay held an evening event specifically for tourism operators in Neath Port Talbot, the event was well attended and the new NPTCBC Tourism Team gave a presentation at the event.
Explore opportunities to work in partnership with NPT college to promote tourism/hospitality careers	NPTC/ NPTCBC	TBC	N/A	2020	This action will be examined further as part of the new DMP.
Encourage tourism operators to participate in the NPT Trade Engagement Group	Tourism Swansea Bay / NPTCBC Economic Development	Engage as many businesses as possible in the destination management process	N/A	N/A	This group has been replaced by a series of Destination Management Task and Finish Groups with which the NPT Tourism industry is well engaged.

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**NEATH PORT TALBOT COUNTY BOROUGH COUNCIL  
REGENERATION AND SUSTAINABLE DEVELOPMENT CABINET  
BOARD**

**1<sup>st</sup> March 2019**

**JOINT REPORT OF  
THE HEAD OF PLANNING AND PUBLIC PROTECTION – N. PEARCE  
THE HEAD OF PROPERTY AND REGENERATION – S. BRENNAN  
THE HEAD OF COMMISSIONING AND SUPPORT SERVICES – A  
THOMAS**

**Matter for:** Monitoring

**Wards Affected:** All

**Report Title**

- 1 Key Performance Indicators 2018/2019 – Quarter 3 Performance (1<sup>st</sup> April 2018 – 31<sup>st</sup> December 2018)

**Purpose of the Report**

- 2 To report quarter 3 performance management data for the period 1<sup>st</sup> April 2018 to 31<sup>st</sup> December 2018 for Regeneration and Sustainable Development Cabinet Board. This will enable the Regeneration and Sustainable Development Cabinet Board and Scrutiny Members to discharge their functions in relation to performance management.

**Executive Summary**

- 3 A list of quarter 3 Key Performance Indicators (KPI's) with progress comments on each indicator are attached as appendix 1, these do not include those KPI's collected on an annual basis, and these will be reported in quarter 4. All KPI's with a CP reference e.g. CP/042 are Corporate Plan Key Performance Indicators.
- 4 KPI's that have improved on or achieved target are GREEN (green traffic light) status, KPI's that have not achieved target but performance is within 5% are AMBER (amber traffic light) status and KPI's that are 5% or more below target are RED (red traffic light) status.

- 5 Where available, appendix 1 provides performance data for quarter 3 performance for 2016/17 and 2017/18 (6 months data) plus current year 2018/19 (six months data), and a quarter 2 target (six months target) for 2018/19.
- 6 Appendix 2 provides quarter 3 information for Compliments and Complaints data, collected in line with the [Council's Comments, Compliments & Complaints Policy](#) for Regeneration and Sustainable Development Cabinet Board purview.
- 7 Appendices 1 and 2 are new reports from the new Corporate Performance Management System (CPMS), which went live in August 2018.

### **Financial Impact**

- 8 The performance described in the Report is being delivered against a challenging financial backdrop.

### **Equality Impact Assessment**

- 9 This report is not subject to an Equality Impact Assessment.

### **Workforce Impacts**

- 10 During 2017/18 the Environment Directorate saw a further downsizing of its workforce (by 17 employees) as it sought to deliver savings of £1,115k in the year.

## **Legal Impacts**

- 11 This Report is prepared under:
- 1) The Local Government (Wales) Measure 2009 and discharges the Council's duties to "make arrangements to secure continuous improvement in the exercise of its functions"
  - 2) Well-being of Future Generations (Wales) Act 2015
  - 3) The Neath Port Talbot County Borough Council Constitution requires each cabinet committee to monitor quarterly budgets and performance in securing continuous improvement of all the functions within its purview.

## **Risk Management**

- 12 Failure to produce a compliant report within the timescales can lead to non-compliance with our Constitution. Also, failure to have robust performance monitoring arrangements could result in poor performance going undetected.

## **Consultation**

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

## **Recommendation**

- 14 For Members to monitor performance contained within this report.

## **Reasons for Proposed Decision**

- 15 Matter for monitoring. No decision required.

## **Implementation of Decision**

- 16 Matter for monitoring. No decision required.

## **Appendices**

- 17 Appendix 1 – Key Performance Indicators 2018/2019 – Quarter 3 Performance (1<sup>st</sup> April 2018 – 31<sup>st</sup> December 2018)
- 18 Appendix 2 – Compliments and Complaints information – Quarter 3 2018/2019

## **Officer Contact**

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