



BWRDD ADFYWIO A DATBLYGU CYNALIADWY'R CABINET

Yn syth Yn dilyn y Pwyllgor Craffu ar
DYDD GWENER, 7 MEHEFIN 2019, DYDD GWENER, 7 MEHEFIN 2019

COMMITTEE ROOMS A/B - NEATH CIVIC CENTRE

Rhan 1

1. Periodi cadeirydd
2. Datganiadau o fudd
3. Blaenraglen Waith 2018-19 (*Tudalennau 3 - 4*)
4. Cofnodion y Cyfarfod Blaenorol (*Tudalennau 5 - 18*)
5. Ymgyrch farchnata clystyrau darganfod Castell-nedd Port Talbot (*Tudalennau 19 - 32*)
Adroddiad y pennaeth eiddo ac adfywio
6. Eitemau brys
Any urgent items (whether public or exempt) at the discretion of the Chairman pursuant to Statutory Instrument 2001 No 2290 (as amended).
7. Mynediad i gyfarfodydd
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 14 of Part 4 of Schedule 12A to the Local Government Act 1972.

Rhan 2

8. Ffordd ddisbarthu cyrion Port Talbot Cam 2-ymestyn y cyfnod statudol ar gyfer yr hawliad gan Associated British Ports Holdings Ltd am iawndal (*Tudalennau 33 - 36*)
Adroddiad ar y cyd preifat y pennaeth eiddo ac Adfywio a 'r pennaeth peirianeg a Thrafnidiaeth
9. Cynnig i adnewyddu pryddles y safleoedd manwerthu yn 9 Stryd y gwynt ac 4-6 Water Street, Castell-nedd i Boots Cyf (*Tudalennau 37 - 44*)
Adroddiad preifat y pennaeth eiddo ac adfywio
10. Gwasanaethau tirlfesur ac arolygu adeiladau-cynlluniau grantiau ' r Cyngor (*Tudalennau 45 - 50*)
Adroddiad preifat y pennaeth eiddo ac adfywio

**S.Phillips
Prif Weithredwr**

**Canolfan Ddinesig,
Port Talbot**

Date Not Specified

Aelodau'r Cabinet:

Cynghowyr: A.Wingrave a/ac L.Jones

Nodiadau:

- (1) *Os nad yw unrhyw aelod o Fwrdd y Cabinet yn gallu bad yn bresennol, gall unrhyw aelod arall o'r Cabinet gyflenwi fel aelod etholiadol ar y pwyllgor. Gofynnir i'r aelodau wneud y trefniadau hyn yn uniongyrchol ac yna i hysbysu is adran y pwyllgor..*
- (2) *Ystyrir barn y Pwyllgor Craffu blaenorol wrth wneud penderfyniadau (proses craffu cyn penderfynu)*

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 July 2019	Energy Performance Report	Decision	Topical		Chris Jones
	Active Travel	Decision	Topical		Ceri Morris/Lana Beynon

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
6 September 2019					

Tudalen 3

Eitem yr Agendaa3

REGENERATION AND SUSTAINABLE DEVELOPMENT CABINET BOARD

To be programmed in:

- Property Performance Report 2018 (*Date TBC to go back later in the year – 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

Tudalen4

EXECUTIVE DECISION RECORD**1 MARCH 2019****REGENERATION AND SUSTAINABLE DEVELOPMENT
CABINET BOARD****Cabinet Members:**

Councillors: D.Jones and A.Wingrave (Chairperson)

Officers in Attendance:

N.Pearce, S.Brennan, N.Jones and J.Woodman-Ralph

Invitees:

Councillor: S.K.Hunt (Scrutiny Chairperson)

1. APPOINTMENT OF CHAIRPERSON

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

2. MINUTES OF PREVIOUS MEETING HELD ON 18 JANUARY, 2019**Decision:**

That the minutes of the meeting held on 18 January, 2019 be approved.

3. FORWARD WORK PROGRAMME 2018/19**Decision:**

That the Forward Work Programme be noted.

4. **TOURISM UPDATE**

Decisions:

1. That the progress to date against the delivery of the Neath Port Talbot Destination Management Plan, be noted;
2. That the achievements of the new Tourism Team to date, and the priorities for the next six months be noted;
3. That a new Destination Management Plan be prepared and consultation be undertaken during 2019/2020 in readiness for launch in April 2020.

Reason for Decisions:

To deliver a cohesive Destination Management Plan 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 Decisions:

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

Consultation:

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

5. **KEY PERFORMANCE INDICATORS 2018/2019 - QUARTER 3 PERFORMANCE (1 APRIL 2018 - 31 DECEMBER 2018)**

Decision:

That the monitoring report be noted.

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 items 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. **HOUSING RENEWAL AND ADAPTATION SERVICE REPAYMENT OF DISABLED FACILITY GRANT MONIES**

Decision:

That the full amount of grant monies, for the reasons detailed within the private, circulated report, be waived.

Reason for Decision:

To ensure the Authority exercises its discretion under the Housing Grants Construction and Regeneration Act 1996: Disabled Facilities Grant (Conditions relating to approval or payment of Grant) General Consent 2008.

Implementation of Decision:

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

8. **URGENCY ACTION 0867 - HOUSING RENEWAL AND ADAPTATION SERVICE REPAYMENT OF DISABLED FACILITY GRANT MONIES (EXEMPT UNDER PARAGRAPH 14)**

Decision:

That the following urgency action taken by the Head of Adult Services in consultation with the requisite Members, be noted:-

Officer Urgency Action No 0867 re: Housing Renewal and Adaptation Service Repayment of Disabled Facility Grant Monies.

9. **URGENCY ACTION 1391 - COED DARCY SOUTHERN ACCESS ROAD AND FFORD AMAZON STAGE 2 (EXEMPT UNDER PARAGRAPH 14)**

Decision:

That the following joint urgency action taken by the Head of Property and Regeneration, the Head of Legal Services and the Head of Engineering and Transport in consultation with the requisite Members, be noted:-

Officer Urgency Action No 1391 re: Coed Darcy Southern Access Road and Fford Amazon Stage 2.

10. **FORMER CAEWERN UPPER RESPITE HOME, BRYNCOCH, NEATH**

Decision:

That following a verbal update at the meeting from the Head of Property and Regeneration, the offer be refused as it was not acceptable.

Reason for Decision:

The offer contained conditions that were not acceptable to the Council.

Implementation of Decision:

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

11. **COED DARCY SOUTHERN ACCESS ROAD AND FFORD AMAZON STAGE 2 - COMPULSORY PURCHASE ORDER 2010**

Decisions:

1. That authorisation be granted for Officers (as detailed within the private, circulated report) to negotiate and agree a settlement up to a maximum figure of £200,000, to be paid to Gracelands Investments Limited for the acquisition of land and rights required as part of the Coed Darcy Southern Access Road and Ffordd Amazon Stage 2 highway scheme, as compensation and costs;

2. That any VAT applicable to the compensation and costs and any statutory interest applicable to the compensation be paid in addition to the above maximum sum.

Reason for Decisions:

To enable officers to negotiate to try and reach settlement prior to the Lands Tribunal hearing.

Implementation of Decisions:

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

12. **HARBOURSIDE STRATEGIC EMPLOYMENT SITE PORT TALBOT**

Decision:

That the terms and conditions for the acquisition of the land as detailed within the private, circulated report, and various rights required for the scheme, be approved.

Reason for Decision:

To facilitate the proposed flood mitigation measures as part of the Harbourside Strategic Employment Site scheme.

Implementation of Decision:

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

Consultation:

The Local Member had been consulted and supported the proposal.

13. **PORT TALBOT PERIPHERAL DISTRIBUTOR ROAD PHASE 2 -
EXTENSION OF STATUTORY PERIOD FOR THE CLAIM FROM
ASSOCIATED BRITISH PORTS HOLDINGS LIMITED FOR
COMPENSATION**

Decision:

That the time limit to negotiate the claim from Associated British Ports Holdings Ltd under Port Talbot PDR Phase 2, be extended to the 30 June 2019.

Reason for Decision:

To secure approval for the immediate action required in respect of claims under the Port Talbot Peripheral Distributor Road Phase 2 Scheme.

Implementation of Decision:

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

CHAIRPERSON

EXECUTIVE DECISION RECORD

12 APRIL, 2019

REGENERATION AND SUSTAINABLE DEVELOPMENT CABINET BOARD

Cabinet Members:

Councillors: A.Wingrave and P.A.Rees

Officers in Attendance:

S.Brennan, M.Shaw and N.Headon

Invitees:

Councillor: S.K.Hunt (Scrutiny Chairperson)

1. **APPOINTMENT OF CHAIRPERSON**

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

2. **MEMBER'S DECLARATION OF INTEREST**

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

Councillor A.Wingrave	Re -	The Report of the Head of Property and Regeneration, Establishment of the Local Project Board for Neath Port Talbot, as she is the Cabinet Member for Regeneration and Sustainable Development, and proposed representative on the Board.
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3. **FORWARD WORK PROGRAMME 2018/19**

Decision:

That the Forward Work Programme be noted.

4. **RURAL DEVELOPMENT PLAN 2014-2020**

That the report be noted.

5. **NEATH PORT TALBOT LOCAL DEVELOPMENT PLAN (LDP) –
CONSIDERATION OF: THE RESPONSES TO THE COMMENTS
RECEIVED FOLLOWING CONSULTATION ON DRAFT
SUPPLEMENTARY PLANNING GUIDANCE (SPG); AND THE
ADOPTION AND PUBLICATION PROCEDURES TO BE
IMPLEMENTED**

Decisions:

1. That the responses and recommendations to the Supplementary Planning Guidance (SPG) representations received, as set out in Appendix 1 of the circulated report, be agreed.
2. That the revised Historic Environment Supplementary Planning Guidance (SPG) as set out in Appendix 2 of the circulated report, be agreed.
3. That the adoption and publication procedures, as set out in the circulated report, be implemented.

Reason for Decisions:

To ensure that clear supplementary guidance is issued by the Council in respect of the 'The Historic Environment'.

Implementation of Decisions:

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

6. **ALLEGED PUBLIC FOOTPATH FROM DARWIN ROAD TO NEWBRIDGE ROAD, COMMUNITY OF SANDFIELDS**

Decisions:

1. That the newer path B-C (Plan No.1, of the circulated report) be the preferred and used route and this length be made the subject of a Modification Order as specified in 5.11 of the circulated report, and if no objections are made to confirm the same.
2. That the earlier route B-B3-B2-B4 (Plan No.2 of the circulated report) via the bold line, be given legal recognition and be the subject of an Extinguishment Order on the grounds it was no longer needed for use.
3. That the path not be entered into the Definitive map before it was diverted.
4. That both paths be accorded legal status and so whilst there was grounds to add the length B3-B2-B4 via the bold line to the Definitive map, it be made the subject of an Extinguishment Order, rather than being included into the Definitive map before being extinguished. Also the path B-B3-B2-B4-C be extinguished as it was no longer needed for public use.
5. That an existing Order be made under Section 118 of Highways Act 1980 for the length of path B-B2-B4 shown on plan Number 2, of the circulated report, and if no objections are made to confirm the same as an opposed Order.

Reasons for Decisions:

To determine an application which alleged a public footpath existed alongside part of the estuary, commencing on Newbridge Road at the point it met the pedestrian bridge which was currently closed, before turning into the land occupied by the Greenstar Rugby Club.

Implementation of Decisions:

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

7. **APPLICATION TO UPGRADE FOOTPATHS NO'S 1 AND 2 TO A PUBLIC BRIDLEWAY, COMMUNITY OF BLAENHONDDAN**

Decision:

That a No Modification Order be made as stated in Paragraph 4.2 of the circulated report, and the application be refused.

Reasons for Decision:

1. At the previous public inquiry held in 1999 the appointed Inspector concluded there had been no dedication of a public bridleway by that date.
2. None of the evidence submitted in support of the current and outstanding 2017 application has established otherwise.
3. There has been no 20 years uninterrupted use since 1999 to satisfy the provisions of Section 31 of the Highways Act 1980.
4. No dedication under common law can be shown to have occurred since 1999.

Implementation of Decision:

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

Consultation:

The item has been subject to extensive consultation.

8. **ALLEGED PUBLIC FOOTPATH FROM EARLSFIELD CLOSE TO GLYNEATH LIBRARY (A-B) COMMUNITY OF GLYNEATH**

Decision:

That this Council informs the Planning Inspectorate it wishes to take a neutral stance in any subsequent Public Inquiry.

Reason for Decision:

It is noted that the appeal was allowed and that the Authority had been directed to make a Modification Order. If there were objections to this order, it was reasonable and consistent with its previous decision, that this Authority take no further proactive part and only assist the Inspector at any subsequent public inquiry.

Implementation of Decision:

The decision is for immediate implementation.

The Chair of the Regeneration and Sustainable Development Cabinet Board had agreed this course of action and there would therefore be no call in on this decision.

Consultation:

This item has been subject to consultation with Local Members and affected landowners.

9. **URGENT ITEM**

Because of the need to deal now with the matters contained in Minute No. 15 below, the Chairperson agreed that this could be raised at today's meeting as urgent items pursuant to Statutory Instrument 2001 No.2290 (as amended).

Reason: Due to the time element.

10. **ESTABLISHMENT OF THE LOCAL PROJECT BOARD FOR NEATH PORT TALBOT**

Decision:

That the establishment of a Local Project Board 'Local Regeneration Programme Board' for Neath Port Talbot to provide leadership and accountability for strategic regeneration programmes and projects impacting in the local area, be approved.

Reason for Decision:

To enable the Council to continue to secure strategic regeneration funding to delivery Council priorities.

Implementation of Decision:

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

11. **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 items 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.

12. **PROPOSED RENEWAL OF THE LEASE AND SERVICE LEVEL AGREEMENT TO THE FIELD STUDIES COUNCIL OF THE DISCOVERY CENTRE AT MARGAM COUNTRY PARK, PORT TALBOT**

Decisions:

1. That the grant of the Lease and Supplemental Agreement for the Margam Discovery Centre, as detailed in the private circulated report, be approved.
2. That the Head of Property and Regeneration, in consultation with the Head of Transformation and Head of Legal Services, agree any minor amendments to the documentation provided, that they do not materially alter the key terms, as detailed in the private circulated report.

Reasons for Decisions:

To ensure that the Council can continue to provide educational, environmental and cultural services to the Neath Port Talbot Schools at a reduced cost and to ensure that existing relationships with the Fields Studies Council can be developed to further promote development at Margam Country Park to ensure continuity of service to both Neath Port Talbot County Borough Council and the Neath Port Talbot Schools.

Implementation of Decisions:

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

Consultation:

This item has been subject to consultation with Local Members.

13. **FORMER CAEWERN UPPER RESPITE HOME, BRYNCOCH, NEATH**

Decision:

That approval be granted to accept the recommended offer for the former Caewern Upper Respite Home, Bryncoch, Neath, as detailed in the private circulated report.

Reason for Decision:

To enable the disposal of a surplus property and attain a capital receipt.

Implementation of Decision:

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

Consultation:

This item has been subject to consultation with Local Members.

14. **NEATH TOWN CENTRE REDEVELOPMENT**

Decision:

That approval be granted to undertake a procurement exercise for the revised scheme at Neath Town Centre, as detailed in the private circulate report.

Reason for Decision:

To provide a revised redevelopment scheme for Neath that will contribute to the vitality and vibrancy of the town centre.

Implementation of Decision:

The decision is for immediate implementation.

The Chair of the Regeneration and Sustainable Development Cabinet Board had agreed this course of action and there would therefore be no call in on this decision.

Consultation:

Local Members have been consulted.

CHAIRPERSON



Cyngor Castell-nedd Port Talbot
Neath Port Talbot Council

NEATH PORT TALBOT COUNTY BOROUGH COUNCIL

**Regeneration and Sustainable Development Cabinet Board
Friday 7th June 2019**

**Public Report of the Head of Property and Regeneration
- S Brennan**

Matter for Decision

Wards Affected: ALL

Neath Port Talbot Discovery Clusters Marketing Campaign

Purpose of Report

1. To make Members aware of the successful application for funding to deliver the Neath Port Talbot Discovery Clusters destination marketing campaign which will significantly raise the profile of Neath Port Talbot as a visitor destination.
2. To seek authority for the Head of Property and Regeneration to undertake and approve the necessary procurement exercises to deliver the project.

Background

3. In January 2019 the Tourism Team submitted a funding application to the Visit Wales Regional Tourism Engagement Fund (RTEF) to deliver the 'Neath Port Talbot Discovery Clusters'

destination marketing campaign. Officers have recently been informed by Visit Wales that the application was successful.

4. RTEF is supported through the Welsh Government Rural Communities – Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development (EAFRD), and Welsh Government.
5. The Neath Port Talbot Discovery Clusters marketing campaign will help us to work towards our objective to increase overnight stays within the area, which in turn increases the revenue generated by visitors within the local economy.
6. The aims and objectives of the project are as follows;

Project Aim

- To raise the profile of Neath Port Talbot as a visitor destination by showcasing product which plays to our strengths and aligns with the Wales brand.

Objectives:

- To deliver a ‘perception changing’ marketing campaign to attract key visitor markets to Neath Port Talbot.
- To mobilise tourism sector partners to work in partnership to deliver bookable product.
- To deliver a more direct route to market for Neath Port Talbot tourism product which complies with the requirements of the Package Travel and Linked Travel Arrangements 2018.

Project Delivery

7. The purpose of this project is to work in partnership with tourism operators within Neath Port Talbot to raise the profile of the area

as a visitor destination, challenge negative perceptions of the area and increase overnight stays.

8. Visit Wales' key objective, when awarding funds, is to create 'bookable product' across Wales which makes it easier for visitors, particularly those from overseas, to purchase a 'tangible' holiday.
9. Key to achieving the above will be establishing a series of private and voluntary sector led product clusters to deliver a minimum of six experiences within Neath Port Talbot.
10. Each cluster will focus on a specific product or area of the county and will represent the strongest product within the area. Within each cluster there will be a variety of activity, attraction and accommodation providers which will allow for specific experiences to be tailored to each booking and meet the needs of consumer, corporate or group travel markets.
11. Six core experiences have been identified which align with the Wales brand, the Visit Wales Year of Discovery 2019 and Year of the Great Outdoors 2020. The experiences are also designed to offer profile across both the valleys and urban areas of Neath Port Talbot.
12. The exact experiences to be developed will be refined further through an open call, however the following experiences have been identified for delivery within the project application and interest has already been expressed by a range of operators in delivering these experiences.
13. **Valleys Outdoor Adventure Experience:** The cluster will create an outdoor activity experience throughout the Valleys areas of the county which feature the iconic Waterfall Country product and introduce previously undiscovered experiences in our beautiful valleys. For example rock climbing, canyoning, orienteering etc may form activities within this experience. Accommodation will also be offered as part of this cluster.

14. **Afan Forest Park – Room To Ride Experience:** This experience will target those who already take part in mountain biking and will offer them bike hire, guided rides of the local trails or tuition to fine tune their mountain biking skills to get the most out of their ride in Afan Forest Park. Accommodation will also be offered as part of this cluster.
15. **Afan Forest Park – Family (Beginner) Mountain Bike Adventure Tour:** This tour will target absolute beginners to mountain biking and offer an experience for the whole family. Providers in this cluster should have the capacity to offer group tuition and guided rides and could include specialist female only tuition and guiding. This experience will also include accommodation options.
16. **Port Talbot – Tough as Steel Experience:** This experience is centred upon using the iconic steelworks as backdrop to experiencing invigorating outdoor activities, whilst also challenging perceptions of Port Talbot as a place to visit. The experience is likely to consist of surfing on Aberavon Beach, outdoor adventure at Margam Park such as stand up paddle boarding, go carting and cycling and also a high wire adventure ropes and zip wire course. This experience could also include the emerging markets from the Aberavon Aquathon and Steelman multisport events in the area. This experience will be clustered with appropriate accommodation which suits the nature of the booking, i.e. group accommodation or B&B accommodation is available in this area.
17. **In Their Footsteps Experience:** This experience will promote some of the best self-led or guided walks/ trails within the Valleys, Vales and coastal areas of Neath Port Talbot and will include accommodation and high quality eating out options as part of the stay. The focus of this product is towards those interested in the heritage and landscape of the area and would appeal to those who are seeking to walk/ cycle the paths and tracks which were once

trodden by their ancestors or the famous faces of Neath Port Talbot such as Richard Burton.

18. **Margam Park Heritage Tour:** This cluster will create a high quality guided heritage tour of Margam Country Park, Margam Abbey Church and Margam Stones Museum. The cluster will deliver an immersive guided-interpretive experience suitable for consumer and group travel markets. The experience would also include the provision of afternoon tea or lunch within the park itself. There is also an emerging Wellness/ Wellbeing product at Margam Country Park which could tap into the growing 'mindfulness' market whereby yoga/ meditation/ health and wellbeing experiences could be developed.
19. It is important to note that any Neath Port Talbot attractions or experiences that ultimately do not form part of the Discovery Clusters campaign will still be advertised via the new Neath Port Talbot destination website which is currently in the process of being procured. The website will showcase all attractions, activities and experiences that appeal to our visitors.
20. The project can be broken down into two phases.

Phase 1: Scoping (April 2019 to September 2019)

21. As part of this phase an open call will be carried out to identify the six clusters that will deliver the agreed experiences.
22. Although a range of operators have already expressed an interest in delivering the above experiences, in order to satisfy State Aid requirements; and before the final clusters are selected, we will undertake an open and transparent call for clusters of private/ voluntary sector operators to submit proposals to deliver the experiences agreed.

23. The final experiences will be selected against set criteria which are in line with quality requirements, the Wales brand and which appeal to the target markets identified.
24. Once the clusters have been identified, specialist legal advice will be commissioned to work with the selected clusters to ensure compliance with the Package Travel and Linked Travel Arrangements Regulations 2018.
25. The Package Travel and Linked Travel Arrangements Regulations 2018 set out more stringent requirements on the 'packaging' of holiday elements such as accommodation, travel and activities. Where two or more holiday elements are booked together, or as a closely linked transaction, the regulations will require the tourism operators concerned to hold appropriate insurance cover.
26. As this legislation is new to the tourism industry it is envisaged that the findings of this exercise will be of use to the wider industry in Wales, therefore a key output of this phase of the project will be the sharing of a case study on delivering compliance within the project.

Phase 2: Delivery (October 2019 to December 2020)

27. The following activities will be delivered as part of Phase 2 of the project;
 - Product Development for the six bookable products in partnership with industry clusters (to include non-accredited training, design of promotional materials etc.).
 - Public relations campaign - including securing travel blogger/press visits
 - Campaign website
 - Online/ digital campaign targeting key markets
 - Group/ corporate travel campaign targeting travel organisers such as tour operators.
 - Six promotional videos (one for each experience)

- Photography for use in delivering the campaign
- Project management/ project facilitation.

Project Costs and Outputs

28. The total cost for the campaign is £93,000, the project funding can be broken down as follows;

Source	2019/2020	2020/2021	TOTAL
Visit Wales – Regional Tourism Engagement Fund (87%)	£42,456	£38,454	£80,910
NPTCBC - Destination Marketing Budget (13%)	£6,344	£5,746	£12,090
TOTAL	£48,800	£44,200	£93,000

29. The following outputs were identified within the funding application, however these are subject to ongoing discussions with Visit Wales and may be amended;

- 6 tourism products established – this will be achieved and evidenced via the open call for product clusters to be formed to deliver the 6 experiences identified.
- 15 stakeholders engaged – to be measured through the open call for clusters to be formed. Only the partners which make up the successful clusters will be counted against this output and will be evidenced via the expression of interest paperwork.
- 250,000 marketing reach – to be measured through social media reach, via the digital campaign, and video reach. The PR campaign will also contribute towards meeting this output.
- 1,500 engagements with content – to be measured via social media engagement, comments, likes etc.
- 5 blogger/ press visits – to be measured via actual visits secured through the PR campaign.

Financial Impact

30. The match funding requirement of £12,090 over 2019/2020 and 2020/2021 financial years has been absorbed within the existing destination marketing budget held by the Tourism Team.
31. NPTCBC will receive £80,910 from Visit Wales' Regional Tourism Engagement which is part funded by the European Agricultural Fund for Rural Development (EAFRD).

Integrated Impact Assessment

32. A first stage impact assessment has been undertaken to assist the Council in discharging its legislative duties (under the Equality Act 2010, the Welsh Language Standards (No.1) Regulations 2015, the Well-being of Future Generations (Wales) Act 2015 and the Environment (Wales) Act 2016.
33. The first stage assessment has indicated that a more in-depth assessment is not required. A summary is included below.
34. The campaign will not have an impact on people with any of the protected characteristics. The overall project has a positive impact on the wellbeing objectives.

Valleys Communities Impact

35. This project will have a positive impact on Valleys Communities by supporting the growth of the visitor economy and the potential to create employment opportunities in these areas.

Workforce Impact

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

Legal Impact

37. There are no legal impacts associated with this report as NPTCBC will not be affected by the Package Travel and Linked Travel Arrangements Regulations 2018.

Risk Management

38. Officers involved in the delivery of this project have in-depth experience of delivering projects of this nature and in adherence to the funding criteria and conditions. There are therefore no known risk management issues associated with this report.

Consultation

39. There is no requirement for external consultation on this item. However, in the interest of successfully delivering the project an event will be held to inform tourism operators about the project.
40. An open and transparent call will also be undertaken, alongside a robust assessment process, to identify the successful product clusters which will be promoted through the campaign.

Recommendations

41. It is recommended that Members note the successful funding application for the Neath Port Talbot Discovery Clusters project and the resulting destination marketing campaign which will significantly raise the profile of Neath Port Talbot as a visitor destination.
42. It is recommended that Members delegate authority to the Head of Property and Regeneration to undertake and approve the necessary procurement exercises to deliver the project.

Reasons for Proposed Decision

43. In order to ensure that the project can commence promptly and be delivered to agreed timescales.

Implementation of Proposed Decision

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

List of Background Papers

45. Neath Port Talbot Discovery Clusters Project – First Stage Impact Assessment

Officer Contact

46. Karleigh Davies, Destination Management and Marketing Manager. k.davies16@npt.gov.uk (01639) 686417.

Impact Assessment - First Stage

1. Details of the initiative

1. Initiative description and summary:

The Neath Port Talbot Discovery Clusters project will deliver a destination marketing campaign which will assist NPTCBC in working towards its objective to increase overnight stays within the area, which in turn increases the revenue generated by visitors within the local economy.

Service Area: Tourism Team, Regeneration and Economic Development

Directorate: Environment

2. Does the initiative affect:

	Yes	No
Service users		x
Staff		x
Wider community	x	
Internal administrative process only		x

3. Does the initiative impact on people because of their:

	Yes	No	None/ Negligible	Don't Know	Impact H/M/L	Reasons for your decision (including evidence)/How might it impact?
Age		x				The product range offered through the campaign will cater for a range of ages.
Disability		x				The product range offered through the campaign will cater for a range of abilities.
Gender Reassignment		x				The campaign will have no impact
Marriage/Civil Partnership		x				The campaign will have no impact
Pregnancy/Maternity		x				The campaign will have no impact

Race		X					The campaign will have no impact
Religion/Belief		X					The campaign will have no impact
Sex		X					The campaign will have no impact
Sexual orientation		X					The campaign will have no impact

4. Does the initiative impact on:

	Yes	No	None/ Negligible	Don't know	Impact H/M/L	Reasons for your decision (including evidence used) / How might it impact?
People's opportunities to use the Welsh language	X					The marketing campaign will be delivered bilingually
Treating the Welsh language no less favourably than English	X					The marketing campaign will be delivered bilingually

5. Does the initiative impact on biodiversity:

	Yes	No	None/ Negligible	Don't know	Impact H/M/L	Reasons for your decision (including evidence) / How might it impact?
To maintain and enhance biodiversity	X					The campaign will assist in promoting a better understanding of the natural environment through outdoor recreation opportunities.
To promote the resilience of ecosystems, i.e. supporting protection of		X				The campaign will have no impact

the wider environment, such as air quality, flood alleviation, etc.						
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6. Does the initiative embrace the sustainable development principle (5 ways of working):



	Yes	No	Details
Long term - how the initiative supports the long term well-being of people	x		Encourages economic development and the growth of the tourism economy. Supports participation in recreation activities and enhances wellbeing.
Integration - how the initiative impacts upon our wellbeing objectives	x		Encourages economic development and the growth of the tourism economy. Supports participation in recreation activities and enhances wellbeing.
Involvement - how people have been involved in developing the initiative	x		The project was developed in consultation with tourism stakeholders and the NPT Destination Management Plan Steering Group.
Collaboration - how we have worked with other services/organisations to find shared sustainable solutions	x		The project was developed in consultation with tourism stakeholders and the NPT Destination Management Plan Steering Group.
Prevention - how the initiative will prevent problems occurring or getting worse	x		The project will encourage the growth of the tourism economy within Neath Port Talbot. Supports participation in recreation activities and enhances wellbeing.

7. Declaration - based on above assessment (tick as appropriate):

A full impact assessment (second stage) is not required	<input checked="" type="checkbox"/>
Reasons for this conclusion	
The campaign will not have an impact on people with any of the protected characteristics. The overall project has a positive impact on wellbeing objectives.	

A full impact assessment (second stage) is required	<input type="checkbox"/>
Reasons for this conclusion	

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Name	Position	Signature	Date
Completed by Karleigh Davies	Destination Management and Marketing Manager		17/5/19
Signed off by Simon Brennan	Head of Property and Regeneration		17/5/19

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