

**ECONOMIC AND COMMUNITY REGENERATION
CABINET BOARD**

**REPORT OF THE HEAD OF PROPERTY & REGENERATION
SIMON BRENNAN**

19TH JUNE 2015

SECTION A – MATTER FOR DECISION

WARD(S) AFFECTED: ALL

**NEATH PORT TALBOT DESTINATION MANAGEMENT
PLAN (DMP)**

Purpose of report

To provide an update on the Neath Port Talbot Destination Management Plan (DMP), and seek approval to carry out an external consultation on the Destination Management Plan ‘statement of intent’ and associated action plan.

Background

A Destination Management Plan (DMP) is a ‘shared statement of intent to manage a destination over a stated period of time’. It covers all areas of activity linked to improving the ‘destination’ - taking into account the needs of visitors, local businesses, residents and the environment. It coordinates areas such as business support, regeneration activities, street care, planning, and transport.

A Visit Wales approved Destination Management Plan is also an essential criteria when applying for funding such as Coastal Communities Fund, Visit Wales funding (including European Structural Funds ERDF), Regional Tourism Engagement Fund (RTEF), Rural Development Plan (RDP) and Vibrant and Viable Places. All local authorities are required to develop and publish a DMP.

The former tourism team were responsible for developing Neath Port Talbot’s Destination Management Plan; however the DMP was never completed or signed off by Visit Wales. In the absence of a dedicated tourism team, the European and External Funding team has developed the attached DMP which is aligned to Visit Wales’ Partnership for Growth strategy and reflects: the current resources available; stakeholder

involvement; and Neath Port Talbot and the Swansea Bay City Region's priorities.

The DMP indicates that Neath Port Talbot CBC is committed to developing the visitor economy in the county borough. The plan is developed around 4 priority areas, in line with Visit Wales' Partnership for Growth strategy:

- 1) Place building
- 2) Product development
- 3) Promotion
- 4) People

The Destination Management Plan has been developed in collaboration with Visit Wales' Regional Engagement Team and Tourism Swansea Bay.

Action Plan

The original action plan was 'inherited' from the former tourism team. In April 2015, the European and External Funding team facilitated an internal consultation exercise to review the action plan and a revised action plan was developed.

It needs to be noted that the action plan will not be the sole responsibility of the local authority to deliver, it is a partnership document and actions will be allocated to appropriate partners e.g. Tourism Swansea Bay, NPT Trade Engagement group. It is a 5 year plan (2015 – 2020); however the action plan will be reviewed on a 6 monthly basis.

The Destination Management Plan has a positive impact across all areas of the Neath Port Talbot Community Plan.

Governance

Visit Wales insist on a public / private steering group to oversee the delivery of a Destination Management Plan, and its related action plan.

It is proposed that the steering group meets on a quarterly basis in the form of an extended Environment Management Team (EMT), chaired by the Director of Environment with relevant Heads of Service, Tourism Swansea Bay Chair to represent the private sector, Visit Wales' Regional Engagement Team. In addition and when appropriate other relevant stakeholders will be invited to attend e.g. NRW.

It is proposed that relevant working groups are established to progress the actions on a task and finish basis, and report to the steering group.

The Secretariat function will be carried out by the European & External funding team.

Next steps

- 1) To carry out an external consultation on the Destination Management Plan with key stakeholders.
- 2) Formally submit the Neath Port Talbot Destination Management Plan to Visit Wales.
- 3) Establish the Neath Port Talbot Destination Management Plan steering group.
- 4) Provide an annual update on the Neath Port Talbot Destination Management Plan.

An Equality Impact Assessment (EIA) is currently being finalised and will be included with further Destination Management Plan updates.

Appendices

Appendix A - Statement of Intent

Appendix B - Action Plan

Recommendations

To seek approval to progress with an external consultation on the Destination Management Plan and make a formal submission to Visit Wales.

Reasons for Proposed Decision

The Neath Port Talbot Destination Management Plan is a new document which requires Board approval to progress further.

List of Background Papers

None

Officer Contact

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COMPLIANCE STATEMENT

NEATH PORT TALBOT DESTINATION MANAGEMENT PLAN (DMP)

(a) Implementation of Decision

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

(b) Sustainability Appraisal

Community Plan Impacts

Economic Prosperity	..	Positive Impact
Education & Lifelong Learning	..	Positive Impact
Better Health & Wellbeing	..	Positive Impact
Environment & Transport	..	Positive Impact
Crime & Disorder	..	Positive Impact

Other Impacts

Welsh Language	..	No Impact
Sustainable Development	..	No Impact
Equalities	..	No Impact
Social Inclusion	..	No Impact

(c) Consultation

It has been subject to an internal consultation, and approval is needed to proceed to an external consultation.