

## 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		
Establish a visitor giving scheme within Afan Forest Park	Cognition Ltd	Generate income to sustain the maintenance of the trails	Cognition	2015 - 2017	
Implement the actions set out in the Natural Resources Wales Landscape assessment	NRW	Reinstate/ rejuvenate areas affected by tree disease	NRW		
Support private sector development of the Rheola Estate for tourism led regeneration	NPTCBC/ Private Sector	Increase accommodation and visitor facilities in the Vale of Neath.			
Redevelopment of the Plaza Cinema in Port Talbot	NPTCBC	Develop a new arts/culture facility in Port Talbot town centre which will be of benefit to tourists and local people	VVP	Completion 2017	
Develop and maintain Aberavon	NPTCBC/	Continue to provide family	NPTCBC		

Seafront	Private Sector	friendly and accessible facilities. Investigate opportunities for further development of: <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>			
Continue to support the business case for investment to reinstate the Neath and Tennant Canals	NPTCBC				
Support the business case for the reinstatement of the Aberdulais Aqueduct	NPTCBC				
Support Neath and Tennant Canals Trust to continue to operate the Thomas Dadford Trip Boat	NPTCBC				
Improve access to the waterfalls at Pontneddfechan	Brecon Beacons National Park Authority / NPTCBC	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			
Further develop the profile of	NPTCBC/	Establish stronger working			

Neath Abbey as an important attraction for Neath Port Talbot	CADW	relationship with CADW Assist Friends of Neath Abbey Ironworks with their aspirations Carry out improvements to the site, including access roads and signage			
Support the business case for the development of Brunel Dock	NPTCBC				
Develop the town centres of Neath, Pontardawe and Port Talbot	NPTCBC	Undertake activities to improve the shopping and parking facilities to encourage more visitors and NPT residents			
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	NPTCBC	Improve the visitor experience			
Work in partnership with Baytrans to secure funding to promote public transport	NPTCBC / Baytrans	Provision of better information for visitors using public transport to visit key sites and attractions in NPT			
Develop maps of routes and trails for non-motorised transport	NPTCBC	Encourage more non-motorised transport in accordance with the Active Travel Act			

Assist tourism businesses to provide public transport information to visitors before and during their visit	NPTCBC / Bay Trans / Tourism Swansea Bay	Increased use of sustainable transport			
Maintain and enhance rights of way including footpaths, bridleways and cyclepaths. Upgrade footbridges in countryside areas	NPTCBC	Adherence to the Active Travel Act			
Identify locations that would benefit from new/ better interpretation	NPTCBC / Tourism Trade / Tourism Swansea Bay	Improve the visitor experience			
Maintain brown signage and other directional signage	NPTCBC				
Explore funding opportunities for more sensory based interpretation and signage	NPTCBC				
Secure funding for increased digital connectivity	NPTCBC	Provision of high speed broadband for the benefits of visitors and businesses. Increased wifi connectivity			
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> </ul>	NPTCBC	Instigate actions to ensure NPT is a clean, attractive and welcoming place to visit and live			

<ul style="list-style-type: none"> <li>• Dog fouling</li> </ul>					
Improve Waste facilities at key destinations	NPTCBC	Provision of: <ul style="list-style-type: none"> <li>• Recycling/litter bins</li> <li>• Dog bins</li> </ul>			
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	Maintenance and improvement of public spaces			
Explore investment opportunities for Margam Park to provide facilities for major events		Development of Margam Park as a venue for large events and festivals			
Improvement of Lighting to increase sense of wellbeing/reduce fear of crime/lighting of features.					
Improve coach parking provision and drop-off points at key sites		Identify sites for coach drop off points in town centres and key sites			
Improve NPTCBC car parks		Explore potential upgrades of equipment to allow users to pay by phone / credit or debit card			

Upgrade public toilet facilities	NPTCBC				
Promote public facilities grant to businesses	NPTCBC	Increased numbers of facilities for visitors and local residents			
Coastal Path Enhancement/protection					

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## 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

<b>Actions</b>	<b>Lead Partner(s)</b>	<b>Objective/Purpose</b>	<b>Funding</b>	<b>Timescale</b>	<b>Progress</b>
Map and evaluate the visitor economy product in NPT	Tourism Swansea Bay	Identification and assessment of the visit product on offer in the County Borough	RTEF	2015 - 2016	
Meet with all new/ potential tourism business start ups	NPTCBC	Identify new opportunities for investment and job creation		ongoing	
Signpost new and existing businesses to potential funding sources and business planning advice	NPTCBC			ongoing	
Encourage new and existing businesses to participate in the NPT tourism trade engagement group	Tourism Swansea Bay / NPTCBC	Encourage engagement		ongoing	
Encourage accommodation development in the Vale of Neath which compliments existing provision and the proposals at Rheola Estate	NPTCBC				

Development of Camping / Caravanning facilities, electric hook ups at NPTCBC sites	NPTCBC	Expand the camping and caravanning product across the County Borough, but particularly at Margam Park			
Encourage membership of national quality accreditation schemes	NPTCBC	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>		ongoing	
Assist businesses to develop ideas to increase visitor spend and to extend their stay	NPTCBC / Tourism Swansea Bay	Increased economic benefit to NPT		2015 / 2016	
Assist businesses to develop ideas to address issues of seasonality	NPTCBC / Tourism Swansea Bay	Increased economic benefit to NPT		2015 / 2016	
Encourage businesses to become environmentally sustainable	NPTCBC / 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</li> </ul>		ongoing	



		sustainability improvements			
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			
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		
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>			
Develop new walking routes and trails	NPTCBC	Expand the walking product offering			
Assist activity providers in developing activity products	NPTCBC / 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> </ul>			

		<ul style="list-style-type: none"> <li>• Team building</li> </ul>			
Secure investment to develop key heritage attractions in NPT	NPTCBC	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> <li>• 1940's Swansea Bay</li> <li>• Dulais Valley Heritage Trail</li> <li>• Swansea Canal</li> <li>• Amman Valley Trotting Club</li> </ul>			
Secure investment to develop arts and culture facilities in NPT		Provide an enhanced visitor experience and a wider range of events at: <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>			

Secure investment to develop outdoors facilities in NPT		Provide an enhanced visitor experience at: <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>			
Promote Margam Park as a viable venue for large scale events and festivals	NPTCBC / Tourism Swansea Bay	Encourage organisers to hold their events/festivals in NPT			

## 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

<b>Actions</b>	<b>Lead Partner(s)</b>	<b>Objective/Purpose</b>	<b>Funding</b>	<b>Timescale</b>	<b>Progress</b>
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		2015	
Redevelop the two destination websites, Visit NPT and Visit Afan Forest Park	Tourism Swansea Bay	Provision of websites to support the promotion of the tourism trade in NPT		2015 - 2016	

Maintain presences on social media platforms	NPTCBC / Tourism Swansea Bay	Regular provision of interesting and up to date information to encourage more visitors to NPT		2015	
Issue press releases for good news stories	NPTCBC / Tourism Swansea Bay	Raise the profile of NPT in: <ul style="list-style-type: none"> <li>• General media</li> <li>• Travel trade media</li> </ul>		ongoing	
Promote existing events to visitors and residents websites	NPTCBC / Tourism Swansea Bay	Encourage more people to visit the events and spend more in NPT		Ongoing	
Explore opportunities to undertake promotional activities in line with Visit Wales' Year of Adventure in 2016	Tourism Swansea Bay			2015 – 2016	
Work with tourism businesses to package visitor experiences to address issues of seasonality	NPTCBC / Tourism Swansea Bay	Develop: Walking breaks Mountain biking breaks			
Develop a copyright free image bank for use by NPT trade	Tourism Swansea Bay	Provide good quality images that the tourism trade can use in their own promotional activities		2015	
Develop a short video showcasing the highlights of NPT	Tourism Swansea Bay	Provide a video which the tourism trade can use in their own promotional activities		2015	
Attend the Best of British & Ireland travel trade show	Tourism Swansea Bay	Promote NPT products and businesses to group travel organisers	RTEF	2016	

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	
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## People

- 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
- Encourage operators to participate in relevant training and staff development opportunities

<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	2015 / 2016	
Explore opportunities to work in partnership with NPT college to promote tourism/hospitality careers					
Encourage tourism operators to participate in the NPT Trade Engagement Group	Tourism Swansea Bay / NPTCBC	Engage as many businesses as possible in the destination management process			