

NEATH PORT TALBOT COUNTY BOROUGH COUNCIL

Economic and Community Regeneration Cabinet Board

20 January 2017

Report of the Chair of Economic and Community Regeneration Scrutiny Committee

Matter for Decision

Wards Affected:

All Wards

Review of the Tourism Support in Neath Port Talbot

Purpose of the Report

1. To provide the Economic and Community Regeneration Cabinet Board with the findings following a review of Tourism Support in Neath Port Talbot, and to seek Members approval of the recommendations below.

Executive Summary

2. The report highlights the findings of the review carried out by a small group of Members of the Economic and Community Regeneration Scrutiny Committee on Tourism Support in Neath Port Talbot.
3. The report includes evidence from an online survey along with information received from key stakeholders at meetings of the inquiry group.

Background

4. Members of the Economic and Regeneration Scrutiny Committee have long held the view that Tourism is an extremely important sector for the County Borough and attracts over 1m visitors per annum and contributes significant amounts of money to the local economy.
5. The Scrutiny Committee regularly receives update reports on the Tourism sector from the Economic Development department of the Council.
6. Update reports took on greater importance following the decision taken June 2015 to agree the Destination Management Plan which was completed by the European and External Funding team after the Tourism team was disbanded as part of the Council's Forward Financial Plan.
7. The Committee resolved in 2015 to undertake a review of Tourism support to identify whether there had been any adverse effects on the level and type of support that was provided.

Equality Impact Assessment

8. There are no impacts associated with this report however, if the recommendations are agreed and taken forward then subsequent reports will require an Equality Impact Screening to be undertaken in the first instance before deciding whether a full Equality Impact Assessment is required.

Workforce Impacts

9. There are no direct workforce impacts associated with this report however, if the recommendations are agreed and taken forward there potentially could be workforce impacts.

Legal Impacts

10. There are no legal impacts associated with this report however, the Council has a duty to develop and implement a Destination Management Plan.

Risk Management

11. There are no direct risk management impacts associated with the report however, there may be a risk to the attractiveness to County as a tourism destination if support decreases any further.

Consultation

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

Recommendations

13. It is recommended that Cabinet Board
 - a. A dedicated resource is identified to drive forward tourism support;
 - b. The Destination Management Plan is considered by the Economic and Community Regeneration Scrutiny Committee on a regular basis to ensure the actions are implemented;
 - c. An all Member seminar is organised to highlight the findings of the review that demonstrates how important the tourism sector is in the County Borough;
 - d. A letter is written and sent to St Modwens to establish what they understand their responsibilities are in relation to Neath Canal and stress the importance of the maintenance that is required.

Reasons for Proposed Decision

14. To ensure that Neath Port Talbot continues to be an attractive destination for tourists and tourism is supported efficiently and effectively within the County Borough.

Implementation of Decision

15. The decisions are proposed for implementation after the three day call in period.

List of Background Papers

16. Final report of the review group from the Economic and Community Regeneration Scrutiny Committee contained within the report pack of the Scrutiny Committee meeting held on 20th January 2017.

Officer Contact

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