

South West Wales Investment (NPT Focussed) 2011-to date

The below figures outline Welsh Government investment in Tourism in the period 2011 to date and have been produced for viewing as part of the Tourism Task and Finish Inquiry Group being undertaken by the Economic and Community Regeneration Scrutiny Committee of Neath Port Talbot Council.

Tourism Investment Support Scheme offers, NPT 2011-16

Tourism Investment Support Scheme (TISS) is a grant for new and existing Welsh tourism businesses looking to upgrade the quality of facilities and increase capacity where there is a gap in the market. The below table shows the number of grants and value offered to businesses in Neath Port Talbot for the aforementioned period.

Name	Town	Authority	Grant Offered
Farm Accommodation Ltd, Cwmafan	Port Talbot	NPT	25,000
Waterfall Country Gateway (NPTCC)	Neath	NPT	60,000
Cartref Holiday - River View, Tonna	Neath	NPT	20,000
Total			£105,000

In comparison the following amounts have been offered in neighbouring authorities over the same period

Swansea	£845,444
Carmarthenshire	£1,644,735
Pembrokeshire	£3,147,962

Regional Tourism Engagement Fund (RTEF) for South West Wales 2014-17

The purpose of the RTEF fund is to work with partners at the destination level to deliver the 10% growth target set out in the Partnership for Growth strategy. Funds in South West Wales were allocated as follows;

RTEF 2014/15

Carmarthenshire	£20,320
Swansea Bay	£33,500
Pembrokeshire	£24,995.50
Neath Port Talbot	£0

Total	£78,815.50
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RTEF 2015/16

Carmarthenshire	£60,000
Pembrokeshire	£65,000
Swansea	£55,000 (£15k specifically to NPT via Tourism Swansea Bay for trade engagement and business mapping)
Regional Attendance at Outdoor Show	£25,000 (some NPT benefit via promotion of products)
Total	£205,000

RTEF 2016/17

Carmarthenshire	£35,000
Pembrokeshire	£40,000
Regional	£80,000 (some NPT benefit working regionally)
Total	£155,000

Tourism Product Innovation Fund 2015-present

The purpose of the TPIF fund is to work with tourism sector partners across Wales to deliver the 10% growth target set out in the tourism strategy. The fund aims to encourage closer joint working between tourism consortia, partnerships and trade groups and to develop and improve the product offer to visitors which will benefit the tourism sector, local communities and critically, help to grow the tourism economy in a sustainable way.

2015/16

Milford Haven Port Authority (Pembrokeshire)	£8,000
Burn Series (Neath Port Talbot)	£25,000
Pembrokeshire Coastal Forum (Pembrokeshire)	£21,850
TYF Group (Pembrokeshire)	£30,000
Total	£84,850

2016/17

Carmarthenshire Tourism Association (Carmarthenshire)	£20,000
Neath Golf Club (South Wales – including NPT)	£5,000
Wildlife Trust of South West Wales (South Wales – Bridgend, Pembrokeshire and Ceredigion).	£30,000
Total	£55,000

P4G Partnership for Growth

The Partnership for Growth fund promoted joint working and collaborative projects to help grow the Wales' tourism economy in a sustainable way.

Projects 2014-2015

Gower Beaches (Management Plan)	Swansea	£10,000
PCNPA (Sustainable Events Charter)	Pembrokeshire	£15,000
National Trust (Coasteering Concordat)	Pembrokeshire	£4,635

Projects 2015-2016

PCNPA (Dark Skies)	Pan-Wales but primarily Pembrokeshire, Brecon Beacons and Snowdonia)	£40,000
Wildlife Trust of South West Wales	Pembrokeshire, Bridgend, Ceredigion)	£15,000

E4G Environment for Growth – Coastal Tourism and Sustainable Tourism

Visit Wales led on two strategic European projects totalling over £35 million since 2010 developing 7 iconic Centres of Excellence in Wales as well as coastal improvements along our beaches. This project came to an end in 2015. Total funding £35.5 (£16.5 total ERDF), there are no projects for the period 2014-20.

<p>Coastal Tourism Centres of Excellence - There are 3 Coastal Centres of Excellence; Aberdaron, Swansea Bay and Pembrokeshire. As part of the Coastal Tourism project there is also the Green Sea Programme.</p>	<p>£17.2m (8.3 ERDF)</p>
<p>Sustainable Tourism Centres of Excellence There are 4 Sustainable Centres of Excellence in Wales for the South Wales Cycling - Cognation, One Historic Garden, North Wales Cycling and the Eryri Centre of Excellence – One Big Adventure.</p>	<p>£18.3m (8.2 ERDF)</p>
<p>Coastal Tourism Centres of Excellence – South West Wales, The Green Sea Programme – South West Wales SUSTAINABLE TOURISM - South West Wales</p> <p>South West Wales Coastal Projects:</p> <p><i>Swansea Bay Water sports Centre of Excellence</i></p> <p>Sites include: ‘360 Beach and Watersports’ brand for the new St Helen’s Watersports Centre, the Olga Boat, Knab Rock Watersports Centre and Porthcawl Harbour, Rest Bay improvements, Bridgend. (5 sites).</p> <p><i>Pembrokeshire Coastal Centre of Excellence</i></p> <p>Pembrokeshire Coastal Tourism includes town enhancements in Tudor Square, developments at Milford Haven Dock Lock; Porthgain and Solva Car Parks and Coppett Hall. Additional funding has been secured for Saundersfoot harbour Phase 1. (5 sites).</p> <p>The Green Sea Programme South</p> <p>The Green Sea Programme includes improvements to facilities, access, signage, interpretation and sustainable management at 14 specific beaches.</p> <p>South West Wales Sustainable Projects</p> <p><i>South Wales Cycling Centre of Excellence – Cognation</i></p> <p>Led by Neath Port Talbot current sites include Afan Forest, Neath Port Talbot Cwmcarn and Caerphilly. At Gethin Woods, Merthyr Tydfil new</p>	<p>Total project costs £35.5m (£16.5m ERDF)</p> <p>£4.2m total cost (£2.1m ERDF)</p> <p>£4m total cost (£1.9m ERDF)</p> <p>£1.8m total cost (£800k ERDF)</p> <p>£4.3m total cost (£2m ERDF)</p>

<p>mountain biking trails and visitor centre are being created. (3 sites).</p> <p>One Historic Garden</p> <p>One Historic Garden will form a ‘trail’ of existing and improved garden attractions in South West Wales including Aberglasney House and Gardens, Carmarthenshire; Bryngarw Country Park, Bridgend; Colby Woodland Gardens and Scolton Manor, Pembrokeshire; Cwmdonkin Park and Penllergare Valley Woods, Swansea and Margam Country Park, Neath Port Talbot (7 sites).</p>	<p>£4.3m total cost (£2m ERDF) with £330,000 specifically in NPT at Margam Park</p>
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Of a total of £16.5m of ERDF funding awarded for Tourism specific projects NPT directly benefited from £2.33m of funding

Coastal Communities Fund

The Coastal Communities Fund (CCF) is funded by the government from income from the Crown Estate’s marine assets. Funding is available in England, Wales, Scotland and Northern Ireland. The Fund is managed by the regeneration team in partnership with the Big Lottery Fund’s ‘BIG Fund’.

Through the coastal tourism forum tourism officials have been able to influence the CCF agenda to ensure the tourism sector is a key benefactor.

Out of a total of £2,433,086 of CCF monies distributed in the region Neath Port Talbot has directly benefited from £486,725.

Adventure Golf Course at Aberavon Sea Front

New Sandfield’s and Aberavon and Afan Community Regeneration

Surf More South Wales – Aberavon Sea Front.

Grading

The following properties are graded in the NPT area.

<u>Establishment</u>	<u>Town</u>	<u>Star</u>	<u>Designator</u>	<u>Cyclists & Walkers</u>
Best Western Aberavon Beach Hotel	Port Talbot	3 Star	Hotel	Cyclists & Walkers
Castle Hotel	Neath	3 Star	Hotel	Cyclists & Walkers
Premier Inn Port Talbot	Port Talbot	Visit Wales	Budget Hotel	
Mountain View B & B	Port Talbot	3 Star	B&B	Cyclists & Walkers
The Barn B & B	Margam	4 Star	B&B	Cyclists & Walkers
Bryn Teg House	Port Talbot	3 Star	B&B	Cyclists & Walkers
Tyn Y Coed	Margam	4 Star	B&B	Cyclists & Walkers
Caer Arba	Neath	4 Star	Self-Catering	Cyclists & Walkers
Barns 1, 2 And 3, Llwyn Llanc Uchaf Farm	Neath	5 Star	Self Catering	Cyclists & Walkers
Meadow View, 18 Glan Gwrelych	Neath	4 Star	Self-Catering	Cyclists & Walkers
Windways	Port Talbot	3 Star	Self-Catering	Cyclists & Walkers
Whites Level House	Port Talbot	3 Star	Self-Catering	Cyclists & Walkers
3 Blaenant Street	Port Talbot	3 Star	Self Catering	Cyclists & Walkers
Depot Rd	Cwmavon	4 Star	Self-Catering	Cyclists & Walkers
The Nook & The Peak - Afan Valley View	Port Talbot	4 Star	Self-Catering	Cyclists & Walkers
Yr Hen Stabl & Drws Nesaf, Abergwrelych House	Glynneath	3 & 4 Star	Self-Catering	Cyclists & Walkers
Cwmbach Lodges	Neath	4 Star	Self-Catering	Cyclists & Walkers
The Glyncorwg Ponds	Port Talbot	3 Star	Touring & Camping Park	
Rose Cottage	Port Talbot	4 Star	Bunkhouse	
FSC Margam Discovery Centre	Port Talbot	5 Star	Group Accommodation	Cyclists & Walkers
Depot Rd	Cwmavon	5 Star	Group Accommodation	Cyclists & Walkers
River View	Neath	4 Star	Group Accommodation	Cyclists & Walkers
Fedwen Fawr, Tyle'r Fedwen Farm	Port Talbot	Approved	Alternative Accommodation	

Research

In terms of priority sector for the period 2006 to 2015, the number of business units in the tourism sector has increased by **5%** from 420 to 440. Employment has increased by **72%** . from 2,500 in 2006 to 4,300.

LA	Tourism Sector, 2015		Proportion in Tourism, 2015		Growth 2006 to 2015	
	Local Units	Employment	Local Units	Employment	Local Units	Employment
Isle of Anglesey	385	4100	13%	17%	22%	95%
Gwynedd	895	9600	14%	16%	7%	37%
Conwy	715	6800	14%	16%	4%	31%
Denbighshire	445	2900	11%	7%	-2%	-12%
Flintshire	485	4800	9%	8%	-3%	33%
Wrexham	415	4400	9%	6%	0%	91%
Powys	795	7100	8%	12%	-4%	42%
Ceredigion	450	5200	10%	14%	-3%	73%
Pembrokeshire	875	7300	14%	14%	4%	49%
Carmarthenshire	715	6600	8%	9%	-3%	29%
Swansea	895	10900	12%	9%	-4%	22%
Neath Port Talbot	440	4300	13%	9%	5%	72%
Bridgend	455	6100	11%	10%	-9%	17%
The Vale of Glamorgan	510	4500	11%	11%	19%	7%
Rhondda Cynon Taf	690	6100	12%	8%	-1%	45%
Merthyr Tydfil	200	1800	13%	7%	14%	100%
Caerphilly	470	4500	11%	8%	6%	7%
Blaenau Gwent	220	1600	15%	8%	10%	45%
Torfaen	240	3100	10%	8%	-2%	35%
Monmouthshire	440	4700	9%	11%	2%	18%
Newport	485	5300	11%	7%	5%	43%
Cardiff	1,455	20800	11%	10%	13%	30%
Wales	12,670	132400	11%	10%	3%	34%