

Appendix 2: Neath Port Talbot Destination Management Plan - Action Plan Update

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	2020	Discussions are ongoing with NRW. To be reviewed in new Destination Management Plan (DMP)
Establish a visitor giving scheme within Afan Forest Park	Cognition Ltd	Generate income to sustain the maintenance of the trails	Cognition	2015 - 2017	The Cognition Project received Rural Development funding to continue delivery of the visitor giving scheme in addition to setting up a volunteer group to maintain the mountain bike trails. The volunteer group is now well established and works in line with Natural Resources Wales trail maintenance regime.
Implement the actions set out in the Natural Resources Wales Landscape assessment	NRW	Reinstate/ rejuvenate areas affected by tree disease	NRW	N/A	This action is no longer relevant as the timescale for the NRW landscape assessment has lapsed.
Support private sector development of the Rheola Estate for tourism led regeneration	NPTCBC Regeneration / Private Sector	Increase accommodation and visitor facilities in the Vale of Neath.	NPTCBC/ Private Sector	2020	Subject to ongoing investigation by NRW to resolve outstanding issues.

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Redevelopment of the Plaza Cinema in Port Talbot	NPTCBC Regeneration and Economic Development	Develop a new arts/culture facility in Port Talbot town centre which will be of benefit to tourists and local people	WG/ NPTCBC	2020	Funding worth £5.5 million has been secured via the Welsh Government Building For the Future Programme to create a community, wellbeing and enterprise hub at the former Plaza cinema. Work is due to begin in Autumn 2019.
Develop and maintain Aberavon Seafront	NPTCBC Regeneration & Property / Private Sector	<p>Continue to provide family friendly and accessible facilities. Investigate opportunities for further development of:</p> <ul style="list-style-type: none"> • Leisure facilities • Car parking • Flood defences • Landscaping / infrastructure / environmental improvements 	NPTCBC	2020	<p>Since the DMP was published Aberavon Seafront has seen the opening of both the Adventure Golf and new Aberavon Leisure and Fitness Centre which enhance the overall offering on the seafront.</p> <p>Officers are currently looking into the potential for further commercial investment on the Seafront to include additional eating out/ leisure outlets.</p> <p>Footfall at Aberavon Seafront is measured via break beam counters along the promenade. It is reported that footfall between August 2017 and June 2018 reached 509,000.</p> <p>A video has been produced to promote Aberavon Seafront and a social media campaign was delivered during the summer of 2018. This resulted in the video reaching over 150,000 views.</p> <p>A Task and Finish Group has been established for Aberavon Seafront which</p>

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					<p>consists of Council Officers and private and voluntary sector tourism operators. The purpose of the group is to encourage collaboration of operators along the seafront.</p>
<p>Continue to support the business case for investment to reinstate the Neath and Tennant Canals</p>	<p>NPTCBC Regeneration & Economic Development</p>	<p>TBC</p>	<p>TBC</p>	<p>2020</p>	<p>Funding has been secured from the Visit Wales Tourism Amenity Infrastructure Scheme to create a visitor hub at Resolven Canal Car Park. The project will refurbish the toilet building and create a small café space in addition to a digital information point and landscaping improvements. The project will be delivered by December 2020.</p> <p>An audit is underway within the Regeneration Team of ownership, operations and permissions along the Neath and Tennant Canal.</p>
<p>Support the business case for the reinstatement of the Aberdulais Aqueduct</p>	<p>NPTCBC Regeneration & Economic Development</p>	<p>TBC</p>	<p>TBC</p>	<p>2020</p>	<p>Discussions are underway with various parties regarding the future of Neath Canal and connections to the Tennant Canal of which Aberdulais Aqueduct is key.</p>
<p>Support Neath and Tennant Canals Trust to continue to operate the Thomas Dadford Trip Boat</p>	<p>NPTCBC Regeneration & Economic Development</p>	<p>TBC</p>	<p>TBC</p>	<p>2020</p>	<p>Unfortunately due to boat maintenance issues experienced by the Neath and Tennant Canal Trust, the Thomas Dadford Trip boat has been decommissioned and therefore the Trust no longer operates a trip boat on the Neath Canal.</p>

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Improve access to the waterfalls at Pontneddfechan	Brecon Beacons National Park Authority / NPTCBC Regeneration and Economic Development	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	NPTCBC/ BBNPA	2020	<p>NPTCBC has delivered 43 additional parking spaces along the verge at Pontneddfechan. Funding amounting to £87,000 was secured through the Visit Wales Tourism Amenity Infrastructure Scheme.</p> <p>A series of improvements have been made to the entrance to the village by enhancing visitor information, installing boot scrubs, amending toilet cleaning times and installing a smart bin to compress rubbish and hold additional capacity.</p> <p>In addition the Authority has tendered the former Waterfalls Centre which has been leased to a local partnership. The refurbishment of this building has created a café/ bistro and holiday accommodation comprising of 4 bedrooms to the upper floor.</p>
Further develop the profile of Neath Abbey as an important attraction for Neath Port Talbot	CADW/ NPTCBC Regeneration and Economic Development	Establish stronger working relationship with CADW Assist Friends of Neath Abbey Ironworks with their aspirations Carry out improvements to the site, including access roads and signage	CADW/ RTEF/ NPTCBC	2020	CADW has recently invested in consolidating ruins on site in order to safeguard the structures from collapse.

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Support the business case for the development of Brunel Dock	NPTCBC Regeneration and Economic Development	TBC	TBC	2020	The Briton Ferry Brunel Dock Trust is currently working with the Princes Trust to undertake further work in the area.
Develop the town centres of Neath, Pontardawe and Port Talbot	NPTCBC Regeneration and Economic Development	Undertake activities to improve the shopping and parking facilities to encourage more visitors and NPT residents	NPTCBC/ WG/ Private Sector	2020	<p>The NPTCBC Town Centres Manager is now in post covering town centres within the County Borough.</p> <p>Following on from consultations earlier on (Spring 2018) NPTCBC has secured funding from Welsh Government to look at the feasibility of developing Port Talbot town centre as a Business Improvement District. If the proposal is feasible this will then go to ballot next year and completion by March 2020</p> <p>Phase 2 of Neath Town Centre Redevelopment is underway and will deliver additional 44,000 square ft of retail and commercial space on the site of the former multi-storey car park.</p> <p>Partnership working within Neath Town Centre is strong which supports successful events and initiatives, such as the annual Neath Food and drink Festival which attracted 60,000 visitors in 2018. Neath now has a strong events program supported by NPTCBC, Neath BID, Neath Town Council and Neath Town Centre Consortium.</p>

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					<p>Pontardawe Town Centre is well occupied with a range of good quality, niche businesses.</p> <p>Plans are also underway to create a cinema at Pontardawe Arts Centre.</p> <p>Meetings have taken place between the NPTCBC Town Centres Manager and Pontardawe Town Council to offer help and support.</p>
<p>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</p>	<p>NPTCBC Highways/ NPTCBC Regeneration and Economic Development</p>	<p>Improve the visitor experience</p>	<p>NPTCBC</p>	<p>2020</p>	<p>The new Transport Hub at Port Talbot is now complete and as a result the signage and sense of arrival at Port Talbot has been improved.</p> <p>Plans are currently being put in place to deliver a transport hub for Neath Town Centre.</p>
<p>Work in partnership with Baytrans to secure funding to promote public transport.</p>	<p>Baytrans/ NPTCBC Regeneration and Economic Development and NPTCBC Highways/</p>	<p>Provision of better information for visitors using public transport to visit key sites and attractions in NPT</p>	<p>RDP</p>	<p>2018</p>	<p>Baytrans secured funding via the Rural Development Plan to create a website which promotes walks alongside public transport within Neath Port Talbot. The Travel Adventures Wales website can be accessed at http://traveladventures.wales/</p> <p>The Visit Neath Port Talbot website includes links to the above website alongside new videos which have been published to promote the rural wards of Neath Port Talbot.</p>

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Develop maps of routes and trails for non-motorised transport	NPTCBC Planning and Public Protection	Encourage more non-motorised transport in accordance with the Active Travel Act	NPTCBC/ WG	2020	A Neath Port Talbot Cycle map has been produced and can be accessed via https://www.npt.gov.uk/6870 Existing active travel route maps and integrated networks maps have been published and are available on the Council website.
Assist tourism businesses to provide public transport information to visitors before and during their visit	Bay Trans / Tourism Swansea Bay/ NPTCBC Economic Development	Increased use of sustainable transport	N/A	2020	The Travel Adventures Wales website has been developed by BayTrans and this is linked to content on the Visit Neath Port Talbot website. http://traveladventures.wales/
Maintain and enhance rights of way including footpaths, bridleways and cyclepaths. Upgrade footbridges in countryside areas	NPTCBC Countryside and Wildlife/ NPTCBC Planning and Public Protection	Adherence to the Active Travel Act	NPTCBC/ WG	2020	There is a continual programme in place which improves footpaths and Rights of Way throughout the County. For example St Illtyd's Walk has received investment to reroute and signpost the walk in readiness for the 25 year anniversary of the route. Enhancements have been made to the Active Travel Cycle Routes throughout the County. £235,000 has been received from Welsh Government to establish the feasibility of improvements along existing routes in order to bring them up to Active Travel standard.
Identify locations that would benefit from new/better interpretation	NPTCBC / Tourism Trade / Tourism Swansea Bay	Improve the visitor experience	NPTCBC	2020	Ongoing, to be reviewed in new Destination Management Plan (DMP)

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Maintain brown signage and other directional signage	NPTCBC Highways/ Regeneration and Economic Development.	TBC	NPTCBC	2020	Two brown signage schemes are in the process of being designed for Glynneath and Pontardawe to bring them in line with other town centres in the County.
Explore funding opportunities for more sensory based interpretation and signage	NPTCBC Regeneration & Economic Development/ NPTCBC Countryside and Wildlife	TBC	TBC	2020	To be reviewed in new Destination Management Plan (DMP).
Secure funding for increased digital connectivity	NPTCBC Economic Development	Provision of high speed broadband for the benefits of visitors and businesses. Increased wifi connectivity	TBC	2020	Broadband internet has now been installed at Margam Country Park and wireless is now available at The Orangery, this was a priority as The Orangery was unable to compete as a conference and events venue without wifi. The Superfast Business Wales project has held a range of workshops in the area for NPT Tourism operators.
Improve the general appearance of the County Borough through actions to remove and reduce: <ul style="list-style-type: none"> • Littering • Fly tipping • Graffiti • Dog fouling 	NPTCBC Streetcare/ Regeneration and Economic Development.	Instigate actions to ensure NPT is a clean, attractive and welcoming place to visit and live	NPTCBC	2020	The Street Care department carries out a regular maintenance regime, however the effects of budget pressures are making it harder to maintain important visitor destinations within the county. Comments are received regularly on social media in relation to dog fouling at key locations such as the low level cycleway in Afan Forest Park and Aberavon Seafront.

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Improve Waste facilities at key destinations	NPTCBC Streetcare	Provision of: <ul style="list-style-type: none"> • Recycling/litter bins • Dog bins 	NPTCBC	2020	As part of improvements to manage the visitor experience at Waterfall Country Pontneddfechan a Big Belly bin was installed. The bin is solar powered and compresses the rubbish so that the bin can hold significant capacity. Peak season remains a challenge however the bin has helped to resolve litter issues during less busy periods.
Environmental improvements, including: <ul style="list-style-type: none"> • Fencing • Enhanced flowerbeds and turfing • Replanting of woodlands devastated by tree disease • Management of invasive weeds 	NPTCBC Countryside and Wildlife/ NPTCBC Regeneration	Maintenance and improvement of public spaces	NPTCBC/ RDP	2020	<p>The Countryside and Wildlife Team secured funding via the Rural Development Plan to deliver the 'Working With Nature' Project. The project encourages the use of local nature reserves and parks and engages volunteers to help manage sites.</p> <p>Funding has been secured by the Countryside and Wildlife Team to deliver a long term funding and improvement strategy for Craig Gwladys Country Park, this project includes a programme of activities to raise the profile of the site.</p> <p>The Green Park Riverside Project has been delivered to introduce green space within Port Talbot Town Centre and create pedestrian and cycle links to Aberavon Seafront. Funding was received from Welsh Government's Vibrant and Viable Places Scheme, total project cost £540,000.</p>

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Explore investment opportunities for Margam Park to provide facilities for major events	NPTCBC Margam Park/ Regeneration and Economic Development	Development of Margam Park as a venue for large events and festivals	NPTCBC/ WG	2020	£160,000 investment has been secured via Visit Wales' Tourism Amenity Infrastructure Scheme to create all weather car parking provision, this funding enables Margam Country Park to host year round events, not just within the peak summer period.
Improve coach parking provision and drop-off points at key sites	NPTCBC Regeneration and Economic Development	Identify sites for coach drop off points in town centres and key sites	TBC	2020	Plans are in place to create coach parking in Neath Town Centre as part of The Valleys Task Force 'Strategic Hubs' proposals.
Improve NPTCBC car parks	NPTCBC Highways/ Parking/ Estates/ Regeneration & Economic Development	Explore potential upgrades of equipment to allow users to pay by phone / credit or debit card			<p>Aberavon Seafront car parks are now open all year round.</p> <p>Afan Forest Park Visitor Centre car park has been resurfaced, fencing has been replaced, bike wash facilities have been enhanced and a contactless pay point has been installed on car parking meters. In addition to this, in partnership with Natural Resources Wales, new directional signage has been installed and vegetation has been cut back to open up the view of the visitor centre from the car park.</p> <p>Margam Country Park Car Park has benefited from investment (Visit Wales) to create all weather provision.</p> <p>Funding was secured from Visit Wales to create new car parking at</p>

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					<p>Pontneddfechan for 43 spaces in order to better manage the volumes of visitors to Waterfall Country.</p> <p>A funding application to Visit Wales to enhance the Resolven Canal Car Park in the Vale of Neath has been successful.</p>
Upgrade public toilet facilities	NPTCBC Estates/ Regeneration and Economic Development	TBC	NPTCBC/ WG	2020	Funding has been secured to upgrade the public toilet facilities at Resolven Canal Car Park in addition to creating a café outlet and digital information point at this location.
Promote public facilities grant to businesses	NPTCBC Facilities/ Economic Development	Increased numbers of facilities for visitors and local residents	N/A	N/A	This action is no longer relevant as the WG Public Facilities Grant is no longer available.
Coastal Path Enhancement/ protection	NPTCBC Countryside and Wildlife/ NPTCBC Regeneration	TBC	NPTCBC/ WG	2020	<p>An annual grant is received from Welsh Government to maintain and improve the route in Neath Port Talbot.</p> <p>The Countryside and Wildlife Team are in the process of delivering surface improvement works between Margam and Kenfig to mitigate against flooding issues.</p> <p>An informal diversion has been placed on the upland route due to signage issues and to divert away from a working farmyard.</p> <p>Resurfacing works are underway near</p>

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					<p>Briton Ferry along the estuary of the River Neath due to pothole issues developing.</p> <p>Motorbike issues have been experienced on the section west of Aberavon. New anti-motorbike structures have been installed to prevent access.</p>

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

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
Map and evaluate the visitor economy product in NPT	Tourism Swansea Bay	Identification and assessment of the visitor product on offer in the County Borough	RTEF	2015 - 2016	This exercise was completed by Tourism Swansea Bay in January 2015.
Meet with all new/potential tourism business start ups	NPTCBC Economic Development	Identify new opportunities for investment and job creation	N/A	2020	In July 2016 the NPTCBC Economic Development Team secured funding via the Rural Development Plan to put in place a Business Development Officer (Tourism) to deliver the Tourism Development in Neath Port Talbot. As part of this role the officer undertakes a Business Development Needs Analysis with new and existing tourism operators and is in regular contact with the tourism industry in the area. These activities will continue to be provided by the new Tourism Team and the Business Development Team.
Signpost new and existing businesses to potential funding sources and business planning advice	NPTCBC Economic Development	TBC	N/A	2020	Over the past two financial years (2016/2017 & 2017/218) 47 tourism operators have received advice and assistance to deliver improvements, new products and enhance quality via

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					<p>the Business Team and the Tourism Team.</p> <p>Funding has been awarded to a range of tourism enterprises including;</p> <ul style="list-style-type: none"> • The Barn B&B, Margam • Campbell Mountain Bike Coaching, Afan Forest Park • Sgwd Gwladys, Pontneddfechan • Tan yr Eglwys Cottages, Cilybebyll <p>Amman Valley Trotting Club, Tairgwaith.</p>
<p>Encourage new and existing businesses to participate in the NPT tourism trade engagement group</p>	<p>NPTCBC Economic Development/ Tourism Swansea Bay</p>	<p>Encourage engagement</p>	<p>N/A</p>	<p>2020</p>	<p>As part of the Tourism Development in Neath Port Talbot Project a series of Destination Management Task and Finish Groups were established by NPTCBC instead of the Trade Engagement Group. This ensured a more concentrated effort in delivering the prioritised actions within this plan. Groups currently exist as follows and consist of private and voluntary sector tourism industry representatives;</p> <ul style="list-style-type: none"> • Afan Forest Park DMP Stakeholder Group • Margam Country Park DMP Task and Finish Group • Swansea and Amman Valleys DMP Task and Finish Group. <p>All of the above groups have a Terms of Reference and are responsible for the delivery of specific actions allocated by the DMP Steering Group.</p>

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					In addition to the above groups, a Task and Finish Group has been established outside of the rural wards for Aberavon Seafront.
Encourage accommodation development in the Vale of Neath which compliments existing provision and the proposals at Rheola Estate	NPTCBC Regeneration and Economic Development	TBC	Private Sector/ WG/ NPTCBC	2020	Accommodation has been developed at the former Waterfalls Centre in Pontneddfechan, now known as Sgwd Gwladys. Proposals are currently being researched in partnership with a landowner in the Vale of Neath to establish a large caravan site. A number of local pubs have expressed an interest in developing accommodation provision.
Development of Camping / Caravanning facilities, electric hook ups at NPTCBC sites	NPTCBC Regeneration and Economic Development	Expand the camping and caravanning product across the County Borough, but particularly at Margam Park	Private Sector/ NPTCBC	2020	Proposals at Margam Park for a caravan site were not progressed. Proposals are currently being researched in partnership with a landowner in the Vale of Neath to establish a large caravan site.
Encourage membership of national quality accreditation schemes	NPTCBC Regeneration and Economic Development	Maintain and improve the quality of tourism businesses through participation in: <ul style="list-style-type: none"> • Visit Wales • VAQAS • AA • World Host 	N/A	2020	This is discussed at all meetings with new and existing tourism operators.

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Assist businesses to develop ideas to increase visitor spend and to extend their stay	NPTCBC Economic Development / Tourism Swansea Bay	Increased economic benefit to NPT	Private Sector/ NPTCBC/ WG	2020	Over the past two financial years (2016/2017 & 2017/2018) 47 tourism operators have received advice and assistance to deliver improvements, new products and enhance quality via the Business Team and the Tourism Team.
Assist businesses to develop ideas to address issues of seasonality	NPTCBC Economic Development / Tourism Swansea Bay	Increased economic benefit to NPT	Private Sector/ NPTCBC/ WG	2020	As above.
Encourage businesses to become environmentally sustainable	NPTCBC Economic Development / Tourism Swansea Bay	Increased: <ul style="list-style-type: none"> • Participation in green accreditation schemes • Engagement with regional travel plan co-ordinator • Knowledge of funding opportunities for environmental sustainability improvements 	Private Sector/ NPTCBC/ WG	2020	As above
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	NRW/ NPTCBC	2020	No further public sector investment has been made in mountain biking infrastructure in Afan Forest Park since the delivery of the Cognation Project and falling visitor figures are a reflection of this. Discussions are ongoing with

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					<p>Natural Resources Wales to strengthen partnership working and deliver a long term vision for Afan Forest Park.</p> <p>The Afan Valley Adventure Resort has been submitted to the Council for outline planning permission. If approved the development would cost £130 million and would deliver 300 lodges, 100 bedroom hotel and various adventure facilities.</p>
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	2020	This private sector proposal has not progressed to date. However, since the DMP was published there has been a growth in the number of mountain bike skills and tuition companies operating within Afan Forest Park. An operator in Margam Park also offers mountain biking skills training.
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"> • Water based activities • Catering facilities • Boating 	Private Sector/ Voluntary Sector/ NPTCBC/ WG	2020	<p>Ty Banc Cottage at Resolven has recently been re-let to a watersports operator.</p> <p>Investment has been secured to develop the Resolven Canal Car Park to deliver a visitor hub including café and digital information point.</p> <p>An audit is underway within the Regeneration Team of ownership, operations and permissions along the Neath and Tennant Canal.</p>

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					Officers have indicated support for the Swansea Canal Society as part of their proposals to enhance the Swansea Canal.
Develop new walking routes and trails	NPTCBC	Expand the walking product offering	NPTCBC	2020	Walking trail improvement is carried out by the Countryside and Wildlife Team as part of an ongoing programme of investment. Further work is required to effectively promote appropriate routes in partnership with the new Tourism Team.
Assist activity providers in developing activity products	NPTCBC Economic Development / Tourism Swansea Bay	Improve the range of activities on offer to visitors and residents, including: <ul style="list-style-type: none"> • Golf • Equestrian • Guided walks • Watersports • Team building 	Private Sector/ NPTCBC	2020	Proposals are in place to develop Cefn Coed Colliery and establish it as a hub for activity tourism, alongside its heritage offering.
Secure investment to develop key heritage attractions in NPT	NPTCBC Regeneration and Economic Development	Provide an enhanced visitor experience at: <ul style="list-style-type: none"> • Margam Park • Gnoll Country Park • Neath Canal • Aberdulais Falls • Cefn Coed Colliery Museum • Neath Abbey • Margam Abbey • South Wales Miners Museum 	NPTCBC/ CADW/ National Trust	2020	New all-weather parking provision has been delivered at Margam Country Park which was funded via Visit Wales' Tourism Amenity Infrastructure Scheme. South Wales Miners' Museum has secured funding to deliver a range of interpretation and volunteer led projects at the site. Funding has been secured to establish a visitor hub at Resolven Canal Car Park.

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		<ul style="list-style-type: none"> • 1940's Swansea Bay • Dulais Valley Heritage Trail • Swansea Canal • Amman Valley Trotting Club 			<p>Proposals are being drawn up to develop Cefn Coed Colliery Museum.</p> <p>CADW has recently invested in consolidation works at Neath Abbey.</p> <p>The Economic Development Team has provided support to the Amman Valley Trotting Club to develop their indoor provision.</p>
Secure investment to develop arts and culture facilities in NPT	NPTCBC Regeneration and Economic Development/ NPTCBC Education Directorate	<p>Provide an enhanced visitor experience and a wider range of events at:</p> <ul style="list-style-type: none"> • Gwyn Hall • Pontardawe Arts Centre • Princess Royal Theatre • Arts Workshops • Amateur Dramatics/ Community Shows 	NPTCBC/ Arts Council/ Lottery	2020	<p>A number of creative businesses have recently invested in Neath Town Centre including;</p> <ul style="list-style-type: none"> • Concept to Creation Jewellery School in Alfred Street • Queen Street Art Gallery • The Studio – Glass Gallery in Croft Road. • Cake Academy Wales <p>Both Concept to Creation and Queen Street Gallery have received financial support via the Economic Development Team.</p> <p>Proposals are progressing to establish a cinema at Pontardawe Arts Centre.</p>
Secure investment to develop outdoors facilities in NPT	NPTCBC Regeneration and Economic Development	<p>Provide an enhanced visitor experience at:</p> <ul style="list-style-type: none"> • Margam • Gnoll • Afan Forest Park • Aberavon Beach • Waterfall Country 	NPTCBC/ Private Sector/ WG	2020	Please refer to previous actions within this action plan.

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Promote Margam Park as a viable venue for large scale events and festivals	NPTCBC Margam Park/ Tourism Swansea Bay	Encourage organisers to hold their events/festivals in NPT	Private Sector/ Voluntary Sector/ NPTCBC/ WG	2020	Margam Country Park Car Park has benefited from investment (Visit Wales) to create all weather provision. The new parking provision enables Margam Park to hold large scale events throughout the year.

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

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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	TBC	2015	This action is no longer relevant, however a new destination marketing plan will be developed soon as part of the remit of the new Tourism Team. Tourism Swansea Bay has launched a new website and attends annual trade shows to promote its members activities.
Redevelop the two destination websites, Visit NPT and Visit Afan Forest Park	NPTCBC Economic Development	Provision of websites to support the promotion of the tourism trade in NPT	NPTCBC	2020	A scoping exercise has been completed to establish an overall concept/ format for the new destination website. As part of the remit for the new Tourism Team the process is due to begin to commission the new destination website.
Maintain presences on social media platforms	NPTCBC Economic Development / Tourism Swansea Bay	Regular provision of interesting and up to date information to encourage more visitors to NPT	N/A	2020	From January 2017 the Visit Neath Port Talbot social media presence was re-established. The Tourism Team currently maintains a presence on Facebook, Twitter, You Tube and

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					Instagram. Our social media presence will be further developed over the next 12 months.
Issue press releases for good news stories	NPTCBC Economic Development	Raise the profile of NPT in: <ul style="list-style-type: none"> • General media • Travel trade media 	N/A	2020	Press releases have been issued for all good news stories including, the start of the Tourism Development in Neath Port Talbot Project, the redevelopment of the Waterfalls Centre in Pontneddfechan and the reestablishment of the Tourism Team within NPTCBC.
Promote existing events to visitors and residents websites	NPTCBC Economic Development / Tourism Swansea Bay	Encourage more people to visit the events and spend more in NPT	N/A	2020	Events are promoted via a feed on the Visit Neath Port Talbot website and the Neath Port Talbot Council website.
Explore opportunities to undertake promotional activities in line with Visit Wales' Year of Adventure in 2016	Tourism Swansea Bay/ NPTCBC Economic Development	TBC	WG	2015 – 2016	<p>Proposals for a marketing project for Year of Adventure (2016) did not progress, however a regional marketing campaign which included Neath Port Talbot CBC as a partner was delivered for the 2017 Year of Legends.</p> <p>NPTCBC has submitted an Expression of Interest to Visit Wales for the 2019 Year of Discovery, the proposal involves working with NPT Tourism operators to deliver 'bookable packages' and has been invited to submit a full application by 1st February 2019.</p>

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Work with tourism businesses to package visitor experiences to address issues of seasonality	NPTCBC Economic Development / Tourism Swansea Bay	Develop: Walking breaks Mountain biking breaks	Private Sector/ NPTCBC	2020	The packaging together of visitor experiences in partnership with the tourism sector is a central focus to the Year of Discovery proposal summarised above.
Develop a copyright free image bank for use by NPT trade	Tourism Swansea Bay/ NPTCBC Economic Development	Provide good quality images that the tourism trade can use in their own promotional activities	RDP/ Tourism Swansea Bay	2020	The NPTCBC Tourism Development in Neath Project commissioned new professional photography and set up a bank of copyright free images to be used by tourism operators and inward investors for the purpose of promoting Neath Port Talbot as a visitor destination. Tourism Swansea Bay also made a selection of images of the area available to operators via their photography bank.
Develop a short video showcasing the highlights of NPT	NPTCBC Economic Development/ Tourism Swansea Bay	Provide a video which the tourism trade can use in their own promotional activities	RDP	2018	This action was completed by NPTCBC and the Tourism Development in Neath Project commissioned videography of the rural wards and included a showcase video. An additional video was also produced for Aberavon Seafront. There has been excellent response to the videos in particular Our Valleys, Afan Forest Park and Aberavon Seafront which have been popular on social media.
Attend the Best of British & Ireland travel trade show	Tourism Swansea Bay	Promote NPT products and businesses to group travel organisers	RTEF	2020	Tourism Swansea Bay attends the Best Of Britain and Ireland Show each year to promote the Swansea Bay region.

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
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	This will be examined via the new DMP.

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

Actions	Lead Partner(s)	Objective/Purpose	Funding	Timescale	Progress
Deliver targeted training networking for tourism businesses	NPTCBC / Tourism Swansea Bay	Develop product knowledge and skills	RTEF/ RDP	2020	The Tourism Development in Neath Port Talbot Project delivers 'sense of place' events, the aim of these events is to enhance product knowledge within the tourism industry. For example, story-telling events were held during Year of Legends which retold legendary stories of Neath Port Talbot, a ghost hunt event was held at Margam Park. Further events are planned for 2019. In 2018 Tourism Swansea Bay held an evening event specifically for tourism operators in Neath Port Talbot, the event was well attended and the new NPTCBC Tourism Team gave a presentation at the event.
Explore opportunities to work in partnership with NPT college to promote tourism/hospitality careers	NPTC/ NPTCBC	TBC	N/A	2020	This action will be examined further as part of the new DMP.
Encourage tourism operators to participate in the NPT Trade Engagement Group	Tourism Swansea Bay / NPTCBC Economic Development	Engage as many businesses as possible in the destination management process	N/A	N/A	This group has been replaced by a series of Destination Management Task and Finish Groups with which the NPT Tourism industry is well engaged.