



Neath Port Talbot Tourism Development Action Plan

2011 to 2014



Neath Port Talbot
Castell-nedd Port Talbot
County Borough Council Cyngor Bwrdeistref Sirol

1.0 Introduction

This document identifies the actions required to further develop tourism throughout Neath Port Talbot in order to continue to increase the contribution that the sector makes to the local economy and the jobs it creates in Neath Port Talbot in the longer term.

This document builds upon the success of the five valleys tourism action plans previously implemented for the Afan, Neath, Dulais, Swansea and Upper Amman Valleys and the former Neath Port Talbot Tourism Strategy 'Delivering More' 2006 to 2009.

Covering the whole of the County Borough, this action plan outlines the key themes for development and a structure for delivering actions with local stakeholders between 2011 and 2014.

2.0 Aim & Objectives

Aim

To increase the contribution that the tourism industry makes to the economy of Neath Port Talbot by attracting investment in tourism infrastructure and creating jobs within the local community.

Objectives

1. To develop an holistic approach to the delivery of tourism development throughout Neath Port Talbot
2. To boost the local economy by increasing visitors and encouraging them to spend more time and consequently money within Neath Port Talbot
3. To develop and promote tourism products within Neath Port Talbot which establish the area as a destination for activity tourism.

By achieving the outcomes outlined within this action plan we will achieve the following;

- Tourism will grow in its status as an important sector of the local economy, through an increase in visitor spending, the number of visitors to the area and the number of jobs supported by the industry in Neath Port Talbot
- The local community will play an active role in developing tourism projects and welcoming visitors to the area
- There will be an increase in tourism related businesses set up to cater for visitors to Neath Port Talbot

- Neath Port Talbot will have better quality and better promoted walks, cycling trails, heritage attractions.

3.0 Background

Over the past ten years Neath Port Talbot CBC has secured investment in tourism infrastructure which has benefited both residents and visitors. As a result of this investment tourism is now a growing sector of the local economy.

The figures in Table 1 demonstrate the growth of the tourism sector in Neath Port Talbot since 2004.

Table 1: The Growth of Tourism in Neath Port Talbot

	2005	2006	2007	2008	2009	2010
Visitor Expenditure - contribution to local economy (£'s Millions)	76.5	80.4	83.4	83.4	88.2	86.7
Visitors (Millions)	1.341	1.356	1.350	1.341	1.443	1.355
Employment supported (Full Time Equivalents)	1,388	1,483	1,554	1,561	1,628	1,602
Source: Scarborough Tourism Economic Activity Monitor 2010 Figures accurate as at December 2010						

Specific investment has been made in mountain biking trails and facilities in Afan Forest Park and this is now one of the best established areas for mountain biking within the UK.

Through the delivery of tourism projects funded via the Rural Development Plan (RDP), the Welsh Government's Western Valleys Strategic Regeneration Area (SRA) and through European Convergence funding we have built upon the capacity of the wider Neath Port Talbot area to cater for visitors. The main objective of this investment is to spread the economic benefit of tourism throughout the County Borough.

As a result we have delivered;

- The RDP Accommodation Providers Grant Scheme to improve the overall quality of facilities within visitor accommodation
- The RDP Y Gronfa Wledig grant scheme for community heritage projects
- Environmental enhancements at key sites utilising Convergence and SRA funding
- Enhanced information and interpretation provision throughout the area
- The RDP Tourism Co-ordinator stakeholder project to develop tourism action plans in the Neath, Dulais, Swansea and Upper Amman Valleys

to put in place the footings for the development of tourism in these areas

- The 'Cognition - Mtb Trails South Wales' project - a European Convergence funded project to develop Mountain Biking facilities throughout South Wales.
- Business support and advice to all new and existing tourism businesses.

4.0 Visitors to Neath Port Talbot

The information below provides a summary of the findings of visitor research undertaken within Neath Port Talbot during 2009.

Neath Port Talbot Summary

- Neath Port Talbot attracts a younger profile of visitors than Wales overall: 30% are aged 16-24 compared to 20% across Wales.
- In Neath Port Talbot over a third of visitors interviewed in 2009 (37%) fell into the AB grouping (professional and non-manual occupations) compared to the Wales total of 31%. Conversely those in the DE grouping (unskilled occupations and non-working groups) accounted for only 6% of visitors in Neath Port Talbot, compared to 14% of visitors in Wales overall.
- In 2009 daily spend per visitor/ group in Neath Port Talbot stood at £31.96 with only 3% of visitors spending *nothing* on their trip in the area. Interestingly, Afan Forest Park sees a much higher average spend per day of £58.25 (in 2009), this is attributable to the typically high spending levels of mountain biking visitors. In comparison the average daily spend for visitors to Wales stands at £43.00 (Source: Welsh Assembly Government 2009).
- Neath Port Talbot attracts a greater proportion of day visitors to the region than seen in Wales overall. In 2009, 60% of visitors to Neath Port Talbot were day visitors, compared to the all Wales figure of 37%.
- 70% of staying visitors in Neath Port Talbot were on short breaks, compared to 45% in Wales overall.

Afan Forest Park Summary

- Cycling and mountain biking continue to dominate as reasons for visiting the park. In 2009 nearly two thirds (62%) of visitors to the park came to take part in either cycling or mountain biking.
- The park attracts a higher proportion of mid-age-range visitors (51% are 35-59) compared to the UK profile (from 2001 census) where 42% are between 35 and 59.

- The park impacts positively on the local tourism industry with just over half (54%) of those staying overnight doing so within a six mile radius of the park. Campsites remain the most-mentioned accommodation type: 30% of those who were questioned in 2009 stayed at a campsite. It should be noted that this figure could potentially have been influenced by the location of one of the survey sites at Glyncoirwg Mountain Bike Centre where camping is available.
- The average spend for each party visiting Afan Forest Park was £58.25 in 2009, an increase of over £11.50 per party since 2007 (when average spend was £46.71).
- Looking at social grade by reason to visit the park, of those visiting to take part in cycling or mountain biking in 2009, 72% were classified as ABC1, compared to 54% of those coming for other reasons. Therefore cycling/ mountain biking attracts a greater number of affluent visitors than other activities.
- Mountain biking and cycling draws visitors from a greater distance, with over a quarter (27%) of those visiting for this reason travelling for two hours or more.

Analysis of Opportunities

The day visitor market is strong in Neath Port Talbot, this is attributable to the area's proximity to well known destinations in Gower and Brecon Beacons National Park.

A key objective in delivering this action plan is to attempt to convert our day visitors to staying visitors so that they take up accommodation within the County Borough and as a result spend more money in the local economy.

There are opportunities to increase the amount of money that day visitors and staying visitors spend while they are in Neath Port Talbot. In order to maximise visitor spending, further work is required in matching both the private sector and third sector to specific retail and accommodation development opportunities to create more places for visitors to buy souvenirs, have a meal/ snack, buy supplies etc.

As a result of mountain biking growth in Afan Forest Park, the area attracts fairly affluent but 'niche' mountain biking visitors. However, these are mainly individuals or groups rather than families.

Families have the potential to have a wider economic impact across the whole of the County Borough as they look for a wider range of activities and attractions at a destination and have the potential to spend more money. Investment in family friendly mountain bike trails in Afan Forest Park is creating an opportunity to attract more family visitors to all attractions in Neath Port Talbot. Enhanced promotion of the range of things to see and do in the

area, specifically aimed at families will be required to actively target this visitor market.

5.0 Accommodation in Neath Port Talbot

NPTCBC continuously monitors the number of bed spaces available in visitor accommodation within the County Borough. The information below was updated in May 2011.

Please note that this information is based on data provided by individual accommodation providers and through web searches.

Table 2: Neath Port Talbot Bed Stock

Neath Port Talbot now has 2,601 bed spaces compared to 962 in 2002, this represents a 270% increase.

Area	Non Serviced		Serviced		Caravan/ Campsite		TOTAL BED STOCK		
	No of Establishments	Bed Spaces	No of Establishments	Bed Spaces	No of Establishments	Bed Spaces	Establishments	Total Bed Spaces	Of which are Graded Bed Spaces
Afan Valley	16	163	6	236	2	360	24	759	269
Dulais Valley	5	36	0	0	1	80	6	116	102
Swansea Valley	14	71	7	101	1	30	22	202	60
Vale of Neath	7	99	1	12	1	20	9	131	27
Upper Amman Valley	1	5	0	0	0	0	1	5	5
Port Talbot Urban	3	12	12	490	0	0	15	632	253
Neath Urban	4	44	7	487	1	225	12	756	200
TOTAL	50	430	33	1,326	6	715	89	2,601	936

Accommodation Provision Opportunities

Areas for Development

The Valleys areas of Neath Port Talbot represent significant opportunities for the further growth of the accommodation sector, particularly in the Vale of Neath and Afan Forest Park. In the Vale of Neath the improved profile of Waterfall Country and the Neath Canal may create demand for accommodation and in Afan Forest Park further investment currently taking place in the mountain bike trails presents opportunities for growth.

The Swansea, Dulais and Upper Amman Valleys and their locations at the edge of the Brecon Beacons present opportunities to attract overnight stays. Visitors to Afan Forest Park and the Vale of Neath often stay within the Neath, Swansea and Dulais Valleys. Currently, accommodation provision in the Amman Valley is minimal and there are further opportunities for accommodation in this area to cater for large events at Amman Valley Trotting Club.

The proximity of Neath and Port Talbot to Swansea, Gower, Brecon Beacons etc and the excellent transport links by road and rail across South Wales, presents opportunities for Neath Port Talbot to act as a hub for overnight visitors who intend to visit various areas of South Wales.

Accommodation Sectors

The non-serviced (cottage, house, barn) accommodation sector is well catered for, however there is some room for growth within the County Borough.

The 2009 Afan Forest Park visitor survey found that there was increasing demand for camping and caravanning accommodation in the area. This is reflected in Table 2 which shows limited provision for visitors looking for camping and caravanning facilities in Neath Port Talbot.

Serviced (Hotel, B&B, Guest House) style accommodation is mainly concentrated in the urban areas of Neath Port Talbot. However, a recent hotel development in Afan Forest Park has proven that there is demand for this type of accommodation outside of the main town centres where it links to demand from specific visitor markets such as mountain bikers, walkers etc.

Accommodation Quality

National accommodation grading schemes act as a benchmark and provide visitors with an assurance of the quality that they can expect from accommodation during their stay.

From a destination point of view, grading schemes help to enhance the overall quality of a visit to the area and reduce potential complaints relating to accommodation. As such, NPTCBC's policy is to only promote accommodation that is part of a nationally recognised grading scheme (Visit Wales or the AA).

Generally accommodation grading schemes are categorised as follows;

- * Simple, practical, no frills
- ** Well presented and well run
- *** Good level of quality and comfort
- **** Excellent standard throughout
- ***** Exceptional with a degree of luxury

Table 2 shows that graded bed spaces account for 36% of all bed spaces in Neath Port Talbot, a number of the actions within this action plan relate to encouraging non graded operators in the Neath Port Talbot area to enter the grading system.

6.0 Partnership and Delivery Structure

Local Tourism Stakeholder Groups enable NPTCBC to actively engage with the local community and local tourism industry in developing tourism. The groups act as a two way exchange where local stakeholders are able to identify tourism development priorities and feed their own projects into the overall development of tourism in the County Borough.

NPTCBC will deliver this action plan in partnership with the local community and tourism industry via stakeholder groups in each area, these will include;

- Afan Forest Park Stakeholder Group
- Vale of Neath Stakeholder Group (incorporating Neath)
- Dulais Valley Heritage and Tourism Group
- Swansea Valley Stakeholder Group
- Upper Amman Valley Stakeholder Group
- Port Talbot Stakeholder Group

As a result of projects previously delivered by NPTCBC, Tourism Stakeholder groups are already in existence in the Afan, Neath, Swansea, Dulais and Upper Amman Valleys and these groups will be utilised as indicated above to deliver this action plan.

The areas covered by some of the existing groups will be amended slightly (i.e. the Vale of Neath group will also incorporate Neath's urban areas) and a group will be brought together for the Port Talbot area.

Each Stakeholder Group will devise a brief local action plan identifying local tourism development priorities and projects. Stakeholders will be supported to take an active role in the implementation of the projects and will be required to give updates on progress at each meeting; these updates will be recorded against the action plan.

7.0 Securing External Funding

There are a number of potential sources of funding that can be tapped into in order to deliver this action plan, sources of funding and estimated budgets are identified alongside each individual action within the action plan.

Securing external funding will be a key activity for staff within the tourism team. As with all Local Authorities in the UK, tourism is a non statutory function of Neath Port Talbot Council and as such external funding is required to deliver large scale investment in tourism infrastructure.

8.0 Research

The tourism team will collect data to analyse the performance of Neath Port Talbot as a place to visit and also the performance of tourism as a sector of

the local economy. This research will also allow us to identify potential market gaps and opportunities to address in the future. The following research will be undertaken;

- Occupancy survey with accommodation providers (every six months)
- Bed stock survey with accommodation providers (annually)
- Collation of visitor figures for attractions (every six months)
- Formulation of the Scarborough Tourism Economic Activity Monitor (STEAM) to provide economic data. (every six months)
- Biennial visitor surveys at key sites (dependent upon budget).
- An audit of businesses that benefit from tourism in the area in order to establish more accurate figures of direct tourism employment and employment supported by tourism in the area.

This information will be presented in the form of an annual report which will be distributed to tourism businesses, potential investors and other interested parties. The annual report will act as an annual evaluation of the performance of tourism within the local economy.

The report will be a resource for tourism businesses to refer to in order to identify opportunities for development and to devise or amend businesses and marketing plans as required.

9.0 Links to existing strategies and initiatives

The action plan enclosed is underpinned by a range of existing strategies which guide the development of tourism and the activities and attractions that we promote within Neath Port Talbot. These strategies include;

- Visit Wales - Achieving Our Potential 2006-2013
- South West Wales Tourism Partnership - Open All Year
- Neath Port Talbot Community Plan 2005-2015
- Neath Port Talbot Walking and Cycling Strategy 2010-2014
- Valleys Regional Park
- Welsh Government Western Valleys Strategic Regeneration Area

10.0 Outputs, Monitoring and Evaluation

Throughout the action plan individual outputs are identified against each action however in order to meet the aims and objectives of this action plan the following broad outcomes and targets are set for achievement by December 2014.

Outcome	Link to themes	Target
Number of businesses/ organisations assisted	Business Development	50
Number of referrals to support organisations or funding streams	Business Development	40

Number of newly accredited accommodation providers, activity providers and other tourism related operators	Business Development	40
Number of new 'product development' related projects completed	Product development	30
Total investment secured as a result of product development actions	Product Development	£250,000
Increase in unique visitors to websites	Marketing	20,000
Number of new contacts on CRM database	Marketing	2,000
Number of press releases issued	Marketing	50
Number of actions to address accessibility	Accessibility	20
Number of actions to address destination management issues	Maintaining our tourism assets	25

The action plan will be continually monitored via the stakeholder groups and updated through tourism team meetings. The action plan will be evaluated annually to assess performance and an annual report will be produced.

11.0 Strategic Themes

The action plan has been developed around a series of strategic themes; these themes are critical factors to address in order to maximise the impact of tourism on the local economy.

1. Business Development and Engagement
2. Product Development
3. Marketing
4. Accessibility
5. Maintaining our tourism assets.

12.0 Action Plan

1. Business Support and Engagement

Business support allows us to maximise the opportunities for private sector investment in the local economy and the creation of tourism related jobs.

We will provide a network of support for the tourism sector within Neath Port Talbot, the key area for action will be supporting new and existing businesses to enhance overall quality and marketing.

1. BUSINESS SUPPORT AND ENGAGEMENT						
Actions		Lead Partner(s)	Output	Cost/ Source		Timescale
1.1	Meet with all new/ potential tourism business start ups as a means of identifying opportunities for investment and job creation and signpost new and existing businesses to potential funding sources and business planning advice.	NPTBC	Number of consultations	Staff Time	NPTCBC	2011-2014
1.2	Encourage new & existing businesses to develop in line with the requirements of the target market i.e. incorporating; <ul style="list-style-type: none"> • Secure bike storage • Bike Wash • Changing facilities for walkers and cyclists • Provide information on outdoor activities and local heritage sites. 	NPTCBC	N/A	N/A	Local Investment Fund NPTCBC Loan Fund Visit Wales Tourism Investment Support Scheme (TISS) Private sector own funds.	2011-2014
1.3	Use the results of the annual bed stock survey and visitor surveys to identify gaps in provision and promote	NPTCBC	Number of opportunities identified	N/A	Local Investment Fund NPTCBC Loan Fund	2011-2014

	these gaps as potential business opportunities, i.e. diversification/ new start ups.				Visit Wales Tourism Investment Support Scheme (TISS) Private sector own funds.	
1.4	Encourage and promote membership of national quality accreditation schemes, including; <ul style="list-style-type: none"> • Visit Wales • VAQAS • AA • World Host In particular by targeting non graded establishments identified within the bed stock survey.	NPTCBC & Stakeholder Groups	Number of graded businesses Number of referrals to accreditation schemes	Staff time	Cost met by individual businesses	2011-2014
1.5	Assist businesses to develop ideas to increase visitor spend and to extend their stay. <ul style="list-style-type: none"> • Encourage special offers • Encourage diversification • Encourage knowledge of local shops, restaurants and retail outlets • Encourage businesses to inform the TIC of availability. 	NPTCBC Tourism Swansea Bay Valleys Regional Park Community Ambassador Scheme	N/A	Staff time	N/A	2011-2014
1.6	Devise a marketing planning information pack which signposts tourism businesses to destination marketing campaigns. Provide in an online format.	NPTCBC	New marketing partners Number of packs sent out.	£500.00 & Staff time	NPTCBC	2011-2012
1.7	Work with Gallu and Tourism Swansea Bay to deliver targeted training and networking for tourism businesses to develop product knowledge and skills.	NPTCBC Gallu Tourism Swansea Bay	Number of events	TBC	Tourism Swansea Bay Training Budget	2011-2014

1.8	<p>Develop communications further with tourism businesses and stakeholders through;</p> <ul style="list-style-type: none"> • Further development of the tourism section of the NPT business website as a main source of information on tourism research and trade information for tourism businesses in NPT. • Redesign and continuation of the quarterly e-newsletters to tourism businesses and stakeholders. • Work in partnership with Tourism Swansea Bay to encourage new membership and communicate with businesses through the trade association and at members meetings. • Invite all businesses to the annual Tourism Stakeholder Meeting. 	NPTCBC	<p>Number of visits to webpage</p> <p>Number of newsletters sent out.</p> <p>Number of new Tourism Swansea Bay Members from NPT</p>	<p>£1,000 over 3 years</p> <p>N/A</p>	NPTCBC Tourism Budget	2011-2014
1.9	<p>Encourage businesses to become environmentally sustainable.</p> <ul style="list-style-type: none"> • Promote green accreditation schemes • Distribute NPT Green Guide • Promote any funding streams for environmentally friendly improvements. 	NPTCBC	<p>Number of participants in green schemes</p> <p>Number of recipients of NPT Green Guide</p>	Staff time	NPTCBC	2011-2014

2. Product Development

The term product development relates to how we make all of Neath Port Talbot's interesting features, places to visit and outdoor activities more attractive to visitors. By packaging together these features in our marketing and promotion we can form products that appeal to visitors and encourage them to stay in the county borough for longer and spend more money in the local economy.

The following are identified as key product areas for Neath Port Talbot and the action plan will identify actions within each;

- Mountain Biking and Cycling
- Walking
- Other Outdoor Activities
- Attractions
- Interpreting Key Sites

In addition to product development actions for strategic products, such as mountain biking, each stakeholder group will develop actions within this section of the action plan, this will ensure that local knowledge and interest is harnessed to take full advantage of tourism opportunities at a local level.

2. PRODUCT DEVELOPMENT						
Actions		Lead Partner(s)	Output	Cost/ Source		Timescale
Mountain Biking and Cycling						
2.1	Develop specific mountain biking and cycling actions in stakeholder action plans.	Tourism Stakeholder Groups	As per individual action plans	TBC	Funding sourced on a project by project basis	2011-2014
2.2	Deliver Neath Port Talbot elements of the Cognation mtb Trails South Wales project <ul style="list-style-type: none"> • Afan Forest Park trails • Afan Forest Park Visitor Centre • Margam Park events venue. 	NPTCBC	As per the outputs for the project.	£1.4 million	Convergence Funding (Sustainable Tourism) Western Valleys SRA NPTCBC	2011-2013
2.3	Develop a temporary joint communications/ action plan with Forestry Commission Wales covering	NPTCBC	Temporary action plan	Staff time	N/A	2011

	necessary trail diversions and other developments in Afan Forest Park.					
2.4	Work with partners to expand cycling product across Neath Port Talbot i.e; <ul style="list-style-type: none"> • Connect 2 Route • Route 47 • Route 4 (Celtic Trail) • Afan Forest Park Trails • Trails identified in stakeholder action plans. 	NPTCBC with partners Forestry Commission, Sustrans and local stakeholder groups.	Number of cycling projects completed	TBC	Funding sourced on a project by project basis	2011-2014
2.5	Develop a Top 10 Cycle Trails promotion for Neath Port Talbot in a similar nature to Top Ten Walks.	NPTCBC	Leaflet or webpage produced	£5,000	NPTCBC Tourism or Marketing budget.	2012-2013
Walking						
2.6	Develop specific walking actions in stakeholder action plans.	Tourism Stakeholder Groups	As per individual action plans	TBC	Funding sourced on a project by project basis	2011-2014
2.7	Develop information on 'accessible' walking trails.	NPTCBC	Number of walks promoted	£5,000	NPTCBC Tourism budget additional funding to be sourced.	2011-2012
2.8	Further promote the use of public transport to reach the start of walks rather than travelling by car.	NPTCBC/ Baytrans	Revised webpage	Staff time	N/A	2012-2013
2.9	Continue to promote the Waterfall Country Walking Pack.	NPTCBC/ BBNPA	Number of packs sold Revenue generated	£5,000	Self- sustainable	2011-2014
2.10	Link walking promotion to long distance walking paths to encourage overnight stays, including; <ul style="list-style-type: none"> • All Wales Coastal Path • Coed Morgannwg Way • St Illtyds Walk. 	NPTCBC	N/A	Staff time	N/A	2011-2014
2.11	Develop walking section of Visit NPT	NPTCBC	N/A	Staff time	N/A	2011-2014

	website to present walking information more effectively.					
2.12	Expand the Richard Burton Trail.	NPTCBC/ FCW/ Pelenna Communities First	Number of new elements completed	TBC	NPTCBC Tourism budget	2011-2012
Other Activities						
2.13	Develop specific activities actions in stakeholder action plans.	Tourism Stakeholder Groups	As per individual action plans	TBC	Funding sourced on a project by project basis	2011-2014
2.14	Assist activity providers in developing activity products within the County Borough including; <ul style="list-style-type: none"> • Team building • Golf • Equestrian • Guided Walks • Water Sports <ul style="list-style-type: none"> ○ Fishing ○ Surfing ○ Sailing. 	NPTCBC	Number of businesses assisted	N/A	Local Investment Fund NPTCBC Loan Fund Visit Wales Tourism Investment Support Scheme (TISS) Private sector own funds.	2011-2014
2.15	Link closely with sustainable tourism centres of excellence in the region. <ul style="list-style-type: none"> • Cognation mtb Trails South Wales • Swansea Bay Water sports COE • Gardens COE • CADW Heritage Tourism Project. 	NPTCBC	Funding secured	N/A	N/A	2011-2013
Attractions						
2.16	Develop specific attractions actions in stakeholder action plans.	Tourism Stakeholder Groups	As per individual action plans	TBC	Funding sourced on a project by project basis	2011-2014

2.17	Further develop the profile of Neath Abbey as an important attraction for Neath Port Talbot <ul style="list-style-type: none"> • Establish stronger working relationship with CADW • Assist Friends of Neath Abbey Ironworks with their aspirations • Carry out improvements to the site. 	NPTCBC/ CADW	TBC	TBC	Funding sourced on a project by project basis	2011-2014
2.18	Further raise the profile of the Neath, Tennant and Swansea Canals in the promotion of Neath Port Talbot as a means of encouraging regeneration; <ul style="list-style-type: none"> • Continue to support promotion of Thomas Dadford trip boat • Support the delivery of the Welsh Waterways Festival in 2011. 	NPTCBC Neath and Tennant Canals Trust Neath Canal Navigation Co. Swansea Canal Society	Number of projects completed	TBC	Funding sourced on a project by project basis	2011-2014
2.19	Work with the Friends of Cefn Coed in directing investment to safeguard the museum's long term future.	NPTCBC/ Friends of Cefn Coed	Investment secured	TBC	Funding sourced on a project by project basis	2011-2014
2.20	Collaborate with partners on proposals for the development of the Rheola Estate providing specialist tourism input where required.	NPTCBC	Investment secured	TBC	TBC	2011-2014
2.21	Further strengthen the relationship with BBNPA to further develop Waterfall Country in the Vale of Neath <ul style="list-style-type: none"> • Agree joint branding • Attend strategic group • Develop project to ease parking pressures at Pontneddfechan. 	NPTCBC and BBNPA	Investment secured	TBC	Valleys Regional Park Western Valleys SRA NPTCBC BBNPA	2011-2013
2.22	Package heritage attractions to form a 'heritage and history' product	NPTCBC	N/A	Staff Time	NPTCBC	2012-2014

	<ul style="list-style-type: none"> • Neath Canal • Aberdulais Falls • Cefn Coed • Neath Abbey • Margam Abbey • South Wales Miners Museum • 1940's Swansea Bay • Dulais Valley Heritage Trail • Swansea Canal <p>Link attractions to walks, cycle routes and other outdoor activities to appeal to the target market.</p>					
2.23	<p>Package theatres and arts venues to form an 'Arts and Culture' product by promoting events that are unique to NPT and encourage a 'sense of place'.</p> <ul style="list-style-type: none"> • Gwyn Hall • Pontardawe Arts Centre • Princess Royal Theatre • Arts Workshops • Amature Dramatics/ Community Shows 	NPTCBC	N/A	Staff Time	NPTCBC	2012-2014
2.24	<p>Package Country Parks, nature reserves and beaches to form a 'Great Outdoors' product.</p> <ul style="list-style-type: none"> • Margam • Gnoll • Afan Forest Parks • Aberavon Beach • Waterfall Country <p>Link attractions to walks, cycle routes and other outdoor activities to appeal to the target market.</p>	NPTCBC	N/A	Staff Time	NPTCBC	2012-2014
2.25	<p>Further promote Aberavon Seafront as a regional destination for families</p>	NPTCBC	Investment secured	TBC	NPTCBC	2011-2014

	and support further investment in infrastructure at the seafront.					
Interpret Key Sites						
2.26	Identify important heritage and natural locations that would benefit from new/ better interpretation throughout the County Borough.	Tourism Stakeholder Groups	As per individual action plans	TBC	Funding sourced on a project by project basis	2011-2014
2.27	Develop Geo-caching product (a form of treasure hunt using GPS technology) for walking, cycling and heritage sites of interest in Neath Port Talbot.	NPTCBC	Number of Geo Caching Trails developed	£10,000	NPTCBC RDP Tourism Co-ordinator budget	2011-2013
2.28	Develop audio trails for visitors to download/ purchase.	NPTCBC	Number of audio trails launched	£10,000 initial outlay	NPTCBC RDP Tourism Co-ordinator budget, become self-sustainable.	2011-2013
2.29	Deliver projects that have received approval in principle from the Valleys Heart and Soul events and interpretation fund.	NPTCBC	N/A	Cost per project	Valleys Regional Park (Heart and Soul) NPTCBC Western Valleys SRA	2011-2013
2.30	Deliver projects that have received approval in principle from the Valleys Regional Park capital budget.	NPTCBC	N/A	Cost per project	Valleys Regional Park (Heart and Soul) NPTCBC Western Valleys SRA	2011-2013
2.31	Work with the Valleys Regional Park Community Tourism Officers to; <ul style="list-style-type: none"> Establish an Ambassador scheme/ training for taxi drivers/ public transport operators who deal with visitors on a one to one basis. Fully utilise the availability of 	NPTCBC	Number of Ambassadors trained in Neath Port Talbot	N/A	Valleys Regional Park Community Tourism Project	2011-2013

	local Community Tourism Ambassadors that have received training through the VRP Community Tourism Initiative.					
2.32	Install information points and town maps 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	Number of information points installed	£5,000	NPTCBC	2012-2013

3. Marketing

As product development progresses, the way in which Neath Port Talbot is marketed to visitors will change. Neath Port Talbot is marketed as part of the South West Wales Region, as part of Swansea Bay and as part of the Valleys of South Wales. However decisions will need to be made on the future focus of our marketing activities.

Key areas for action are to review NPTCBC's current destination marketing activities and to enable businesses to be fully aware of the range of opportunities to market themselves to visitors.

3. Marketing						
Actions		Lead Partner(s)	Output	Cost/ Source		Timescale
3.1	Review marketing activities for Neath Port Talbot and ensure that the area is positioned as a destination for outdoor activities. <ul style="list-style-type: none"> • Review marketing campaigns • Review literature • Review online marketing. 	NPTCBC	N/A	Staff time	NPTCBC	2011-2012
3.2	Collect market intelligence (research) through; <ul style="list-style-type: none"> • NPT Occupancy survey • Visitor figures for attractions • STEAM statistics • Visitor Surveys • Google Analytics And act on the findings of this research by identifying market opportunities and implementing changes as necessary.	NPTCBC	Contribution to local economy	£5,000 to £10,000 per year	NPTCBC	2011-2014
3.3	Ask the tourism trade their general	NPTCBC	N/A	N/A		2011-2014

	research needs are and attempt as far as possible to incorporate these needs into our research. Also identify where research originating with the trade can be used by the Local Authority.					
3.4	Ensure that copies of all research are available to the tourism trade through the NPT Business website Tourism page.	NPTCBC	N/A	N/A		2011-2014
3.5	Maintain destination websites to communicate with the target market <ul style="list-style-type: none"> • www.visitnpt.co.uk • www.afanforestpark.co.uk. 	NPTCBC	Number of unique visitors to websites	Staff time	NPTCBC	2011-2014
3.6	Develop an annual marketing plan which integrates social media and other cost efficient ways of marketing Neath Port Talbot to visitors.	NPTCBC	As per marketing plan	TBC	NPTCBC Marketing Budget	2011-2014
3.7	Use data collected through the Visit Neath Port Talbot and Afan Forest Park websites to devise a CRM database.	NPTCBC	Number of contacts on database	Staff Time	NPTCBC	2011-2012
3.8	Maintain the Afan Forest Park Facebook Page as an effective means of communicating directly with current and potential visitors to Afan Forest Park.	NPTCBC	Number of Page 'Likes'	Staff Time	NPTCBC	2011-2013
3.9	Raise the profile of Neath Port Talbot in regional marketing campaigns <ul style="list-style-type: none"> • Swansea Bay • The Valleys • South West Wales. 	NPTCBC	N/A	TBC	NPTCBC Marketing budget	
3.10	Issue press releases for all good news stories.	NPTCBC	Number of press releases issued	Staff time	NPTCBC	2011-2014

3.11	<p>Promote all events that appeal to visitors to Neath Port Talbot through available channels;</p> <ul style="list-style-type: none"> • Visit NPT and Afan Forest Park websites • Swansea Bay website • The Valleys website • South West Wales websites • Visit Wales websites • Tourism trade e-newsletter • Via the Tourist Information Centre. 	NPTCBC	Number of events promoted	Staff time	NPTCBC	2011-2014
3.12	Continue to work closely with the National Trust to deliver a quality Tourist Information Centre service at Aberdulais Falls.	NPTCBC/ National Trust	<p>Number of enquires at TIC</p> <p>Number of Visitors to the TIC</p> <p>Mystery customer surveys.</p>	Approx. £27,000 per year	NPTCBC	2011-2014

4. Accessibility

Accessibility relates not only to the accessibility of Neath Port Talbot via road, rail, sea and air, but also to how we ensure that as far as possible all types of visitors and residents are able to physically access our attractions and activities.

Key areas for action will be the encouragement of the use of our public transport network and also encouraging our accommodation and attractions to promote where accessible facilities and accessibility information is available.

4. Accessibility						
Actions		Lead Partner(s)	Output	Cost/ Source		Timescale
4.1	Continue to work in partnership with Baytrans to promote public transport to and from visitor attractions in Neath Port Talbot.	NPTCBC/ Baytrans	Number of projects developed	TBC	Cost identified on a project by project basis.	2011-2014
4.2	Assist tourism businesses to provide public transport information to visitors before and during their visit.	NPTCBC	N/A	Staff time	NPTCBC	2012-2013
4.3	Review brown signage and other directional signage throughout the County Borough.	NPTCBC	N/A	Staff Time	NPTCBC	2011-2013
4.4	Implement brown signage projects for the following locations; <ul style="list-style-type: none"> • Aberavon Seafront • Vale of Neath/ Waterfall Country • Afan Forest Park • Swansea Valley. 	NPTCBC	Number of schemes completed	£10,000	NPTCBC	2011-2013
4.5	Update and enhance the 'How to Get Here' section of Visit NPT and Afan Forest Park websites.	NPTCBC	N/A	Staff Time	NPTCBC	2011-2012
4.6	Promote accessible trails for prams, wheelchairs and visitors with mobility needs and introduce more sensory	NPTCBC	Number of trails promoted	£10,000	NPTCBC Funding identified on a project by project	2011-2013

	based interpretation at these trails.				basis.	
4.7	Promote public facilities grant to businesses and promote available facilities to visitors.	NPTCBC	Number of grants issued	£500 per business	WAG	2011-2013

5. Maintaining Our Tourism Assets

This theme is concerned with establishing a more co-ordinated approach to the maintenance of the tourism assets in the area and also engaging with local stakeholders on solutions to ensure that the investments made are maintained in the long term. Overall this section of the action plan considers the sustainability of our tourism assets.

This covers matters such as litter, highways, signage and includes the efforts not just of the Local Authority but those of tourism stakeholders and the community too.

Key areas for action will be to establish a NPTCBC destination management group and an examination of how revenue can be generated to maintain our tourism assets in the longer term.

5. Maintaining our Tourism Assets						
Actions		Lead Partner(s)	Output	Cost/ Source		Timescale
5.1	Set up a Neath Port Talbot CBC Destination Managers Group to identify and action; <ul style="list-style-type: none"> • Walking and Cycling trail maintenance • Litter • Car parking • Toilets • Visitor information provision • Other maintenance issues. 	NPTCBC	Number of actions addressed	N/A	NPTCBC	2011-2013
5.2	Engage stakeholders/ volunteers in maintenance of the destination through; <ul style="list-style-type: none"> • Visitor payback schemes (i.e. trail maintenance) • Time banking (i.e. litter picking) • Local area action plans. 	NPTCBC	Number of volunteers	N/A	Volunteer time	2012-2014
5.3	Enhance communication with the	NPTCBC	Number of	N/A		2011-2014

	NPTCBC Planning department to ensure that all potential developments are followed up.		referrals			
5.4	Examine the NPTCBC derelict buildings register to establish potential tourism business opportunities where buildings are suitable for conversion.	NPTCBC	N/A	N/A		2011-2014
5.5	Establish a campaign to encourage visitors to consider the local environment and take litter home.	NPTCBC	N/A	£5,000	NPTCBC	2011-2014