

BRIDGEND COUNTY BOROUGH COUNCIL

REPORT TO CABINET

19 JUNE 2018

REPORT OF THE CORPORATE DIRECTOR COMMUNITIES

VISIT WALES REGIONAL TOURISM ENGAGEMENT FUND (RTEF), PORTHCAWL SEASCAPE PROJECT (DISCOVER PORTHCAWL)

1. Purpose of Report

1.1 The purpose of this report is to update Cabinet on an application for funding to the Visit Wales Regional Engagement Fund (RTEF) and to seek Cabinet approval to enter into agreements with delivery partners Credu Charity Ltd (formerly Harbourside Community Interest Company (CIC)) and Awen Cultural Trust to support the delivery of the Porthcawl Seascape Project.

2. Connection to Corporate Improvement Objectives/Other Corporate Priorities

2.1 This report assists in the achievement of the following corporate priorities:-

- Supporting a successful local economy
- Smarter use of resources

3. Background.

3.1 Tourism can – and does - contribute to local prosperity and quality of life in Bridgend County Borough (BCB), both of which are key goals for the Welsh Government (WG) and Bridgend County Borough Council (BCBC).

3.2 According to the Scarborough Tourism Economic Activity Model (STEAM) data for 2016, tourism already injects much needed revenue into the local economy (£329.76m) and supports over 4,200 jobs. In addition, tourism:

- Supports cross-cutting services and infrastructure which benefit local people e.g. transport links, the range of shops and services, sports and cultural facilities; and
- Helps promote a positive image of the County Borough to the outside world which, in turn, can attract investment and make people feel better about the place in which they live.

3.3 BCBC has a strong track record in delivering partnership projects through Visit Wales Regional Tourism Engagement Fund (RTEF). The Cardiff Capital Region Travel Trade Campaign, covering all the Authority areas of the Cardiff City Deal has been led by BCBC for many years. The Valleys Marketing campaign, covering the Authority areas of Bridgend, Caerphilly, Rhondda Cynon Taff, Blaenau Gwent, Torfaen and Merthyr Tydfil is now also led by BCBC.

4. Current situation / proposal.

- 4.1 The Economy and Natural Resources Team has been successful in a bid to the Visit Wales Regional Tourism Engagement Fund (RTEF) and has been awarded £78,000 towards a total project cost of £90,000. BCBC contribution towards the project is £12,000, which will be met from the Economy and Natural Resources revenue budget.
- 4.2 The project will be led by BCBC as the applicant and directly delivered by BCBC and partners Credu Charity Ltd and Awen Cultural Trust. A close working relationship will be required with other, relevant local stakeholders.
- 4.3 Funding relates to the period April 2018 to 31 March 2019 and must be claimed by 31 March 2019.
- 4.4 Through a partnership approach, the project will deliver a dynamic and engaging range of activities and experiences that bring to life the coast and link together the seafront and town as a coherent resort. From coal and iron to funfairs and beauty pageants and then on to watersports and golf, the project will enable visitors to discover the old and the new Porthcawl, tracing its evolution based on its relationship with the Sea during the Year of Seascape - Year of the Sea.
- 4.5 The project will raise awareness of the forthcoming attractions and facilities being supported through the Tourism Attractor Destination (TAD) Programme - planned to launch during the Year of Discovery.
- 4.6 The project is made up of the following work packages, funded to the levels and delivered by the partners as indicated below:
- Promenade Alive - £24,000- Awen Cultural Trust
 - Events - £9,000 - Credu Charity Ltd
 - Seascape story board - £10,000 - BCBC
 - Digital programme - £27,000- BCBC
 - Watersports immersion room - £20,000 - Credu Charity Ltd
- 4.7 The purpose of the agreements with the project partners is to ensure that the parties work together effectively to deliver the project. The agreement will ensure that the service providers will act at all times in a manner to ensure compliance with the terms and conditions set out in the Award of Funding letter from Welsh Government.

5. Effect upon Policy Framework& Procedure Rules.

- 5.1 The agreements will be put in place with support from the BCBC legal department.

6. Equality Impact Assessment

- 6.1 Screening has highlighted that no issues arise as a result of this report.

7. Well-being of Future Generations (Wales) Act 2015 Assessment

7.1 The Well-being of Future Generations (Wales) Act 2015 Assessment template has been completed. A summary of the implications from the assessment relating to the five ways of working is below:

- Long-term - The project will create short-term opportunities to animate the destination during the 2018 summer season and enhance the visitor experience and understanding of the area. This will foster a longer term understanding of Porthcawl – past, present and future – and enable the area to raise awareness of the forthcoming attractions of the Rest Bay Watersports Centre and the Maritime Centre.
- Prevention - Animating the destination during peak season will enhance the experience for visitors and support return visits, thereby contributing towards preventing a reduction in the value of tourism to the local economy. The advance awareness raising of the forthcoming attractions of the Rest Bay Watersports Centre and the Maritime Centre will enable those developments to attract more visitors early in the operation.
- Integration - The project will achieve this way of working by delivering the following objectives: (a) Encourage new visitors to Porthcawl through the delivery of engaging digital material, quirky experiences and a range of eye-catching events, many of which will target overnight stay opportunities as well as day visits. This will also create a legacy for the programme through content available long after project completion; (b) Providing unique experiences that raise awareness of the past, current and future Porthcawl through the delivery of the Seascape story board – prioritising those sites under construction during 2018, to bring to life what the future holds; (c) Lengthen the season and broaden the reason to visit through events that span the year; (d) Entice visitors to revisit by immersing them in watersports (actually and virtually) through the watersports themed events and the watersports immersion room
- Collaboration - The project has been developed and will be delivered through a strong partnership between BCBC, Awen Cultural Trust and Credu Charity Ltd as the direct deliver agents. It will also ensure close working with other, relevant local stakeholders. One of the main purposes of this report is to seek agreement to enter into agreements with the partners to formalise that collaboration.
- Involvement - The project has been developed in close partnership with a range of local stakeholders. Discussions and development has taken place through the framework of the Bridgend County Destination Partnership and the Bridgend Coastal Partnership. Those groups will be involved in monitoring and supporting the delivery of activity during the project.

8. Financial Implications.

- 8.1 The Economy and Natural Resources team will take on the lead role of coordinating and supporting the Porthcawl Seascape Project. BCBC's contribution of £12,000 is secured in the 2018/2019 Economy and Natural Resources revenue budget.

9. Recommendation.

- 9.1 Note the approval of funding through RTEF for the delivery of the Porthcawl Seascape project.
- 9.2 Authorise the Corporate Director, Communities in consultation with the Corporate Director, Operational and Partnership Services, to enter into agreements with CREDU Charity Ltd and Awen Cultural Trust for the delivery of their respective aspects of the project.

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Background documents:

n/a