

Neath Port Talbot Discovery Clusters Campaign

Cluster Application Form and Guidance

Neath Port Talbot County Borough Council is undertaking an 'open call' which invites activity providers, attractions, tour guides, holiday accommodation providers (and any other operators who provide a service to visitors to Neath Port Talbot) to submit proposals to deliver a series of experiences which will be promoted through the Neath Port Talbot Discovery Clusters marketing campaign.

Only tourism operators based within, or with experience in operating within, Neath Port Talbot will be eligible to apply.

NPTCBC Tourism Team recently secured funding via the Visit Wales Regional Tourism Engagement Fund (RTEF) to deliver the Discovery Clusters campaign (please note that this is only a working title for the campaign).

RTEF is supported through the Welsh Government Rural Communities – Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development (EAFRD), and Welsh Government.

The aims and objectives of the Discovery Clusters campaign are as follows;

1. Project Aims and Objectives

The aim of the project is to raise the profile of Neath Port Talbot as a visitor destination by showcasing product which plays to our strengths and aligns with the Wales brand.

The project objectives are:

1. To deliver a 'perception changing' marketing campaign to attract key visitor markets to Neath Port Talbot.
2. To mobilise tourism sector partners to work in partnership to deliver bookable product.
3. To deliver a more direct route to market for Neath Port Talbot tourism product which complies with the requirements of the Package Travel and Linked Travel Arrangements 2018.



2. Project Delivery Mechanisms

The purpose of the campaign is to work in partnership with tourism operators within Neath Port Talbot to raise the profile of the area as a visitor destination, challenge negative perceptions of the area and increase overnight stays.

Visit Wales' key objective, when awarding funds, is to create 'bookable product' across Wales which makes it easier for visitors, particularly those from overseas, to purchase a 'tangible' holiday.

Neath Port Talbot County Borough Council will act as project managers, however, key to achieving the objectives of the project will be establishing a series of private and voluntary sector led 'product clusters' to deliver six visitor experiences within Neath Port Talbot.

In order to satisfy State Aid requirements; and before the final clusters are selected, this open call is being undertaken which seeks clusters of private/ voluntary sector operators to submit proposals to deliver the experiences agreed.

3. Experiences

The six core experiences are designed to align with the Wales brand, the Visit Wales Year of Discovery 2019 and Year of the Great Outdoors 2020. The experiences are also designed to offer profile across both the valleys and urban areas of Neath Port Talbot.

The following experiences have been identified for delivery within the project application. The experiences put forward by Clusters will need to show how they align as far as possible with the experiences outlined below; however clusters are able to refine these experiences further within their application.

Valleys Outdoor Adventure Experience: The cluster will create an outdoor activity experience throughout the Valleys areas of the county which feature the iconic Waterfall Country product and introduce previously undiscovered experiences in our beautiful valleys. For example rock climbing, canyoning, orienteering etc may form activities within this experience. Accommodation should also be offered as part of this cluster.

Afan Forest Park – Room To Ride Experience: This experience will target those who already take part in mountain biking and will offer them bike hire, guided rides of the local trails or tuition to fine tune their mountain biking skills to get the most out of their ride in Afan Forest Park. Accommodation should also be offered as part of this cluster.

Afan Forest Park – Family (Beginner) Mountain Bike Adventure Tour: This tour will target absolute beginners to mountain biking and offer an experience for the whole family. Providers in this cluster should have the capacity to offer group tuition and guided rides and could include specialist female only tuition and guiding. This experience should also include accommodation options.

Port Talbot – Tough as Steel Experience: This experience is centred upon using the iconic steelworks as a backdrop to experiencing invigorating outdoor activities, whilst also challenging perceptions of Port Talbot as a place to visit. The experience could consist of surfing on Aberavon Beach, outdoor adventure such as paddle boarding or high wire adventure at Margam Park. The focus should be on achieving physical challenges and could also include the emerging triathlon, marathon or multisport markets catered for by event organisers in the area. This experience should be clustered with appropriate accommodation which suits the nature of the range of bookings that are likely to arise i.e. group accommodation, hotel accommodation or B&B accommodation for example.

In Their Footsteps Experience: This experience will promote some of the best self-led or guided walks/ trails within the Valleys, Vales and coastal areas of Neath Port Talbot and will include accommodation and high quality eating out options as part of the stay. The focus of this product is towards those interested in the heritage and landscape of the area and would appeal to those who are seeking to walk/ cycle the paths and tracks which were once trodden by their ancestors or the famous faces of Neath Port Talbot such as Richard Burton. This experience should show a variety of experiences particularly in the Valleys areas of the county. This experience should also include accommodation options.

Margam Park Heritage Tour: This experience should create a high quality guided heritage tour of Margam Country Park, Margam Abbey Church and Margam Stones Museum. The experience should deliver an immersive guided-interpretive experience suitable for consumer and group travel markets. The experience could also include the provision of afternoon tea or lunch within the park itself. There is also an emerging Wellness/ Wellbeing product at Margam Country Park which could tap into the growing 'mindfulness' market whereby yoga/ meditation/ health and wellbeing experiences could be developed and this could be reflected within the proposals put forward.

4. The Campaign

4.1 Target Markets

The target markets which this campaign is aimed at include;

Target Market	Experiences which appeal to this audience
Cultural Explorers & Scenic Explorers (couples and individuals 45+)	<ul style="list-style-type: none"> • In Their Footsteps Walking Experience • Margam Park Heritage Tour
Pre Family Explorers (couples and groups 18-35 years)	<ul style="list-style-type: none"> • Valleys Outdoor Adventure Experience Afan Forest Park Room to Ride Experience • Tough as Steel Experience
Active Family Explorers (parents 33-55 with children 7-15)	<ul style="list-style-type: none"> • Valleys Outdoor Adventure Experience • Afan Forest Park Family Mountain Bike Adventure Tour • Afan Forest Park Room to Ride Package • Margam Park Heritage Tour
Coach operator market	<ul style="list-style-type: none"> • Margam Park Heritage Tour (with tailored themes) • In Their Footsteps Heritage Tour
Small/ medium meetings/ team building market	All six experiences could be tailored to cater for the needs of this market by matching experiences to suitable accommodation and meeting venues.

The geographical areas which will be targeted through the campaign include;

- M4 corridor to London – this is already a ‘warm’ market for Neath Port Talbot (in particular Pre Family Explorers) as a result of Afan Forest Park’s profile as a mountain biking destination.
- South West – in particular around Bath and Bristol to take advantage of 1.5/2 hour drive time.
- Midlands – to again take advantage of ease of access and familiarity with the South Wales Region
- Wales – as above, but in particular in order to encourage the growth of the short breaks market.

4.2 Campaign Activities

The project programme includes the following elements;

1. Public relations campaign - including securing travel blogger/ press visits
2. Online/ digital/ social media campaign targeting key markets
3. Group/ corporate travel campaign targeting travel organisers such as tour operators.
4. Six promotional videos (one for each experience)
5. Photography for use in delivering the campaign
6. Campaign graphic design including design of digital/ paper based materials for use by product clusters
7. Copywriting/ translation

8. Commissioning of a project manager and facilitation with stakeholders.
9. Product development for the six bookable products in partnership with industry clusters - to include non-accredited training.
10. Delivery of legal advice to product clusters relating to the Package Travel and Linked Travel Arrangements Regulations 2018 and the writing of a case study to inform wider tourism stakeholders of the approaches taken within the project.

5. Contact Details

Should you have any queries in relation to this application form, or the wider project, please contact the NPTCBC Tourism Team via tourism@npt.gov.uk or telephone 01639 686417.

**Discovery Clusters Marketing Campaign
Cluster Application Form**

Notes to Applicants

This application form is to be completed by businesses or organisations interested in delivering one of the experiences listed below. Only one experience should be selected within each application form.

If your cluster is interested in delivering more than one experience please complete a separate form for each experience.

Prior to completing this application form agreement must be sought from all businesses/ organisations who will form part of the cluster. Representatives from each business/ organisation which are part of the cluster will need to sign the declaration section of this form.

1. Please indicate which experience your cluster is interested in delivering (please tick one box only);

Experience	✓		Experience	✓
Valleys Outdoor Adventure Experience			Port Talbot – Tough as Steel Experience	
Afan Forest Park – Room To Ride Experience			In Their Footsteps Experience	
Afan Forest Park – Family (Beginner) Mountain Bike Adventure Tour			Margam Park Heritage Tour	

- 2. Please describe what services your cluster will offer to visitors as part of the campaign, this section should show clear linkages to the description for each experience which can be found on pages 2 and 3 of this document.**

A large, empty rectangular box with a thin black border, intended for the user to describe the services their cluster will offer to visitors as part of the campaign. The box is currently blank.

3. Please provide the following details of each business/ organisation which will form part of your cluster.

Business/ organisation details to include; Business/ Organisation Name: Contact Name: Email Address Telephone Number: Website Address:	Please describe what services this business/ organisation will provide as part of the cluster and their experience in supplying these services to date.

Business/ organisation details to include; Business/ Organisation Name: Contact Name: Email Address Telephone Number: Website Address:	Please describe what services this business/ organisation will provide as part of the cluster and their experience in supplying these services to date.
Please continue on a separate sheet if needed.	

4. Who will act as the lead organisation/ business to co-ordinate bookings within the cluster?

5. Please list any accreditations (i.e. star grading, professional or sporting body accreditation) which is held by members of the cluster. Please list each cluster member followed by any accreditations held.

6. In the event that there is a sudden lack of availability within one of the businesses/ organisations within the cluster please explain what contingency plans you will put in place to ensure that bookings generated through the campaign are not lost?

7. How can members of your cluster assist in promoting the experiences/ campaign as part of your own marketing activities?

8. Are all members of your cluster active on social media?


If this is not the case are relevant cluster members committed to setting up social media accounts in order to facilitate the promotion of their operation within the campaign?

9. Do all members of your cluster have a dedicated website for their businesses with its own web address (i.e. not just a listing on other websites such as AirBnB)?

If this is not the case, are relevant cluster members committed to setting up a website for the purpose of facilitating bookings as part of the campaign?

10. Bookings will be directed from the campaign website directly to product clusters. Can you confirm how bookings will be taken and co-ordinated within your cluster?

Please note that legal advice will be sought by NPTCBC to ensure that the project is compliant with the Package Travel and Linked Travel Arrangements Regulations 2018. In some scenarios cluster members may require additional insurance policies and/ or licences in order to comply with the Regulations.



**11. Please confirm that each member of your cluster has the following requirements in place.
NPTCBC may ask for copies of the paperwork listed below.**

Business/ Organisation Name	Please tick		
	Public Liability Insurance	Up to date Risk Assessments	Access Statements

12. Please list here any other relevant information which you wish to include within your application.

A large, empty rectangular box with a thin black border, intended for the applicant to provide additional relevant information for their application.

13. Declaration

In the event that our cluster is selected and legal advice sought indicates that additional insurances/ licences are required in order to comply with the requirements of the Package Travel and Linked Travel Arrangements Regulations 2018 cluster members will ensure that the relevant requirements are in place before the campaign can promote the experience offered by this cluster.

For the purpose of monitoring and evaluating the success of the campaign and evidencing project outputs, cluster members agree to provide data relating to bookings received by each cluster member in 2018, 2019 and 2020 in anonymised form.

Each cluster member has the relevant permissions in place and/ or will ensure that the relevant permissions are in place to operate in the locations proposed.

The campaign will welcome a small number of tour operators, travel bloggers and journalists to the area in order to promote the experiences included within the campaign. All members of your cluster are willing to consider hosting these visits without charge.

All resources, including photography, videography and literature etc., produced through the campaign will come under the ownership of NPTCBC. NPTCBC grants permission to cluster members to use/ have access to these resources, however NPTCBC reserves the right to revoke this permission should the need arise.

The information you provide may be shared with other departments within NPTCBC and external agencies for the purposes of the assessment of this application, obtaining funding approval and management of the marketing campaign.

Each cluster member understands that if the application is successful, Neath Port Talbot CBC will publicise details of the project through press releases, case studies, etc. and cluster members may be asked to provide additional information such as a quote, business history and photographs.

Each cluster member declares that the information they have supplied within this form is correct and complete and that each individual member has full power/authority to act on behalf of their business.

I understand that my data will be processed in line with the Neath Port Talbot CBC – [Tourism Service Privacy Notice](#) A hard copy of which is available on request.

Please sign overleaf (Page 17)

