

Blaenau Gwent



Destination Management Plan

2016-19



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Cover Image: Cwmtillery Valley, Abertillery

01 - White House Falls, Clydach Gorge, Brynmawr

02 - View of Ebbw Fach from St. Illtyd's Church, Abertillery

03 - The Cambrian Inn, Tredegar

FOREWORD

It gives me much pleasure to write the foreword to Blaenau Gwent's second Destination Management Plan. Blaenau Gwent is one of the smallest local authorities in Wales but it has a long and proud history and a captivating landscape that we are eager to share with visitors. We have made great steps in recent years but recognise that we need to do more to fulfil our potential as a tourism destination.

The landscape has been reclaimed and rejuvenated with clean streams and woodland hosting a thriving wildlife community. A landscape that now offers endless walking and cycling opportunities. One of the areas legacies is our proud heritage, much of which can be traced in our museums and archives and the aforementioned hillsides dotted with relicts from years gone by.

Then there are new additions, with plans for the UK's latest racetrack at Ebbw Vale that has the potential to be a real game changer for Blaenau Gwent and South East Wales. Many of the actions in our plan will prepare our area for the visitors and business that such an opportunity could bring.

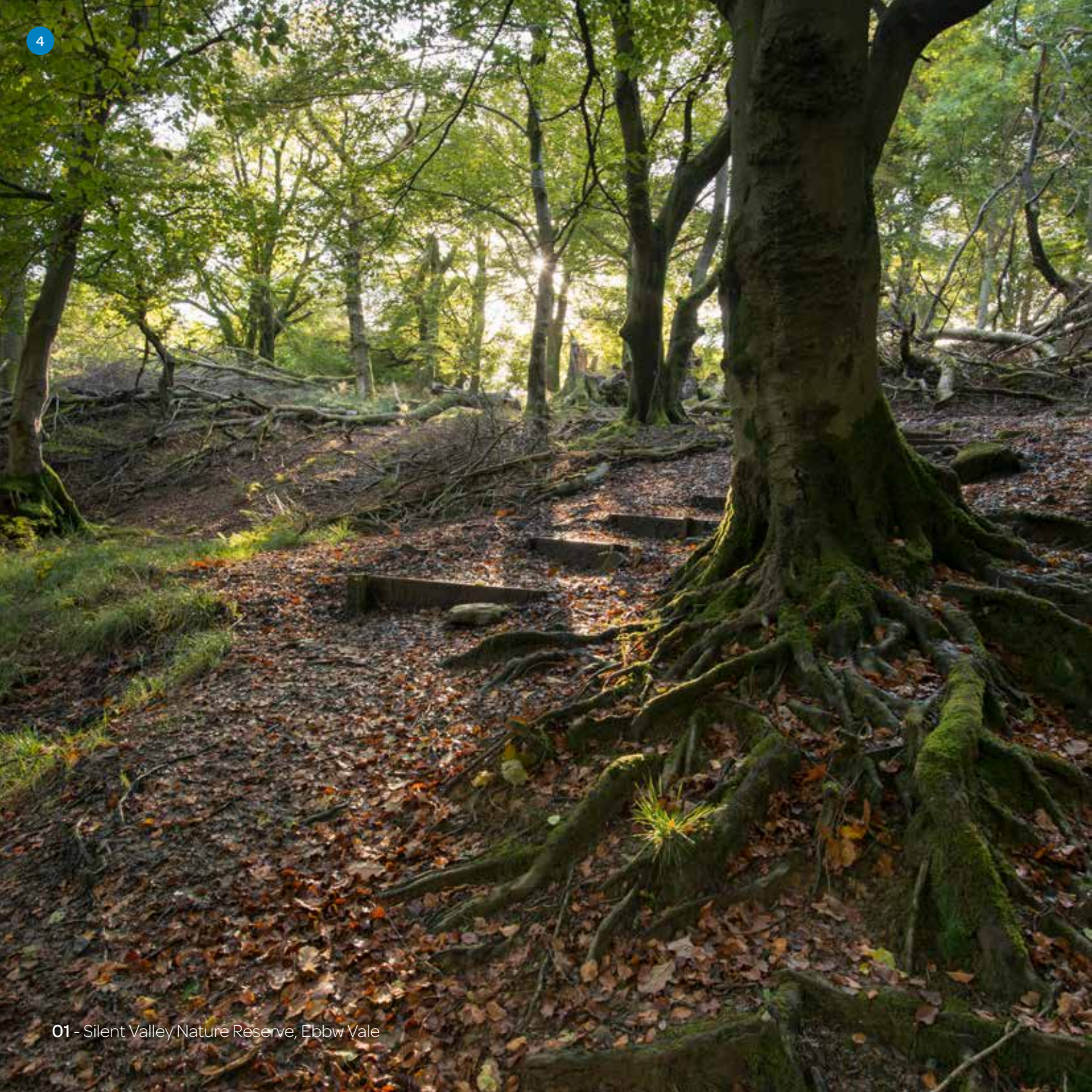
Exciting times lie ahead with many new tourism businesses setting up locally, capitalising on the location and all it has to offer. We also have a wealth of businesses, including unique conference and meeting venues that we wish to help in their growth and potential profitability. We know from feedback that when visitors spend time in Blaenau Gwent that they have a wonderful time but we want to challenge and change perceptions of the area and in doing so attract more visitors.

We have seen a huge investment in local infrastructure with the developments to the Heads of the Valleys road and the Ebbw Valley rail link and look forward to this extending to Abertillery. We are now looking on how we can maximise these connections to our tourism product. We

know that cycling and walking are two of the most popular activities in Blaenau Gwent and we must continue to develop and promote these opportunities.

We have delivered so much through our previous Destination Management Plan but it is time to review our achievements, reflect and plan for the future. The content of this plan has been informed by a range of local partners and the success of its delivery lies with us all. It is crucial that we all work together to deliver the plan to make Blaenau Gwent a better place to live and visit.

Councillor Jim McIlwee
Executive Member Economy,
Infrastructure & Active Living



INTRODUCTION TO DESTINATION MANAGEMENT

Destination Management is co-ordinating and delivering all the many facets that enhance the visitor experience. It looks at things from the visitor's viewpoint and ensures that residents, businesses, and our environment are well positioned to deliver the best possible experience in our destination. Ensuring a destination works effectively from a visitor perspective is the essential ingredient of successful Destination Management.

Destination Management Plan

The Destination Management Plan is the strategic document that sets out our vision for a visitor-focussed way forward for tourism development in the area. Its main output is a Destination Action Plan which sets out practical steps that if taken forward jointly by all stakeholders, can make a positive difference; improving the quality of the visitor experience and growing the visitor economy in Blaenau Gwent. Some steps will be small and immediate, whilst others may be far reaching and ambitious.

Destination Management Partnership

The success of Destination Management will be dependent on key stakeholder

engagement and strong collaborative working in meeting the priorities set out within the plan. The Destination Management Plan will be monitored and reviewed quarterly by the Blaenau Gwent Destination Management Partnership consisting of tourism stakeholders, Blaenau Gwent members and the relevant officers, all of whom have a good working knowledge of the sector and bring their skills, expertise and enthusiasm to the partnership. The Destination Management Partnership held their inaugural meeting on the 11th April 2016.

An effective partnership is intrinsic to the success of the Destination Management Plan and as such its ongoing delivery will be a priority going forward.

Review of the Destination Management Plan

An effective partnership is intrinsic to the success of the Destination Management Plan and as such its ongoing delivery will be a priority going forward.



POLICY AND PARTNERSHIP

National Context

Partnership for Growth 2013 – 2020: Welsh Government Strategy focusing on five key areas: Promotion, Product Development, People, Profitable Performance and Place Building. The ambition is to:

“Grow tourism earnings in Wales by 10% or more by 2020.”

Developing the Visitor Economy, A Charter for Wales 2009: Sets out the role of Local Authorities in establishing Destination Management Partnerships and delivering local Destination Management Plans.

Well-being of Future Generations (Wales) Act 2015: The law is about improving the social, economic, environmental and cultural well-being of Wales. It places statutory duties on public service bodies to work together towards seven national well-being goals (appendix). Tourism is key in Wales, contributing to the seven national well-being goals. Tourism can bring sustainable economic growth, showcase and celebrate Wales’ social and

cultural assets, and protect and promote our unique natural and built environment.

1. A Prosperous Wales
2. A Resilient Wales
3. A Healthier Wales
4. A More Equal Wales
5. A Wales of Cohesive Communities
6. A Wales of Vibrant Culture and Thriving Welsh Language
7. A Globally Responsible Wales

Regional Context

Since the last Destination Management Plan was written there have been many changes in the delivery of tourism regionally. The Regional Tourism Partnerships have been dissolved, with Visit Wales establishing Four Regional Engagement Teams in-house.

The South East Wales Regional Team:

The team has two Regional Engagement Managers each responsible for engaging on a one to one basis with local authorities. The Regional Team also act as secretariat for the South Wales Tourism Forum.

South Wales Tourism Forum: The forum is made up of private sector and local

authority representatives from each area along with other key stakeholders. The remit of the South Wales Tourism Forum includes the exchange of relevant views and ideas on tourism issues, and a mechanism for effective collaboration between Welsh Government and key stakeholders in the region.

South East Wales Destination

Management Group: The group is made up of local authority senior managers and heads of service whose primary aim is to provide strategic and professional support and advice to SEWDER, and via SEWDER to the South East Wales Regional Partnership Board and Cardiff Capital Region Board, the South East Wales Tourism Forum and Visit Wales on Destination Management issues affecting the Region.

South East Wales Destination

Implementation Group: The group is comprised of Tourism Officers who ensure that the tasks identified by South East Wales Destination Management Group are researched and delivered and are directly linked to local Destination Management Partnerships.

POLICY AND PARTNERSHIP

Local Context

Blaenau Gwent Public Service Board: Established in April 2016, and is currently working towards preparing a Well-being Plan for the area. Tourism will offer an opportunity in Blaenau Gwent to help the area contribute towards the long-term future of the area.

Destination Management sits within the Economic Development Unit (EDU) of the Regeneration Division within the Environment and Regeneration Directorate of Blaenau Gwent County Borough Council. This enables close links with both business and project development opportunities.

Blaenau Gwent Tourism Strategy 2010 -2015: The strategy has expired and there is a need to produce a new document, building on the successes to date and look forward to new opportunities that exist. There is a desire to establish a Tourism Forum in Blaenau Gwent, providing tourism businesses with a stronger voice that could also contribute to the South Wales Tourism Forum.

01 - Blaina Heritage Group Action Museum

02 - Calon Ffwrnais, Ebbw Vale

03 - Junior Tour of Wales





01 - View of Sirhowy Valley from Mynydd Bedwellty Incline Haulage Engine, Tredegar

BLAENAU GWENT DESTINATION MANAGEMENT - LOOKING BACK

Review of Blaenau Gwent Destination Management Plan 2014-16

Since the production of the last Destination Management Plan 2014/16, a number of significant achievements have been made, which include;

Project	Description
Highest Point Rest Bay	<p>As part of the Heads of the Valleys dualling, a rest bay area has been included at the Highest Point (between Ebbw Vale and Brynmawr).</p> <p>A complimentary interpretation project was developed to encourage visitors to explore the local area, towns and facilities. Funding totalling £12k was secured through RTEF to deliver the project.</p>
Marketing the Destination	<p>A full set of new images covering all three valleys has been completed. In addition branded leaflet racking is now in place across Blaenau Gwent stocked with Blaenau Gwent leaflets ensuring all visitors are well informed throughout their visit to the area.</p> <p>This activity supports the marketing activity progressed through The Valleys Marketing Group, which includes the development of www.thevalleys.co.uk</p>
Transport Links	<p>Extensive work to improve the network have been implemented during the plan period, including but not exclusive to the rail line extension to Ebbw Vale Town, completion of the Ebbw Vale Cable Way and completion of the Tredegar to Brynmawr dualling.</p>

01 - A465 Rest Bay between Ebbw Vale and Brynmawr

02 - Roseland B&B, Tredegar



REVIEWING LOCAL DATA TRENDS

The authority continually monitors the volume and value of tourism and uses the Scarborough Tourism Economic Activity Monitor (STEAM) to achieve this. The model provides a robust indicative base for monitoring trends on a monthly and annual basis. It is used by all of the Local Authorities in Wales and can therefore be used to measure trends locally, regionally and nationally.

The 2015 report shows that Blaenau Gwent received 675,530 visitors who spent a total of 864,250 days in the area. These visits brought £43.2m into the local economy and supported the full time equivalent of 582 jobs. Since the last Destination Management Plan the area has seen a growth of 7.2% visitors contributing an extra 10.7% into the local economy with an 8.8% increase in those directly employed in tourism.

The rise in staying visitors (9.4%) is higher than day visitors (6.6%). A further analysis of staying visitors shows the number staying with friends and relatives remaining steady but there has been a decline in non-serviced accommodation. Countering this, there

has been a large rise in those staying in serviced accommodation with an 85.2% rise in visitor numbers. The data for serviced accommodation show 27,190 visitors spent a total of 52,570 days in the area. These visits brought £7,191,000 into the local economy and directly supported the full time equivalent of 100 jobs.

There is a favourable comparison of Blaenau Gwent's performance over the past 3 years in comparison to the South East Wales region. Expenditure in the accommodation sector has risen by 73.5% locally compared to 26% across the region. Expenditure on food and drink was 8.9% in Blaenau Gwent compared to 9% in S E Wales and recreation 7.2% against 9% regionally.

Shopping has only risen by 5.1% compared to 8% regionally and transport 7.6% compared to 9%. The spend by visitors in serviced accommodation has risen by 85.5% locally and 25% across the region, day visitors spent 6.6% more locally but 9% more across the region.

This data reinforces the value of tourism to areas such as ours and why it is so important to continue to grow and improve on the local offer.

BLAENAU GWENT DESTINATION - SWOT ANALYSIS

We recognise that Blaenau Gwent is a very small geographical area with a small but significant group of tourism businesses. Therefore we need to maximise the tourism potential within our boundary but also look for wider opportunities that exist.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> • Unique landscape • Transport network – A465 dualling is nearing completion with good links to Midlands, M4 and West Wales. • Good public transport links including rail links into Ebbw Vale town and Llanhilleth. • Although in limited supply – the accommodation available is of a high quality. • Balance of business and leisure stay visitors. • Local walking and cycling routes. • Key attractions – Festival Park, Guardian, Bedwellty House and Park, Parc Bryn Bach. • Distinctive business tourism venues. • Music Festivals. • Events and attractions led by private and third sector. • Heritage sites and museums. • Range of activities available to visitors. • Family history tourism – links to Gwent Archives. • Training opportunities developed by third sector partners. 	<ul style="list-style-type: none"> • Reluctance of some businesses to invest in their product. • No major paid entry attractions. • Decline of town centres. • Limited stock of accommodation. • Limited range of accommodation. • Reduced funding. • Off peak public transport (evenings and weekends). • Evening hospitality offer. • No Tourism Association or network. • No cohesive business tourism marketing. • Little cross marketing between towns. • Stakeholder engagement with DMP and TA • Lack of active Tourism Ambassadors. • Civic pride of community at risk.
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • Tourism is one of the nine key sectors for growth recognised by Welsh Government. • External investment e.g. Tredegar THI • Development of South Wales Metro. • Circuit of Wales development. • Tourism and hospitality sectors development linked to CoW. • Proximity and links to Cardiff, Blaenafon WHS, Brecon Beacons, Bike Park Wales. • Development of new accommodation businesses. • Cross boundary trails. • Major events. • Expansion of activity sector. • Visit Wales Themed Years. • On-line booking agencies. • User generated reviews. 	<ul style="list-style-type: none"> • Perceptions of the destination. • Available public funding opportunities. • Anti-social behaviour e.g. fly tipping, off road bikes. • Failure of Circuit of Wales materialising. • Lack of private sector confidence in the economy/lack of investment. • Changes in Welsh Government's Tourism Investment Support Scheme.





BLAENAU GWENT DESTINATION MANAGEMENT - GOING FORWARD

The Blaenau Gwent Destination Vision - “Visitors will be attracted to a destination where vibrant businesses work together to provide a warm welcome to everyone exploring the rich heritage, dramatic landscape, captivating towns and wide range of events and activities that Blaenau Gwent has to offer”.

Priority Areas

We have identified ten key areas that will make Blaenau Gwent a destination that is more attractive to visitors and more profitable for local businesses. The actions contained within the Destination Management Action Plan align to the identified priority areas and are defined below;

Business Development

To ensure a thriving and vibrant tourist economy, it is essential that we work with individual businesses to maximise their potential. Blaenau Gwent, along with other agencies, has a key role to play in business development to support those who want to grow and increase their profitability. In addition to the specific development needs of each business,

there are many ways that we can work together to improve our individual performance and that of the destination. Sharing knowledge, gaining new skills and teaming up to form a cohesive way forward is important and enhances the destination offer.

Business Tourism

Meetings, Incentives, Conferences and Events. For several years there has been an embryonic business tourism sector in Blaenau Gwent the potential of which has not been realised. Recent development has brought together a number of facilities who have a better understanding of the market and a desire to capitalise on the income it can generate. Improvements to the transport network give the ideal platform to fully embrace the opportunities that exist.

Challenging and Changing Perceptions

The perception of our area is often dominated by historical industrial portrayals and the subsequent decline through the post-industrial passage of time, yet when visitors arrive they are impressed by the beauty of and the welcome received in the valleys.

Changing these perceptions will not be immediate but we must continue to build on the positives and unite to inform new audiences of why they should visit the Valleys, capitalising on our proximity to the Brecon Beacons.

BLAENAU GWENT DESTINATION MANAGEMENT - GOING FORWARD

Transport and Trail Development

Transport: There is a need to continue with improvements to our connectivity, with works to increase rail services on the Ebbw Valley rail link and completion of the A465 dualling. We must also link these to walking and cycling trails.

Trails: The existing trails on offer continue to be well received however it is essential that we look at new opportunities to enhance the offer to niche markets and to increase accessibility, through developing new and longer trails.

Culture and Heritage

The heritage and culture of the area is probably the stand out reason for visitors coming to the area. We have a special and proud history, a landscape that tells of the earliest settlers in the area and a wealth of historical sites, museums and archives that draw in visitors on a daily basis. It is essential that we protect, maintain and capitalise on this valuable asset.

Research and analysis

In order to improve our performance it is essential that we continually measure and monitor our achievements. To do this, ongoing data collection is essential for accurate quantitative information. It is also important to find out what our customers feel, as this is the best way to improve our service and in turn results. A new Tourism Strategy is essential for the strategic development of the destination.

Events

The value of events to the tourism sector is increasingly evident. Many smaller local events are growing as is the support needed to run them safely and successfully. To maximise the benefits, a clear way forward for marketing, training, development and financial sustainability is required.

Partnership Working

Blaenau Gwent is one of the smallest Local Authorities in Wales and the UK. Whilst this has some disadvantages, it also has many advantages. It is broadly recognised that we achieve more by working together than working in isolation. A better knowledge of the sector, developing local supply chains and forming cohesive and clear partnerships can maximise our return from visitors.

Town Centres

Addressing the difficulties faced by our town centres, is a far broader task than can be delivered by this Destination Management Plan however we must strive to maintain a thriving and vibrant welcome to residents and visitors alike.

Circuit of Wales

The £425m project will be far more than just a circuit; it will be a destination in its own right. In addition to the track there will be hotels, brand centres, other leisure facilities and events that will attract visitors throughout the year. It is essential we have a trained workforce and race friendly facilities in readiness to welcome visitors when the circuit opens. Similarly we need to ensure the destination as a whole can benefit from such significant inward investment opportunities and associated visitor numbers.

01 - Artworks on Homfray Trail, Tredegar

02 - Tredegar Town Clock

03 - Market Square, Brynmawr

04 - Triathlon, Parc Bryn Bach, Tredegar





BLAENAU GWENT DESTINATION MANAGEMENT PLAN 2016 -2019

Blaenau Gwent Destination Management Plan Actions

The actions are divided into sections that relate to the five Ps identified in WG Partnership for Growth Strategy; Promoting the brand, Product development, People development, Profitable performance and Place building.

Priority	Description of Priority	Actions	Lead/Partners	Priority/Timescale
1.0 Promoting the Brand	Promoting and marketing a distinctive brand for Blaenau Gwent; centred on heritage, landscape. Targeting existing and new markets with growth potential.	1.1 Develop a comprehensive Destination Management marketing plan and implement the agreed priorities, using a range of traditional and digital media, promoting BG and changing perceptions. Align marketing activity to Visit Wales themed years as appropriate e.g. Legend	BGCBC (DM/Comms)	Med/Annual 17/18
		1.2 Secure membership and affiliation to regional and national groups/bodies, as appropriate to ensure the Authority and local business are represented appropriately e.g. Capital Region Travel Trade (CRTT), Southern Wales Attractions Partnership (SWAP).	BGCBC (DM)	High/Annual
		1.3 Co-ordinate stakeholders and develop a comprehensive online destination offer through The Valleys and BGCBC Website.	BGCBC (DM)	High/Annual
		1.4 Encourage collaborative working and cross promotion opportunities amongst business clusters e.g. town centres, business tourism, tourist attractions.	BGCBC (DM)	Med/Ongoing
		1.5 Develop and host regular Familiarisation Visits (FAM) for internal and external stakeholders, enabling the tourism sector to be better informed and increase visitor numbers.	BGCBC (DM)	High/Quarterly
		1.6 Retain an image archive, including film footage, for BG products including business tourism, events and new products.	BGCBC (DM)	Low/Annual
		1.7 Co-ordinate the delivery of an events programme which targets identified groups including music festivals, vintage vehicle days, walking festivals, art and culture.	BGCBC – DM/ Comms Event organisers	Med/Annual

BLAENAU GWENT DESTINATION MANAGEMENT PLAN 2016 -2019

Priority	Description of Priority	Actions	Lead/Partners	Priority/Timescale
2.0 Product Development	Stimulating investment in high quality, reputation-changing products and events.	2.1 Develop an updated Tourism Development Strategy for Blaenau Gwent.	BGCBC (DM)	High/ 3 Year
	Working with partners who have both a track record of success and growth potential.	2.2 Ensure appropriate measures and arrangements are in place to capture, record and monitor the necessary data including footfall cameras and STEAM; informing local priorities.	BGCBC (DM)	High/Ongoing
	Strategic prioritisation of Government investment.	2.3 Undertake proactive business engagement with the sector, including inward investment to encourage growth and development of businesses focusing on; accommodation and key attractions across the destination.	BGCBC - Regeneration Private sector developers Accommodation businesses Aneurin Leisure Business Wales	High/Ongoing
		2.4 Develop and deliver regeneration initiatives to strengthen the business, physical and social environment of the destination e.g. Tredegar THI, VVP, RDP.	BGCBC – Regeneration, Businesses, Third sector, Local Programme Board	High/Annual
		2.5 Work collaboratively to establish and strengthen the Business Tourism offer within the Local Authority.	BGCBC (DM) Facilities Managers e.g. GO, Llanhilleth Institute, BH&P	Medium
		2.6 Delivery of the Aneurin Leisure Service Delivery Plan; Improving local leisure and visitor provision, including libraries, Bedwellty House and Park, Parc Bryn Bach and Sports Centre Provision.	Aneurin Leisure	
		2.7 Identify opportunities to enhance the local product offer including; development and enhancement of walking and cycling trails, delivery of annual events and festivals. Work collaboratively with partners to deliver identified activities.	BGCBC (DM) BGCBC Officer Sustrans Network Rail Landowners NRW Aneurin Leisure	High/Ongoing

Priority	Description of Priority	Actions	Lead/Partners	Priority/Timescale
3.0 People Development	Training our people so that they can thrive in the tourism sector.	3.1 Undertake an audit of the tourism and hospitality sector to determine existing and emerging training needs.	BGCBC (DM)	Medium/Year 2
	Applying those skills to improve customer satisfaction and overall experience.	3.2 Engagement with potential inward investment to determine employment and training needs, to ensure local residents can benefit e.g. CoW.	BGCBC - Regeneration	Medium/Ongoing
	Changing perceptions of tourism as a quality career choice.	3.3 Develop and implement an agreed training package to meet identified need (linked to 3.1 and 3.2). Increase knowledge and awareness across the sector to encourage cross promotion opportunities.	BGCBC (DM) Coleg Gwent Third sector partners	Medium/Year 2 & 3
		3.4 Deliver an agreed programme of accredited training to support existing and emerging needs within the hospitality sector, targeting the long term unemployed.	CF VARTE	Medium/Year 1
		3.5 Establish a learning programme to encourage greater engagement in local heritage.	Gwent Archives Museums Bedwellty House and Park	Medium – Low/ Year 2
		3.6 Development and growth of appropriate forums, encouraging collaborative working, shared resources; including town centre business forums.	BGCBC – Regeneration Stakeholders	
		3.7 Ensure Ambassadors and Blue/Green Badge guides are up to date and involved in the area, recruiting additional volunteers as necessary.	BGCBC (DM)	Medium/Ongoing
		3.8 Develop a volunteer steward resource to support event delivery in Blaenau Gwent.	Communities First / GAVO	High/Ongoing
		3.9 Establish Blaenau Gwent as a “Dementia Friendly Destination”.	Blaenau Gwent Dementia Friendly Community	Low/Ongoing
		3.10 Identify and implement methods through which partners can maximise use of available digital/online promotion, including: social media, toolkit (marketing opportunities – The Valleys).	BGCBC (DM)	High/ Year 2



01 - Saxon performing at the Steelhouse Festival, Ebbw Vale

BLAENAU GWENT DESTINATION MANAGEMENT PLAN 2016 -2019

Priority	Description of Priority	Actions	Lead/Partners	Priority/Timescale
4.0 Profitable Performance	Building the capacity of the industry to utilise the latest technology to reach and influence potential customers.	4.1 Encourage accommodation and visitor attractions to capture and provide relevant data; informing the economic value of the sector.	BGCBC (DM)	Low/Year 2 & 3
	Supporting higher profitability in tourism businesses through tools such as yield management.	4.2 Increase participation across the sector in a range of surveys to gain an improved understanding of performance and identify development opportunities.	Social Business Wales Social Enterprise, BGCBC - Regeneration	Ongoing
	Changing perceptions of tourism as a quality career choice.	4.3 Determine the need and establish a Blaenau Gwent Tourism Association, encouraging networking and best practice across the sector.	BGCBC (DM)	Medium/Year 2 & 3
		4.4 Utilise the services available through Social Business Wales to support the development and growth of social businesses who are Tourism providers in Blaenau Gwent.	Social Business Wales Social Enterprise, BGCBC - Regeneration	Ongoing
		4.5 Raise awareness of opportunities available to support local businesses; including Business Wales and Federation of Small Businesses.	External organisations BGCBC - Regeneration	Ongoing

01 - General Offices, Ebbw Vale

02 - Parc Bryn Bach, Tredegar



BLAENAU GWENT DESTINATION MANAGEMENT PLAN 2016 -2019

Priority	Description of Priority	Actions	Lead/Partners	Priority/Timescale
5.0 Place Building	<p>Developing destinations that people want to visit and recommend.</p> <p>Providing opportunities for local communities to deliver memorable visitor experiences.</p> <p>Promoting improved transport links by air, sea, road and rail.</p>	5.1 Improving town centre vibrancy and viability including; Commission consultants to support the development of a strategic town centre strategy to inform our approach to strengthening town centre vibrancy and connectivity to the surrounding community. Implement activity aligned to the strategy produced. Establishing a town centre maintenance programme to inform minimum standards, including annual deep cleanse.	BGCBC - Regeneration Businesses, community, public and third sector BGCBC – Environmental Services	High/Year 1 Year 2 & 3 High/Year 1 Ongoing
		5.2 Maintain clean and litter free environment across the destination.	BGCBC Environmental Services	High/Year 1 Onoging
		5.3 Ensure the boroughs infrastructure and key facilities are maintained and fit for purpose e.g. public conveniences.	BGCBC Town Councils Third Sector	
		5.4 Develop and enhance the event provision across the borough, including annual events and festivals.	Event leads inc. business forums and partnerships BGCBC (DM)	Medium/Ongoing
		5.5 Improving transport connectivity across the Local Authority, improving ease and range of access to destination attractions, including; HoV dualling, metro infrastructure and regional cycle networks.	Welsh Government Technical Services	High/Ongoing
		5.6 Maximise opportunities that arise from our identified strengths, including; proximity to Brecon Beacons, open countryside, home of the national health service.	BGCBC (DM)	Medium/Ongoing

APPENDICES

Appendix 1

a. List of Consultees

- 1. Blaenau Gwent County Borough Council Departments
- 2. Blaenau Gwent Destination Partners
- 3. Aneurin Leisure
- 4. Blaenau Gwent Business Forum
- 5. Social Business Wales
- 6. Blaenau Gwent Tourism Businesses listed below;

b. List of accommodation providers

No.	Business	Town	Designation	Rooms / Units / Pitches
1	Premier Inn Ebbw Vale	Ebbw Vale	Budget Hotel	44
2	Ebbw Vale Guest House	Ebbw Vale	Guest House	11
3	Soar Chapel Guest House	Ebbw Vale	Guest House	13
4	Roseland	Tredeggar	Bed & Breakfast	4
5	The Cambrian	Tredeggar	Inn with rooms	6
6	The Castle Inn	Ebbw Vale	Inn with rooms	3
7	The Coach & Horses	Tredeggar	Inn with rooms	3
8	The Kings Arms	Ebbw Vale	Inn with rooms	5
9	The Llanhilleth Hotel	Abertillery	Inn with rooms	2
10	The Nags Head	Tredeggar	Inn with rooms	2
11	The Red Lion	Tredeggar	Inn with rooms	10
12	The Ambala	Ebbw Vale	Restaurant with Rooms	9
13	Aderyn Bach Cottage	Blaina	Self Catering	1
14	Russinda	Blaina	Self Catering	1
15	Parc Bryn Bach	Tredeggar	Camping Site	60





APPENDICES

c. List of Activities

No.	Site	Town	Designation
1	Parc Bryn Bach	Tredeggar	Adventure Activity Centre
2	Parc Bryn Bach	Tredeggar	Cycling – BMX, MBX, Leisure and road circuit
3	Parc Bryn Bach	Tredeggar	Golf
4	Tredeggar and Rhymney	Tredeggar	Golf
5	West Monmouthshire	Brynmawr	Golf
6	Abertillery Sports Centre	Abertillery	Sports Centre
7	Ebbw Vale Sports Centre	Ebbw Vale	Sports Centre
8	Tredeggar Sports Centre	Tredeggar	Sports Centre
9	Supertubing	Ebbw Vale	Toboggan run

d. List of Attractions

No.	Site	Town	Designation
1	Aneurin Bevan Memorial Stones	Ebbw Vale	Heritage
2	Bedwellty House & Park	Tredeggar	Heritage
3	Festival Park Owl Sanctuary	Ebbw Vale	Animals
4	Festival Park Shopping	Ebbw Vale	Retail
5	Guardian and Ty Ebbw Fach	Abertillery	Heritage

01 - Parc Bryn Bach, Tredeggar

02 - Festival Shopping, Ebbw Vale



e. List of Business Tourism Venues

No.	Site	Town	Designation
1	Bedwellty House	Tredegar	Heritage Site
2	Beaufort Theatre	Ebbw Vale	Theatre
3	Ebbw Vale Institute	Ebbw Vale	Institute
4	General Offices	Ebbw Vale	Heritage site
5	Llanhilleth Institute	Abertillery	Institute
6	The Met	Abertillery	Theatre
7	Kids r Us	Tredegar	Theatre

f. List of Heritage sites

No.	Site	Town	Designation
1	Cefn Golau Cholera Cemetery	Tredegar	Scheduled Ancient Monument
2	Nantyglo Roundhouses	Nantyglo	Grade II* listed
3	Sirhowy Ironworks	Tredegar	Scheduled Ancient Monument
4	St Illtyds Church	Abertillery	Grade II* listed
5	Tredegar Town Clock	Tredegar	Grade II* listed

g. List of Museums and Archives

No.	Site	Town	Designation
1	Abertillery and District Local History Museum	Abertillery	Museum
2	Blaina Chartist Visitor Centre	Blaina	Heritage Centre
3	Blaina Heritage Action Group Museum	Blaina	Museum
4	Brynmawr and District Local History Museum	Brynmawr	Museum
5	Ebbw Vale Works Museum	Ebbw Vale	Museum
6	Gwent Archives	Ebbw Vale	Archive
7	Tredegar and District Local History Museum	Tredegar	Museum



h. List of Parks and Countryside Sites

No.	Site	Town	Designation
1	Bedwellty Park	Tredegar	Park
2	Cwmcelyn Pond	Blaina	Lake
3	Cwmtillery Lakes	Abertillery	Lake
4	Festival Park	Ebbw Vale	Park
5	Parc Bryn Bach	Tredegar	Country Park
6	Silent Valley	Ebbw Vale	Nature Reserve
7	St James Pond	Tredegar	Lake

i. List of Theatres and Cinemas

No.	Site	Town	Designation
1	Beaufort Theatre & Ballroom	Ebbw Vale	Theatre
2	Market Hall Cinema	Brynmawr	Cinema
3	The Metropole	Abertillery	Theatre
4	Tredegar Little Theatre	Tredegar	Theatre



- 01 - Nantyglo Roundhouse Towers
- 02 - The Met, Abertillery
- 03 - Cwmcelyn Pond, Blaina
- 04 - Brynmawr and District Museum
- 05 - Beaufort Theatre, Ebbw Vale



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Mae'r ddogfen hon ar gael yn Gymraeg