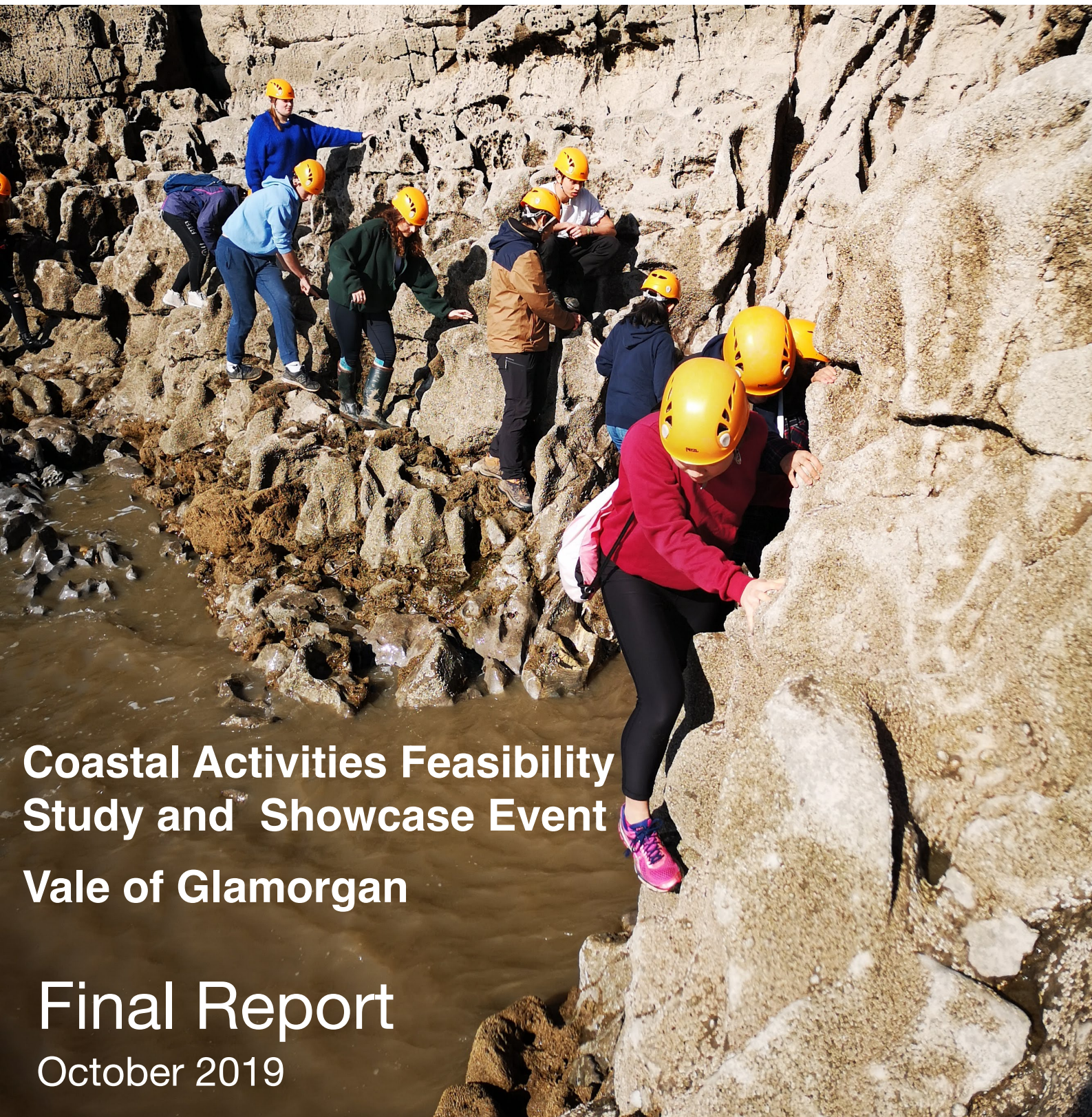


Wales Adventure Tourism Organisation

WATO
WALES
ADVENTURE
TOURISM
ORGANISATION



Coastal Activities Feasibility Study and Showcase Event Vale of Glamorgan

Final Report

October 2019

creative 
RURAL COMMUNITIES

VALE of GLAMORGAN

BRO MORGANNWG



Executive summary

In August 2018, the Vale of Glamorgan (VoG) Council through its rural development team, Creative Rural Communities (CRC) invited tenders from interested parties to undertake a feasibility study to determine the type of 'Adventure' appropriate to its 'Coast', and to highlight some of its findings through a showcase event. The Wales Adventure Tourism Organisation (WATO) were granted the opportunity to deliver the feasibility study following a successful submission.

The VoG Council were interested to know the types of activity that would be permitted and appropriate to their coastline. Such activities would take account of the nature of the coastline, the tides, access and facilities at each site, and associated permissions, permits and costs. Once determined, the resultant study would be widely distributed to demonstrate what could be feasible.



The CRC's Local Development Strategy identifies that the Vale of Glamorgan has ***“Excellent natural coastal assets that are under-utilised”***, and has a specific objective to ***“Increase the business and employment potential of the coast”***.

During the feasibility study the WATO team:

- i. Explored multiple activity types at a variety of locations;
- ii. Provided an Impact Assessment detailing why activities are or are not suitable, taking into account the nature of the coastline (including safety, geology and biodiversity), tides, access, facilities at each site, the permissions, permits or licences required for each activity and stakeholder views;
- iii. Considered activities that complement the existing visitor offer at locations, taking into account the existing operators to ensure there is no displacement;

Vale of Glamorgan Coastal Activities Feasibility Study - Final Report

- iv. Proposed activities that complement the existing visitor experience without destroying the overall appeal of the coastline as a peaceful place to enjoy;
- v. Provided a vision for the area including proposed activities at potential key sites and hypothetical case studies that demonstrate how these would operate.

During the consultation, the WATO team undertook extensive stakeholder engagement with:

- rangers and rights of way officers;
- land owners and land managers (including land directly concerned with hosting activity and indirectly e.g. land where their view maybe compromised, or there is likely to be noise pollution, distress to livestock etc.);
- commons associations and Crown Estates;
- facilities operators, exiting activity providers and adventure activity professionals;
- Natural Resources Wales and other public bodies relating to biodiversity and heritage;
- current visitors;
- other, relevant parties.

The consultation process included:

- i. Two open consultation events where relevant stakeholders were invited. These events focused on specific subjects such as land ownership, biodiversity, activity providers etc.;
- ii. Several one to one engagement sessions when sections of the study needed exploring in greater detail;
- iii. Two surveys: one for stakeholders to enable us to understand more about their activity offering along the coastline and; one for visitors/residents which gave us feedback from the showcase event and insight into their view on activity tourism in the area;
- iv. Continual liaison with the CRC team.

The WATO team, through its engagement with all interested parties have completed a thorough investigation into what is feasible in relation to the adventure offer (the range of activities and business opportunities), which can take place within the rural Vale, including along the Vale of Glamorgan coastline. The study clearly identifies a range of phased (short, medium and long-term) recommendations for the Vale of Glamorgan Creative Rural Communities (CRC) team to consider how and when to implement in line with their current Local Development Strategy. The recommendations are structured in a way that will allow the CRC to prioritise its work programme over the next 5 years.

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1. Introduction

Adventure tourism is a growing niche market in the UK, involving exploration or travel experiences, which may require additional skills, knowledge and expertise. Residents and visitors alike seek 'out of the ordinary' or "roads less traveled" experiences. According to the Adventure Travel Trade Association, adventure travel may be any tourist activity that includes physical activity, a cultural exchange, and connection with nature.

Adventure tourists may look to step outside their 'comfort zone' and experience new cultures or engage in activity that may involve some degree of risk, real or perceived. This may include activities such as mountaineering, trekking/hiking, mountain biking, surfing, rafting, kayaking, zip-wiring, paragliding, exploring, coasteering, stand up paddleboarding and rock climbing, but equally slow tourism activity too, such as rock pooling and nature walks.

The **"Activities"** are defined as adventure pursuits, and may include, inter alia, rock climbing, coasteering, canoeing, kayaking, wind surfing, surfing, stand up paddle boarding, sailing, fishing, kite surfing, diving and snorkelling. They will incorporate:

- activities that can be undertaken recreationally as an individual; and
- group activities that can be delivered as a commercial venture.

"The Coast" for the purpose of this study is defined as beaches, cliffs and the sea, with consideration of the wider location when determining how viable or appealing an activity might be, e.g. car parking, toilets, changing rooms, cafes and places of interest. The area of coastline included in this work spans from Ogmere-by-Sea to Lavernock Point in the Vale of Glamorgan, but excludes the coastline of Barry and Penarth.

In addition, for clarity, it is worth pointing out a couple of other terms that feature throughout the report:

"Park & Play" – a single activity site with easy access and suitable car parking

"Activity Hub/Adventure Hub & Spoke(s) concept" – the Hub would be the central point where much, if not all of the infra-structure exists – a meet & greet location with café/restaurant, toilets, showers and changing facilities etc, where the Spoke(s) would be the satellite venues where limited infra-structure exists yet would be an ideal venue for activity(s) to take place

The CRC's Local Development Strategy identifies that the Vale of Glamorgan has ***"Excellent natural coastal assets that are under-utilised"***, and has a specific objective to ***"Increase the business and employment potential of the coast"***.



Southerndown

The purpose of this study and showcase event is to demonstrate what is feasible in relation to a wide range of activities and business opportunities, which can take place along the coast, primarily to attract activity providers into the area.

The Wales Adventure Tourism Organisation (WATO) were granted the opportunity to deliver the feasibility study following a successful submission. WATO is a national forum established to link outdoor sector organisations in Wales, with the aim of sharing best practice across the outdoor sector in Wales. WATO functions regionally through three core member organisations, Snowdonia-Active, South Wales Outdoor Activity Providers Group, Pembrokeshire Coastal Forum and is coordinated by its Chair, Paul Donovan. In addition WATO has a number of observer members, including Natural Resources Wales (NRW), Sport Wales and Visit Wales.

WATO's overall aim is to support the sustainable development of the adventure activity sector throughout Wales. Sustainable recreation is the glue that links the three groups with each having an Environmental Charter, a document which promotes responsible outdoor recreation which outdoor activity providers in the three areas are encouraged to sign up to. Through the Environmental Charter, each area has a mechanism to work directly with outdoor activity providers by offering a platform for sector training, events, a forum for raising any sector issues and the monitoring of outdoor activity venues; all to ensure that the outdoor activities are sustainably developed across Wales. WATO is an access point to the outdoor sector reaching over 1000 outdoor activity businesses and freelance outdoor instructors across Wales.

The experience and in-depth knowledge of all three groups provides this project with the confidence that those activities identified as appropriate along the Vale of Glamorgan will be developed in

harmony with the landscape and respect other users and operations currently active along the coast.

2. Initial Impact Venue Assessment

Following the inception meeting on 2nd October 2018, a desktop venue audit was completed to identify venues along the coastline of the rural Vale where adventure activities currently take place and what other venues may be appropriate for such activities to occur. The desktop audit considered many venues along the coastline and within the rural Vale in the first instance. However, in applying the agreed criteria (the nature of the coastline [including safety, geology and biodiversity], tidal impact, access, facilities/infra-structure, the permissions, permits or licences required), the venues were streamlining to 16, taking into account the Wales Coast Path, which runs the entire length of the Vale of Glamorgan and Cosmeston Lakes and Country Park, whose car park, visitors centre and Medieval Village all fall into the rural Vale and, Barry, since its docks were identified as the only possible entry/exit point for RIB's and similar craft.

It is noted that the Vale of Glamorgan is positioning itself as an emerging destination for 'slow tourism', which represents a potential growth sector. Whilst this feasibility study will consider the potential adventure activity offer and the pace at which one can experience a destination, the activities which might be perceived as high adrenaline can also provide opportunities for slow tourism. Coasteering as an example, incorporates climbing, scrambling and jumping into the sea. It also provides an opportunity to see the coast up close, to experience the wildlife, geology and history of the coastal environment



Surfing in the Vale

2.1 Considered Venues

The 16 considered sites are:

- 2.1.1 Wales Coast Path – Heritage Coast – partly owned by the Dunraven Estate
- 2.1.2 River Ewenny / River Ogmore – land owned by the Dunraven Estate
- 2.1.3 Ogmore-by-Sea – some areas are owned by the Dunraven Estate
- 2.1.4 Pant y Cwteri, Pant Norton and Pant Mari Flanders
- 2.1.5 Pont Alun Quarry & Pant Quarry
- 2.1.6 Pant y Slade & Slade Wood – owned by the Dunraven Estate
- 2.1.7 Dunraven Bay & Park (Southerndown) – owned by the Dunraven Estate
- 2.1.8 Monknash & Cwm Nash
- 2.1.9 Nash Point & Cae'r Eglwys
- 2.1.10 St. Donat's (Atlantic College)
- 2.1.11 (a & b) Llantwit Major Beach & Cwm Colhuw and Llantwit Major Town
- 2.1.12 The Leys – Limpet Bay, West & East Aberthaw
- 2.1.13 Rhoose Point
- 2.1.14 Barry, Barry Island & Barry Dock
- 2.1.15 Lavernock Point to Hayes Point – Sully Bay, Sully Island & St Mary's Well Bay
- 2.1.16 Cosmeston Lakes & Country Park

NB. The considered venues are potentially subject to landowner permissions and Natural Resources Wales (NRW) licenses.

The impact assessment of each of the venues considered:

- Existing activities;
- Potential activities/opportunities;
- Access & other relevant information.

The findings of the impact assessment formed the basis for future engagement through consultations, surveys and the showcase event and so do not contain any information gathered following the the assessment.

2.1.1 Wales Coast Path – Heritage Coastline



Description

The Wales Coast Path runs the entire length of the area in question and provides access and egress to many interesting locations.

Existing Activities

Walking and **running** activities appear to be the main adventure activities, with **fish-ing** taking place at many locations along this linear trail.

Pick ups and drop offs, of both the tourist/visitor and/or their bags at/to agreed locations appears to be offered by a small number of operators, including accommodation providers.

Potential Activities/Opportunities

There appears to be a great opportunity to enhancing the current offer, to include guided/self-guided walks/runs, linked to a more visible offer of drop offs and pick ups, as well as establishing better public transport. These may be enhance further by linking into the range of accommodation providers along the coastline – B&B, Hotels, Glamping/Camping sites etc. to complete the package.

In addition to the noted opportunities along this linear trail, the Vale of Glamorgan coastline may also benefit from improvements to its infra-structure for circular trails with better kept and signposted trails/paths, allowing the visitor to consider the environmental impact of additional transport opportunities. The Visit the Vale website signposts the Vale of Glamorgan as ‘a *fantastic place to go walking*’: <https://www.visit-thevale.com/en/Be-Inspired/Walking/Vale-Trails/Walking-in-the-Vale.aspx>

Access/Other Information

There are many public access points along this linear trail, with suitable parking.

2.1.2 River Ewenny / River Ogmore



Description

The River Ewenny flows through Ogmore and joins the River Ogmore c.400m south-west of Ogmore Castle and c.500m north-east of the Sewage Works, eventually flowing into the sea at Ogmore-by-Sea c.2.5km down stream. The rivers are influenced by tides beyond Ogmore Castle therefore providing both opportunity and challenge.

Existing Activities

Paddlesport (kayaking, open canoeing, stand up paddleboarding [SUP]) activities occur here but with no formal arrangements with the landowner.

Potential Activities/Opportunities

The river benefits from the tidal range of the Bristol Channel which extends beyond Ogmore castle and so has great potential for the enhancing & formalising the paddlesport activities between Ogmore castle and Ogmore-by-Sea (subject to its daily tidal range and the necessary landowner permissions)

If it were possible to create more depth to the section of the river at Ogmore Castle, there would be a greater degree of flexibility for its use, particularly at low tide, thus allowing opportunity for a 'park & play' site for flat water skill development.

The castle also offers a historical/cultural element to the users between activity sessions.

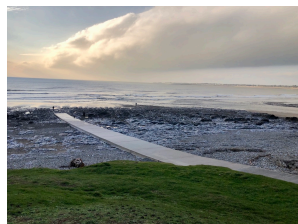
Access/Other Information

Access/Egress to and from the River Ewenny is at the Ogmore Castle car park (subject to flooding, daily tidal range and landowner permissions).

Access/Egress to and from the River Ogmore is also possible at the Portobello House car park (subject to landowner permissions).

Access/Egress at both of these locations could enable paddlesport activities to & from the sea and beach at Ogmore-by-Sea.

2.1.3 Ogmore-by-Sea



Description

Ogmore-by-Sea lies east of the River Ogmore and at the western end of the Glamorgan Heritage Coast. The beach is sandy at low tide, with some pebbles and backed by low cliffs of carboniferous limestone.

Existing Activities

Surfing, kayaking, coasteering, rock climbing, SUP, walking, rock-pooling.

A surf lifesaving club currently operates from Ogmore-by-Sea beach.

Further south-east at West Farm sees the beginning of the recreational rock climbing site. Well documented in all South East Wales Rock Climbing Guidebooks as *'one of the most important sea cliffs in Britain. It is wild, steep, exciting and seriously underrated,'* although not a suitable venue for any regular commercial activity provider.

Potential Activities/Opportunities

The surf lifesaving club facilities appear to be in need of developing its existing facilities. Such developments could further enhance the existing activity offer.

Such a beach location is suitable for **board surfing, body boarding, all paddle-sport activities – sea kayaking, including sit-on-top kayaking, surf kayaking and SUP** and could provide an ideal opportunity for adventure businesses to offer such activities and/or provide equipment hire for the visitor.

At the south-eastern end of the beach at Bwlch y Gro & Black Rocks, there could be opportunities for **Bouldering** and **Coasteering** activities. Combining such activities could offer great 'one off' **Sea Level Traversing** adventure days at low water.

The venue has potential to become a great activity **Hub**.

Access/Other Information

Car parking is available (at a cost). Access to the beach and River Ogmore is via the car park. Whilst there are no public access restrictions, any commercial activity provision is subject to landowner permissions. Activities subject to daily tidal range.

2.1.4 Pant y Cwteri, Pant Norton and Pant Mari Flanders



Description

South-east of Portobello House lies a bridleway that leads to the common and undulating terrain in Pant y Cwteri, Pant Norton and Pant Mari Flanders, beyond which lies St. Brides Major.

Existing Activities

As a bridleway, this area enables access for **walkers**, **cyclists** and **horse riding** activities. There is some low key **mountain biking** activity taking place here. Two riding stables are close by and would appear to also use this area, along with the recreational walker.

Potential Activities/Opportunities

The apparent easy access to this venue, together with the matrix of trails would suggest that there is potential to enhance the current offer and further develop the various trails etc. (clear 'waymarking' and 'grading' of trails), thus provide a greater offer for mountain biking training and development, as well as a means of moving between adventure activity sites/locations along the coastline. This would in turn provide greater opportunities for the horse riding stables locally as well as walking opportunities.

Access/Other Information

There is parking at Portobello House Car Park, with access directly opposite. Other opportunities for accessing this are could be from St. Brides Major, Ogmore-by-Sea and Southerndown.

2.1.5 Pont Alun Quarry & Pant Quarry



Description

Located along the B4265 between Ogmore and St. Brides, both these venues are currently under private ownership.

Existing Activities

There are currently no activities taking place at either of these venues as they are both listed as being active quarrying sites and used for various industrial purposes.

Potential Activities/Opportunities

According to the South East Wales climbing guide book, Pant Quarry's *'right-hand main wall is one of the most impressive vertical sheets of limestone in the country.... It is mostly a natural of strange scalloped rock.'* According to the South Wales Mountaineering Club, *'there is loads of scope for development if access is ever secured in the future'* In addition to these sites having great potential for **rock climbing** activity, associated activities could be possible, as well as the site having potential to become an **'activity Hub'** or **'Spoke'**.

Access/Other Information

Whilst both sites are listed as being active quarrying site, it is understood that neither are no longer quarried but are still privately owned. It is also understood that the British Mountaineering Council (BMC) has expressed an interest in these quarries in the past with the quarry owners, with a view to purchasing them. Should this ever become an option, the scope for their development has the potential to be the Vale's **'little gem'** for **rock climbing** and **'via ferata'** activities.

2.1.6 Pant y Slade & Slade Wood



Description

The valley running north-east of the Heritage Coast Centre at Dunraven Bay and Slade Wood

Existing Activities

There is a 'waymarker' pointing up the valley so an indication that a trail exists, although it is uncertain as to how much use the trail gets. A number of the 'Vale Trails' pass by Dunraven Bay and the Heritage Coast Centre, in particular The Three Walks Dunraven that take in Pant y Slade & Slade Wood with larger circular walks.

Potential Activities/Opportunities

Situated close to the Heritage Coast Centre, the woods appear to lend themselves very nicely to both **guided and self-led nature trails** where **bushcraft** and **forest schools** type activities could be incorporated. The development of a smaller circular route/trail with additional activities incorporated could further enhance the Heritage Coast Centre offer to VoG schools and visitors alike. The Visit the Vale website signposts the Vale of Glamorgan as '*a fantastic place to go walking*' and references this area within Vale Trails: <https://www.visitthevale.com/en/Be-Inspired/Walking/Vale-Trails/Walking-in-the-Vale.aspx>

Access/Other Information

Car parking is available at Dunraven Bay (at a cost) and/or The Heritage Coast Centre.

Public access for a circular walk may be subject to landowner permissions.

2.1.7 Dunraven Bay & Park (Southerndown)



Description

A privately owned estate, managed by an agent on behalf of the landowners. The Vale of Glamorgan are sitting tenants in its Heritage Coast Centre located in Dunraven Park, which has toilet and shower facilities, as well as additional indoor facilities/rooms and 4 'lock ups' for use by potential businesses (charges apply). The Duchy of Lancaster manages the foreshore on behalf of the 'Crown'.

Existing Activities

Recreationally, **surfing, paddlesports, rock climbing, fishing** and **rock pooling** activities appear to take place here. The beach/cliffs to the west of the Bay also offer opportunities to enhance visitors geological knowledge. Commercially, there appear to be activity providers using the venue for **surfing, paddlesports** and **rock climbing**, although not directly operating their business from the venue.

Potential Activities/Opportunities

The 'lock ups' at the Heritage Coast Centre could enable businesses (**surfing/paddlesport/rock climbing**) activity providers and/or hire businesses) to establish themselves here, albeit subject to the necessary landowner permissions.

The new slipway offers a greater access to the beach and sea for larger seagoing craft (RIB's), subject to daily tidal state & range and landowner permissions.

Rock Climbing opportunities could be developed at Witches Point. It's tidal and subject to the daily tidal range and note in the S.E. Wales Guide Book as '*one of the showpiece sports crags of the area*'.

According to the S.W. Wales Soaring Club, a unique venue for **Paragliding**, although permissions are currently not being granted by the landowners.

A place of geological importance with much opportunity to be showcased further.

Access/Other Information

Car parking is at Dunraven Bay (at a cost) and/or The Heritage Coast Centre. With the available facilities at the Heritage Centre, this could be a very suitable adventure 'Spoke' for adventure activities, subject to landowner permissions.

2.1.8 Monkash & Cwm Nash



Description

Monkash is a well known recreational surfers break.

Cwm Nash provides an excellent nature/geological trail to and from the wave cut platforms.

Existing Activities

Currently recreational **surfing** & **fishing** activities take place at this venue. In addition, many visitors make use of and enjoy self-guided nature walks along Cwm Nash to the wave cut platforms where **rock pooling** and explorations take place.

Potential Activities/Opportunities

Cwm Nash and Monkash are off the beaten track venues with a secluded and spectacular beach, unique in its natural/geological offer. The slow tourism potential here may benefit from available resources that assist visitors to maximise the venues uniqueness i.e fossils and geology: <https://www.valeofglamorgan.gov.uk/en/enjoying/Coast-and-Countryside/Heritage-Coast/Fossils-and-Geology.aspx> .

Access/Other Information

Parking is located at Monkash Beach Car Park (charges apply). The Heritage Coast Campsite is also a great venue from which to access Cwm Nash.

2.1.9 Nash Point & Cae'r Eglwys



Description

Land ownership here appears to be vague, although the car parking and camping offer appears to be managed by a land manager. A tea room and toilets are located here. Beyond Nash Point is Nash Point Lighthouse and alongside this are some self-catering accommodation units, offered by Trinity House.

Existing Activities

Currently **walking**, **rock pooling**, **watching the sunset** and **star-gazing** activities take place here.

Potential Activities/Opportunities

The trail up and down Marcross Brook appears to offer a great **nature trail** opportunity (<https://naturedetectives.woodlandtrust.org.uk/naturedetectives/>), whilst the area around Nash Point and Cae'r Eglwys offers both **historical** (earthworks and fort - <https://www.visitthevale.com/Documents/More-to-the-Vale-Guides/A-Potted-History.pdf>) and **geological** interest (<https://www.valeofglamorgan.gov.uk/en/enjoying/Coast-and-Countryside/Heritage-Coast/Fossils-and-Geology.aspx>).

Apparently, this is one of the best locations in the Vale of Glamorgan to **sit, watch and photograph the sunset** (<https://improvephotography.com/45331/sunset-photography-camera-settings-beginners/>) so a great opportunity to showcase the coastline through to darkness.

It's also possibly the best area of least light pollution along the coastline, so could benefit from the promotion as a **dark skies** location (<https://www.nightb-light.cpre.org.uk/resources>).

Access/Other Information

Narrow lanes lead to a very large car park (charges apply).

Campervans & Motorhomes can park up overnight (charges apply).

2.1.10 St. Donat's (Atlantic College)



Description

St. Donat's hamlet does have a public right of way (PRoW) to the coast path on its western side and PRoW on its eastern side to the church. There is no public access from St Donat's, beyond the church to and from the sea front via Atlantic College.

Existing Activities

Atlantic College, through Atlantic Outdoors offer a full range of adventure activities primarily for their students, many of which occur from their slipway. In addition, Atlantic College provide summer camps for visiting groups.

Potential Activities/Opportunities

Atlantic College may be willing to consider working in partnership with the Vale of Glamorgan to create an accessible circular trail between St. Donat's and Llantwit Major, with agreed access through the Atlantic College grounds (on a dedicated trail). This would certainly link natural woodland to the coastal environment and take in the history of St Donat's Church.

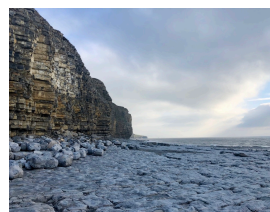
With its location and available resources/facilities, Atlantic College could also be a great location for a central adventure activity HUB.

Access/Other Information

Access into Atlantic College grounds is subject to permissions only.

There is limited roadside parking and no facilities other than those in Atlantic College.

2.1.11 a. Llantwit Major Beach & Cwm Colhuw



Description

The beach at Llantwit Major is c.2km from the centre of the town. It offers easy access to the beach and coast path from its beachfront car park (no charges). It has a café, toilets and a lifesaving club base.

Existing Activities

The beach is a well-known recreational surfers break. In addition, there are **fishing, rock pooling, open water swimming** and **walking** opportunities for the recreational user. A number of the 'Vale Trails' take in Llantwit Major beach and town

Potential Activities/Opportunities

The extension of the watersports here appears limited, given the type of surf break, albeit there is a slipway to assist access.

Besides the recreational offer here, the venue does have potential for enhancing & further developing the **nature/geological trail** offer thanks to its cliffs and wave cut platforms and the valley leading to the beach. The possible development of better links between the town and beach (accessible footpath/cycle trail), without having to negotiate narrow lanes, as well as developing the beach front infra-structure and appearance i.e car parking, cafe, showers and toilets, could further enhance the visitor experience. Utilising available resources from the likes of The Woodland Trust: <https://naturedetectives.woodlandtrust.org.uk/naturedetectives/> and Forest/Beach Schools:

<https://www.forestschoools.com/products/beach-schools-leader-training?variant=17353755852851> could help to bring the location to life.

Access/Other Information

There is beachfront car parking (no charges)

Access to the beachfront by public footpath is either by the Wales Coast Path from the east or west, or footpaths that link the beach to the town, although route finding can be challenging in places.

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2.1.11 b. Llantwit Major Town



Description

Llantwit Major town is centrally positioned along the Vale of Glamorgan coastline and has good road and rail infra-structure.

Existing Activities

None

Potential Activities/Opportunities

Given its central location to the Vale and its good road/rail links, Llantwit Major could lend itself to a central **Adventure Activity Hub**, from where all activities originate, subject to an appropriate building/location being made available. This could provide: central administration; changing facilities, toilets and showers, café etc. It could be possible to shuttle visitors to activity **'Spokes'** where they would engage with the activities before being shuttled back at the end of the planned sessions, therefore alleviating any added pressures at the **'Spoke'** venues. With a maximum travel distance of c.20 miles, such transportation could possibly an environmental sustainability focus as well.

Access/Other Information

The town of Llantwit Major is easily accessed by road and rail and appears to have ample parking, which would therefore help to avoid congestion and additional impact at the various **activity 'Spokes'**.

2.1.12 The Leys – Limpet Bay, West & East Aberthaw



Description

Limpet Bay is located at West Aberthaw, c.2km south of Gileston and St. Athan. close to Aberthaw Power Station. It has a pebble beach and is a known surf break with a beachfront car park and direct access to the sea and Wales Coast Path.

Existing Activities

Currently, recreational **surfing** and **fishing** takes place at this venue, along with **rock pooling** and **coastal/nature trail walking**.

Potential Activities/Opportunities

The development of a slipway here could possibly offer the opportunity for RIB access to the Bristol Channel for RIB Ride experiences, although it would need to accommodate the tidal range of the Bristol Channel.

The Leys, and particularly the Afon Thaw outlet to the sea provide potential for sheltered access to the sea by RIB with its deep water inlet, although this does appear to become shallow more so on Spring Tides.

The Nature Reserve and ponds at East Aberthaw could offer a flat-water site for paddlesport activities, although there is no infra-structure at this location and access would be subject to landowner permissions. Whilst there is a large derelict furnace building on site, its development would appear to be cost prohibitive, although a great location and a building of great potential.

Access/Other Information

There is parking at Limpet Bay with limited roadside parking for the Nature Reserve close to the village of East Aberthaw. There is footpath access to the River Thaw along the Wales Coast Path from either the east or west.

2.1.13 Rhoose Point



Description

Rhoose Point has a disused quarry site with Bristol Channel frontage and three small lakes.

Existing Activities

Currently it appears that only **fishing** takes place at this venue, although signage displayed at the venue indicates that no activities are permissible, including fishing.

Potential Activities/Opportunities

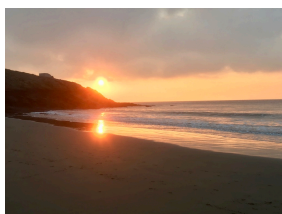
Whilst the site has the potential for some exciting adventure activity development, as a listed nature reserve, there appears to be a number of restrictions regarding its development, which may prove challenging to overcome. There are three small lakes, one of which would be ideal for paddlesport activities (leaving the other two for other uses); an expanse of land that could be developed as a mountain bike skills development circuit, as well as car parking; cliff faces that could be stabilised for rock climbing and abseiling activity; access to the sea when conditions dictate for paddlesport skill progression. In addition, it may be feasible to develop a high ropes and zip wire facility and an accommodation offer.

Whilst the venue has the potential to become a great activity **Hub**, sheltered from the prevailing weather conditions that hit the Vale of Glamorgan coastline, the current restrictions may not consider any developments here.

Access/Other Information

Currently there is limited roadside parking. Access to the venue is very easy and only 5 minutes off the main road, Rhoose Train Station and Cardiff International Airport.

2.1.14 Barry, Barry Island & Barry Dock



Description

The town of Barry (the largest in Wales) and its surrounding area is excluded from this feasibility study due to being an urban area, although worth noting, given its proximity to all the other considered venues and the activities currently undertaken here. The docks at Barry, is home to the RNLI lifeboat and Barry Yacht Club.

Existing Activities

There are a couple of bays in Barry (Whitmore Bay & Jacksons Bay) where the offer of **open water swimming**, **triathlon** training & events and **paddlesports** exist. It's a regular venue for local SUPers, swimmers and triathletes and saw its first Triathlon in 2018. **Sailing** and **paddlesports** also takes place at Barry Dock.

Potential Activities/Opportunities

Barry Dock appears to be the only location along the VoG coastline for larger seagoing craft (RIB's) to access the Vale's coastline. Conversations with Barry Harbour Master have indicated that it could be possible (subject to conditions, permissions and charges) for a **RIB Rides** type business to operate here.

Access/Other Information

Barry Docks are owned by Associated British Ports and access is subject to permissions.

The bays at Barry Island have good parking (charges apply)

2.1.15 Lavernock Point to Hayes Point – Sully Bay, Sully Island & St Mary's Well Bay



Description

Sully has its own Sailing Club with slipway. Tidal overfalls exist at Lavernock Point and a strong tidal race occurs between the coastline and Sully Island at high water.

Existing Activities

Currently **fishing**, **sailing** and **rock pooling** occur at these venues

Potential Activities/Opportunities

These locations could certainly feature very highly in the possible offer of a **RIB Rides experience**. Add to this the whole coastline experience and possibly visiting Steep Holm (managed by Bristol City Council) & Flat Holm (managed by Cardiff City Council) Islands, this would certainly be a truly unforgettable experience and a unique way to explore this coastline. Such experiences are already offered out of Cardiff Bay.

At low water, it would be possible to offer a '**coastal adventure**' around Sully Island (managed by VoG Council) as there is a causeway that can be walked, to get to the island (tidal restrictions will apply). There are some historical points of interest on the island (remnants of an old fort) and some **scrambling/bouldering** opportunities on the south side of the island.

Access/Other Information

There is parking at Sully Island car park (charges/conditions may apply).

2.1.16 Cosmeston Lakes & Country Park



Description

Whilst Cosmeston Lakes fall outside the scope of this feasibility study, its car park, visitor centre and medieval village fall within the rural Vale, therefore it is certainly worth mentioning. The lakes are disused gravel pits that have been reclaimed and are managed by the Vale of Glamorgan. One of the lakes is a nature reserve so no activity takes place in the nature reserve.

Existing Activities

Currently there are opportunities for **watersports, walking, cycling** and **fishing** activities. Activities taking place on/in the lake i.e. paddlesports, sailing, open water swimming (triathlons) are for managed voluntary or commercial groups only.

Potential Activities/Opportunities

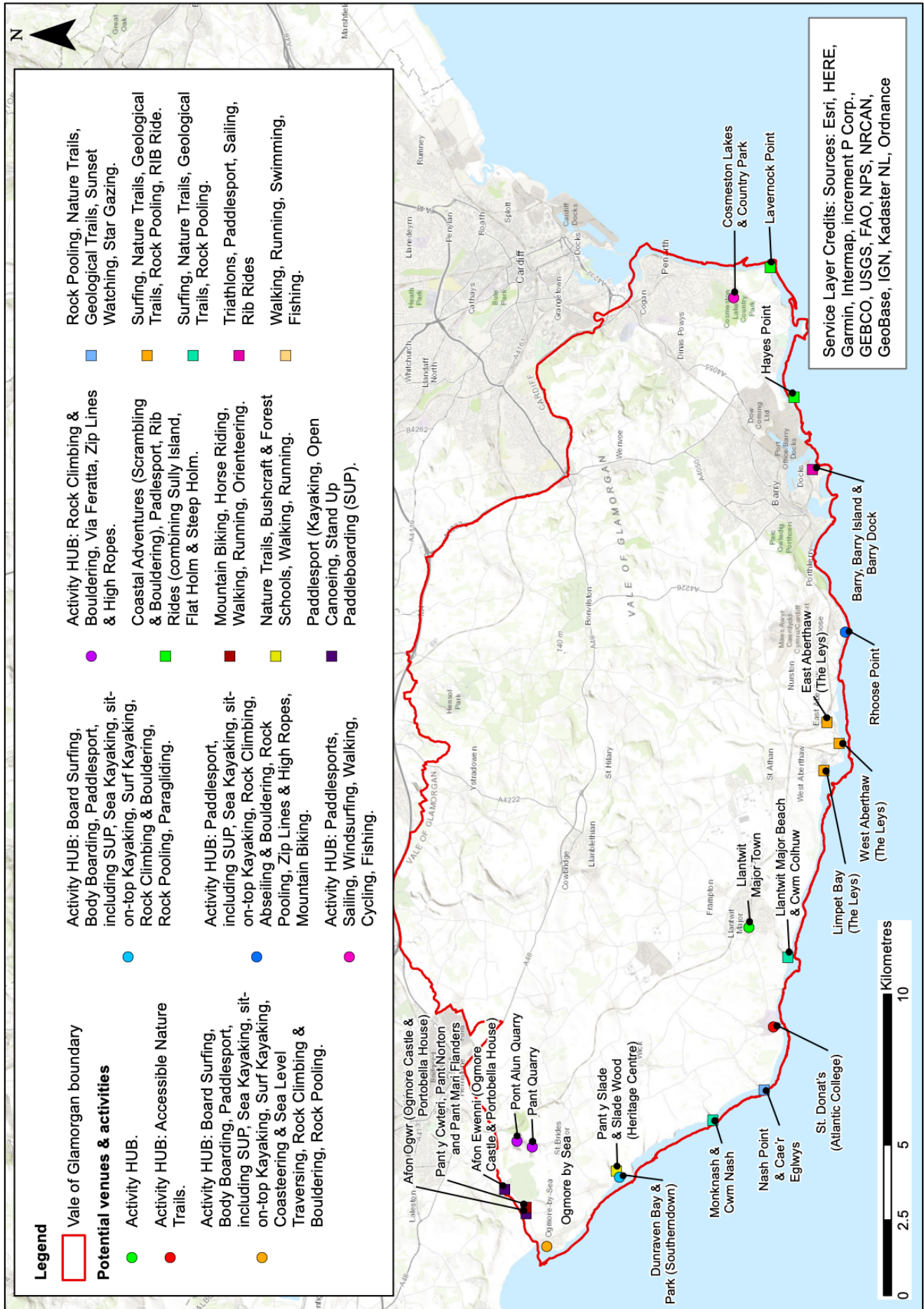
Whilst the venue currently attracts a significant footfall of visitors, primarily during the summer months, for a variety of reasons, the adventure activity offer is limited to managed/organised groups. The presence of an activity provider and/or hire business would certainly enhance to offer to the many visitors of the park.

The development of showers and changing rooms would compliment the activity offer at Cosmeston Lakes and make it a more attractive proposition.

Access/Other Information

Car parking is free and there are toilet facilities as well as a café and visitor centre.

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2.2 Impact Assessment Feedback

Collectively, it would appear that the Vale of Glamorgan (VoG) coastline has many opportunities for a range of adventure activities and has potential for an *Adventure Activity Hub and Spoke* approach to be established.

The development of the adventure activity offer along the VoG coastline would certainly help to showcase the Heritage Coast – the first to be established in the UK.

2.3 Summary of Initial Impact Assessment

- i. The Vale of Glamorgan has the potential to establish an Adventure Activity Hub & Spoke approach to its adventure offer, with a number of the considered venues being highlighted: Llantwit Major for its central location and good road/rail links; Ogmore-by-Sea for its ability to offer many activities within a close proximity and a possible infra-structure building development (subject to the necessary permissions and funding); Atlantic College for its location and existing facilities/resources; Pant Quarry with '*one of the most impressive vertical sheets of limestone in the country*' for rock climbing (although as a working quarry, any developments here are highly unlikely); Heritage Coast Centre for its location and current infra-structure i.e. showers, toilets, meeting rooms and 'lock ups'; Rhose Point for its lakes, associated land and possible access to the Bristol Channel (although its nature reserve restrictions appear to rule this venue out; Cosmeston Lakes and Country Park for its current facilities and opportunities for facility development i.e. showers and changing rooms;
- ii. Each of the considered venues could continue to function autonomously and without the reliance on a central Adventure Activity Hub and benefit from their individuality and the nature of the adventure activities identified as both currently existing and having potential;
- iii. Adventure activities that either currently existing or have the potential to exist, based on the uniqueness of each of the considered venues. The distinction between the recreational and commercial offer is important to highlight since many of the considered venues are likely to be subject to landowner permissions for commercial activity. Equally landowner permissions may also be required for recreational use;
- iv. A number of adventure activities either to be introduced to a venue or expanded upon, namely Paddlesports – Stand Up Paddleboarding (SUP), Sea Kayaking & Inland Kayaking (including the use of sit-on-tops); Surfing – Board Surfing and Body Boarding; Open Water Swimming; Paragliding; Rock Climbing and Via Ferrata at inland sites as well as coastal sites; Mountain Biking both in a natural environment and manmade facility; RIB Ride Experiences; Coasteering, Sea level Traversing & Coastal Adventure Days; Walking - Accessibility Trails, Nature Trails;

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Running; and Fishing. Trends will however dictate the rate of such developments – SUP and Open Water Swimming are two activities that are currently ‘on trend’;

- v. A number of the considered venues that make reference to the Slow Tourism offer and possible enhancements: Monknash & Cwm Nash for its geological uniqueness and; Nash Point & Cae'r Eglwys for its sunset watch and dark skies possibilities;
- vi. A number of venue specific infra-structure development considerations to enhance and support both the introduction and expansion of the proposed adventure activities.



Coastal adventure at Ogmore-by-Sea

3. Consultation Engagement

3.1 Stakeholder survey - Findings

To obtain information on the level of activity currently taking place in the Vale of Glamorgan and to gain insight into the views of stakeholders about coastal outdoor activities in the area, in January 2019 a survey was sent out to 140 identified stakeholders along with an invitation to one of two consultation events. These included 53 businesses/individuals on the South Wales Outdoor Activity Providers Group list who had specified they were interested in receiving information on the project; 38 contacts on the Vale of Glamorgan Council stakeholder list which included rangers, Council staff and local businesses; and 49 additional stakeholders identified through desk based research - these included a mix of businesses, clubs and other organisations with a tourism/ outdoor recreation interest. 81 responses were received, a response rate of 59%.

Below we summarise the responses from stakeholders and provide some narrative to explain the relevance of the findings and how they have influenced the recommendations of the study. A full set of responses can be found in Appendix A.

The majority of respondents to the survey were outdoor providers or recreational users. Other respondents include Local Authority, local business owners and other public sector bodies, such as Natural Resources Wales.

31% of the respondents offered activities in the Vale of Glamorgan. 68% of respondents said they could offer more activities so there is a clear appetite from businesses and organisations to offer more.

The survey explored which activities the providers offer and also at which locations. We also enquired into barriers to offering more activities and ideas for further development.

The most popular activity offered in the Vale are organised walks followed by waterbased activities such as stand up paddleboarding, open water swimming and surfing. Open water swimming and SUP are both activities that have witnessed significant growth in participation over the last decade¹. Both activities are predicted to grow further in popularity reportedly due to their perceived and actual low skill level in comparison to other outdoor activities such as surfing and climbing. These activities are an area that the Vale could be worth investing in.

Most venues offered a range of activities. We have used the list of activities generated at each venue to help populate the activity/venue matrix (section 6.2)

Ogmore-by-Sea and Southerndown both revealed themselves as being the most popular destinations for outdoor activities even when compared to Porthcawl. We chose to include Porthcawl in this question to see how it compared to other destinations in popularity. Given their popularity, Ogmore-by-Sea and Southerndown could be viable choices for satellite hub activity locations given the breadth of activities available at these locations. Other locations include Barry, Porthkerry Park

¹ <https://www.swimming.org/openwater/year-review-2018/>

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and Penarth - we had specifically chosen to omit these from the question as they are not in the study area of the project, however, it is worth noting their popularity as activity destinations.

Some useful responses were given to the questions around why more activities are not currently offered across the Vale.

Here is a summary of the answers given to this question.

Location issues

'Pebble beach, steeply sloping, large tidal range, unstable cliff line, water quality, swell conditions can be limiting'.

'Improve fixed climbing points with durable marine grade stainless steel thus increasing the numbers of climbs and making established ones safer'.

Access issues

'Demand'

'Need more customers - Quite often clients/potential market "skip" the Vale and head to Gower or West Wales'.

'If the product was available then we could promote'.

'We are a destination for third party organisations'.

Sector issues

'Lack of funds'.

'Training, equipment and time'.

'Current lack of qualified coaches following a major change to the canoeing coaching structure which stopped many progressing'.

Specific personal reasons

'Only run surf lifesaving activity's as a surf lifesaving club'.

'Currently work out of Wales but would like to focus my work in the South Wales area Access and distance from our main location if there are not the numbers to take out'.

The points raised in this question will help to inform the suitability of developing activities and venues and have been included in the venue matrix. With some of the points raised there is little that can be done to improve the situation, for example pebble beach and large tidal range. However, these points can help inform the suitability of particular activities and help to focus on where future efforts are directed. Whereas other points raised such as lack of funding, instructors, customer demand are things that can be improved through appropriate interventions.

When asked which activities respondents felt should be developed there seems to be a clear steer in terms of developing water based activities in the Vale - predominately swim, surf and SUP.

We have selected a sample of reasons for developing certain activities which provide the most justification and clarity.

"The surf in the area is excellent and i'd love to see this promoted more. We have so many rich historical sites in the area that could also welcome more promotion and nature walks as there are so many beautiful walks along our coast, with so many wildlife to learn about"

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"We are a club focused on SUP, and want to develop these skills for the community in the VOG"

"Have no dedicated surf school at Ogmore one of the main surf beaches. Same with sups. Locals do it all the time at Ogmore no hire facility for visitors. I do rock pool sessions but development needs to be done for visitors to self lead rock pooling sessions and pop up family sessions in summer season"

"No non - tidal suitable climbing venues with access. Unknown mountain bike offering"

"All peoples should have some form of open water swimming experience if visiting a beach to improve safety"

"SUP is currently one of the fastest growing sports and Wales has some amazing coastline to explore. The surf can also be enjoyed on a SUP and is more accessible for all to learn. Open water swimming involves very little equipment or preparation and potential positive outcomes are high"

"The area has many lovely rivers but the uncertainty over legal access prevents clubs risking using them. The coastline offers many opportunities for surfing (including canoe/kayak surfing) and better encouragement of these would increase local and tourist participation"

"SUP - more accessible to all levels of clients. At the moment has a very large focus. Coastline in the Vale is challenging for SUP beginners but would provide good adventure for intermediates (SuP beginners could be catered for too of course). Coastline is one of the best in the UK - lends itself naturally to this sport. Around the Barry Area definitely - growing market of Triathlon and open water swimming in general. Safe bathing in Whitmore and Jacksons"

"Large target area, open water swimming is one of the fastest growing activities"

"SUPing- is a fun quick activity that can be modified and adjusted to fit the needs and abilities of any participant. The Vale of Glamorgan hosts multiple locations for different abilities with the use of the sea and the river activities can be quite diverse. Having multiple locations nearby makes it easier when the weather isn't too favourable being able to move the session to a safer venue rather than cancel"

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“Coasteering - This could be an ideal location for coasteering large cliffs and plenty of caves and hidden gems along the coast could make it interesting. The hardest thing for the activity is the lack of egress points in an emergency due to the high and sometimes loose cliffs, not to say that it this isn’t manageable with a good risk assessment and local knowledge of the area”

“Climbing- This as another activity that can be easily established with plenty of group locations already present within the Vale of Glamorgan, this would be a popular easy activity suitable for all abilities”

Whilst a large range of activities are available across the Vale, it may not be appropriate or beneficial to try and grow all activities along the coast. Various factors affect whether we would recommend an activity to be developed and promoted in the area. These include some of the factors addressed in the Impact Assessment such as tides, access and the nature of the coastline; and the views of those operating in the sector. These views as highlighted above reveal that stand up paddleboarding and open water swimming are favourable activities to focus on as growth activities due to their accessibility to all client levels and their popularity in general. Walking appeared to be a popular choice to develop amongst respondents due to the beauty of the landscape and availability. Surfing also was voted highly as a popular activity to develop, some respondents mentioned the possibility of improving existing facilities at Ogmore-by-Sea.

Several insightful responses were stated to suggest specific actions required to develop adventure activities in the Vale of Glamorgan. We have given a summary of actions provided under those who the responses came from.

Local Authority

- Expansion of bridleway rights and supporting works to provide a basis for horse riding and mountain biking
- Make minibus parking easier
- Appropriate location/private investment/local authority buy-in
- Landowner permissions and commitment from landowners is vital
- Facilities on the coast for tourism need to be improved - i.e accommodation offer, parking, toilet facilities, better cafes

Activity provider

- Funding
- Marketing
- Footpath and bridleway development
- Environmental awareness training for activity providers
- Better/ free parking

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- Central booking hub
- Quarry access for climbing
- Improved cycle paths
- Better access
- Open/free activity day to showcase activities
- Build relationships with landowners

Community outdoor club/organisation

- More community sports grants
- Funding for development, growth, training and equipment
- Legal clarity over river access
- Marketing
- Strategy for outdoor activity growth
- Opportunity for businesses to work together
- Support from public sector

Other public sector

- Ensure there is demand for activity by asking the communities
- Better transport
- Better facilities
- Improved web presence
- Learning from successful activity providers

Other private sector

- Marketing campaigns
- Social media
- Events
- Greater online presence

Recreation user

- Dedicated staff to promote adventure tourism and activities
- Better use of the Heritage Coast Centre
- Regeneration of the lifeguard building at Ogmore to house and promote activities
- Prevent further housing developments
- Clarity over river access
- Sponsorship and marketing

These responses have informed the recommendations for future growth of the outdoor activity offer in the Vale.

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Q11 asked respondent to provide any other suggestions or comments that should be considered when developing further adventure activities in the Vale of Glamorgan. We have given a summary of actions provided under those who the responses came from.

Local authority

- Links with Cardiff City needed
- Explore alternative use of Porthkerry golf course which has direct access to the beach
- Encourage suitable accommodation

Activity provider

- Need to look at developing inland activities too
- More accommodation including hostels or bunkhouses
- Campsites fill up quickly in the summer
- Unstable cliffs
- Consider target markets
- Ensure sustainable growth of the activities
- Consider sailing as a growth activity

Community outdoor club/organisation

- Create a Vale directory
- Mountain biking is currently taking place on the Wales coast path which is illegal, causing erosion and putting walkers at risk
- Scouts are offering activities to the community

Other public sector

Host an annual forum for providers

Other private sector

- Consider geological importance
- Consider 'slow' tourism in the Vale

Recreation user

- Health and safety of activities
- Impact on the environment
- Work with NRW to ensure canoeing supported

These responses have informed the recommendations for future growth of the outdoor activity offer in the Vale.

3.2 Summary and Conclusion of Stakeholder Surveys

The stakeholder survey results reveal some useful information to further inform the process of the study and inform us about the potential direction of our recommendations. Notably:

- i. The need to raise awareness of the range of activities available across the Vale;
- ii. Acknowledging difficulties between stakeholders in gaining access and permissions to deliver commercial operations;
- iii. The need for external support to help improve the visitor offer and marketing;
- iv. Infrastructure issues, some which may or may not be able to be improved - these findings have helped to inform an activity/venue matrix. The matrix (section 6.2) highlights current available activities at specific venues, those commercially available and potential opportunities;
- v. Particular interest in SUP, surf and swim where highlighted in this survey and could be focused on as growth activities in the area;
- vi. Clear appetite from all stakeholders to support the growth of outdoor activities in the area which could be facilitated by establishing a Vale outdoor activity network which would encourage greater partnership working.



Stand up paddleboarding

3.3. Consultation Events

We held two consultation events as part of this feasibility study, with the aim of introducing the scope of the study, sharing some findings from the survey undertaken, sharing our thoughts on what had been identified to date and gathering additional local knowledge from the wide and varied related businesses that currently operate in the Vale of Glamorgan.

The events, one held at the Heritage Coast Centre in Southerndown on 12th February 2018 and, one held at Atlantic College in St. Donats on 21st February 2019, allowed the project team to engage with 45 individuals, all of whom were supportive of what the study was considering and very keen to be involved. Following an introduction to the study and a brief overview of the survey findings, those in attendance were asked to move into ‘breakout’ groups and focus on: a concept/idea; the opportunities that could bring; the potential barriers that would be faced; what would be needed to realise the concept/idea; who should be involved and; the next steps.

The following is a culmination of thoughts of those who attended the both events. A number of approaches were taken by the ‘breakout’ groups; some focused on general comments; others were more specific; both approaches resulted in some valuable content:

3.3.1 Feedback

The identification of the Vale of Glamorgan’s Unique Selling Point (USP) provided healthy conversation since it has so many little ‘gems’ which those present were clearly passionate about in their area.

3.3.2 General Concepts/Ideas & Opportunities

Whatever the concept/idea, there was a feeling from the audiences that there is a need to engage with the local population so that they are on board with any developments. The table that follows reflects direct input from our audiences regarding a range of general ideas, the opportunities available, who ought to be involved and what is needed to realise the ideas:

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Concepts		
Develop the workforce – ensure whatever is on offer is matched with the skills/workforce to be able to deliver it, ensuring that where training is required, so are opportunities to do so.	Develop an activities only website or section within the Vale of Glamorgan website (Visit the Vale) that showcases the adventure activity offer and the respective accredited providers.	Establish public wi-fi sites – the Vale's 4G network coverage could be better and could equally be enhanced by public wi-fi spots at key gateways to specific locations throughout the Vale.
Establish links to Health & Wellbeing Goals, capitalising on health related agendas.	Establish a virtual network of activity providers and tourism businesses.	Attract hire businesses i.e. cycle hire, sit-on-top kayak hire, surfboard hire, SUP hire etc.
Create a map that showcases the activities that could be undertaken throughout the Vale and include activity provider information as well as relevant safety information i.e. tidal flows, cut offs and other hazards, where to obtain tidal information etc.	Develop a database/online portal for outdoor providers. Initially a facility for providers to network, to obtain and share information i.e. landowner contacts etc., but also over time, develop a visitor facing portal that could be similar to that of the schools visits portal, with a 'shopping list' of requirements to choose from.	Extend the facility offer that already exists in the Vale i.e. designated areas for Bushcraft. These could have interpretation boards to highlight what is/isn't allowed.
	A Liaison Officer to manage all negotiations between the Vale of Glamorgan Council and landowners.	
Opportunities		
The Vale's future generations lie in the schools of the Vale. A great opportunity to approach the schools locally to remind them that the Vale's assets are vast and would certainly fulfil requirements of the national curriculum.	The Vale roads are an attraction for road cyclists. This is a great opportunity to capitalise on this and tap into the road cycling clubs to remind them that whilst they are in the Vale, why not visit a particular cafe etc.	The area appears well suited to family visits, yet primarily from a self-led perspective. There are opportunities to expand this offer to accommodate large single or mixed sex groups, and/or large groups of children such as scouting groups or schools.
Capitalise on the Vale's close proximity to Cardiff to attract more visitors.		There is an appetite from the Vale's perspective to help people who wish to set up their businesses in the Vale.
Who should be involved?		
Facility / Resource providers.	Cuisine providers.	Retailers.
Accommodation providers.	Adventure activity providers.	Equipment hirers
Vale of Glamorgan Council	Natural Resources Wales	Landowners / Landmanagers
What is needed to realise the concept / idea?		
Local Authority working to help train teachers and get schools involved.	Local authority infrastructure changes – public transport and their routes, facilities.	Better 4G coverage.
Tapping into grants, help, toolkits.	Cycle friendly cafes/restaurants.	Promotion of family focused activities.

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Marketing – lots to do but do people know? Not just cliffs and coastline but also countryside.	Access to land.	Central HUB on Vale website – a virtual HUB listing all activity providers and transport.
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Table 1. General Concepts/ideas & Opportunities

3.3.3 Specific Short, Medium & Long Term goals

Our audiences were very clear in whatever would be developed, it was important that the Vale protects its current appeal.

In considering the timescales for a concept/idea, one of the ‘breakout’ groups focused on specific Short, Medium and Long Term goals, resulting in the table below and noting all those mentioned in ‘who should be involved?’ above, along with the next steps focusing on the ‘short term goal’ to start with

Concept/Idea	Opportunities	Barriers	What is needed to realise the concept/idea
Short Term - Digital platform directory of activity providers. Maybe on Visit the Vale website. Activity ambassador – could join the wider Vale ambassador programme. Close crossover between visitor amenity and residential recreation opportunities.	A one stop shop captures ALL – needs mapping. Needs conditions i.e. licences in place to ensure H&S. Providers outside the Vale encouraged to use the vale as a venue /destination.	Can become outdated very quickly. Needs someone/ organisation driving and updating this.	A digital platform - needs to be kept up to date.
Medium Term – Strengthen linkages between activity and accommodation providers.	Networking Joint Marketing Bespoke packaging between accommodation/activity providers – greater collaboration.	Lack of digital platform. Someone driving this.	A digital platform - needs to be kept up to date.
Long Term – Physical HUB - doesn’t have to be located actually on the coast. Preferred location would be further inland where the location doesn’t suffer from the same influx at peak time.	High expectations of visitors. There would be an expectation of high quality service with adequate logistical provision of any hub. Great links to employment. Make more of the visitors that are already here. Not specifically to target a new market as the Vale may already be at capacity. Better to target those already here to extend their stays.	Funding. Management of HUB.	Funding. Management structure for HUB.

Table 2. Specific Short, Medium & Long Term Goals

3.3.4 Examples of Specific Concepts/Ideas

A number of the ‘breakout’ groups focused on specific concepts/ideas, resulting in the tables below:

Concept 1: Coast Path Fitness Challenge Showcase Event

Opportunities	Barriers	What is needed	Who should be involved	Next Steps..
Event would include multiple venues along the coast and could showcase opportunities and sites. Would bring people to the area.	Access – PRow Buy in from venues and sites. Event safety. H&S.	Conversations with landowners, providers, venues etc. Good procedures & Risk Assessment work Event permissions. Funding.	Land owners. VoG. Venue owners/managers. Potential providers.	

Concept 2: Gileston Beach Adventure Hub

Opportunities	Barriers	What is needed	Who should be involved	Next Steps..
Current ‘building’ which could be used as facilities or storage for equipment. Only one land owner. Good parking. Good access to beach. Access to Nature Reserve at power station. Currently used for fishing, rock pooling, surfing and coastal path access.	Current building needs lots of work. Single track road. Through Gileston village. Funding. Not a beginners venue.	Funding. Planning. Marketing. Activity investigations	Landowner – John Thomas. VoG Council. Aberthaw Power Station – RWE NPower. Local activity providers.	Discussions with land owners and potential funders.

Concept 3: Vale Outdoor Show, inc. learning about being safe at sea.

Opportunities	Barriers	What is needed	Who should be involved	Next Steps..
Using existing community groups to promote activities Use redundant properties Extend rural Vale to Porthkerry Lakes at Rhoose Point A meeting place – create a hub – providers	Finding appropriate site(s) Access to sandy beaches & sea Conditions – tides Date & buy in from partners	Funders Ample Parking Marketing and Advertising	Activity Providers Accommodation Providers Pubs Local Clubs Transport Providers VoG	Find audience Venue Insurance Costs & Charging Timing

Concept 4: Creation of an Adventure Hub

Opportunities	Barriers	What is needed	Who should be involved	Next Steps..
Quarry site at Ewenny Old hotel at Southerndown Rhose Point Old Boys & Girls Club site – St. Athan Aston Martin Training Centre Power Station Education Centre – deep water inlet for access to channel Redundant Rural buildings	Find appropriate site Land Ownership Costs Access to Coast Access to Venue Limited public transport	Sustainable design – planning; tourism secondary Funding – Visit Wales with VoG lead Pricing of activities Define the audience	VoG Private landowners Activity providers Local community	Identify location Find funding

Concept 5: Paragliding – Southerndown to Nash Point Lighthouse

Opportunities	Barriers	What is needed	Who should be involved	Next Steps..
Landowners/local businesses would be positively impacted Tandem flights /Professional flights Pay a licence fee to landowner SW Winds – people would travel to fly in such unique conditions and surroundings. A need for infrastructure to be right so impact is manageable Camping	Land agent concerns about increased footfall Confusion over landownerships Conservation orders SSSI – Geological/Botanical RSPB – nesting birds / choughs	More 'horsepower' from VoG Pressure on the land agent	Local MP to fight the corner National Governing Bodies (NGB's)	Case studies to learn from Learn from Pembrokeshire: MOD access NT Coaststeering agreements

Concept 6: Adventure Sailing – marketing, mapping itinerary development. Map – 2 sided (1. Residents/Clubs; 2. Visitors)

Opportunities	Barriers	What is needed	Who should be involved	Next Steps..
Offering Multiple activity days	Someone to own the map/keep it updated/ accurate If printed – costly If digital – wi-fi access	Visibility online & from visitor perspective Improved wi-fi Activity providers to see the value and be prepared to pay for listing Funding	Visit the Vale Visit Wales Activity providers Landowners Conservation groups	Start with the right people around the table

3.3.5 Summary of consultation events

Whilst the highlighted opportunities varied for each of the concepts, it is clear that there are similarities with the barriers, which included: access, restrictions (SSSI's), landownership and landowner permissions, public wi-fi, funding/costs, limited public transport, health & safety, an appropriate site, tidal range. Likewise with what is needed and who should be involved, as these just address how the highlighted barriers could/should be removed to enable what happens next.

4. Showcase event

4.1 Preliminary discussions

With the venue/activity audit and consultation events providing a great insight into what is currently on offer, what could be possible and ideas as to how that might be achieved, attentions were turned to the showcase event. Taking into account the insight from the audit, the feedback from the consultations and the tender specification, we considered our options to organise and deliver a single innovative event, which would provide an opportunity for people to experience a range of adventurous activities, including stand up paddleboarding, open canoeing/kayaking, coasteering and surfing, along the Vale of Glamorgan coastline.

Discussions with Atlantic College, one of the key stakeholders allowed us to pursue and eventually agree on one flagship, high impact event that would utilise Atlantic College as a Hub from where adventurous activities could be signposted to key locations along the coastline as well as take place on site. Agreement was reached between the WATO core members that a current brand, owned by Snowdonia-Active (one of its core members) would be used to assist in the events profile. 'Pop-up Adventure' would therefore be the brand under which this showcase event would be marketed and would operate in association with the Atlantic College Summer Fayre on Sunday 9th July 2019. Pop-up Adventure is about giving people the opportunity to try new experiences and inspire future adventures, synonymous with the aim of the showcase event. In addition it provided the project with a ready made brand to help market the showcase event and give it an identity providing value for money.

4.2 Activities and venues

Atlantic College agreed to hand over an area of its grounds (see Summer Fayre & Pop-up Adventure Event Map) to Pop-up Adventure for the event, which instantly provided the scope for the considered on-site offer, which included:

- i. An outdoor facility upon which exhibitors – activity providers, accommodation providers etc. could site themselves and display their offer;
- ii. An indoor facility, should the weather be challenging;
- iii. A purpose built climbing wall and high ropes course;

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- iv. A woodland area for a nature trail/guided walk;
- v. A seafront area, containing an outdoor swimming pool, for demonstrations;
- vi. A beach area for fossil hunting and beach activities, subject to daily tidal conditions;
- vii. Access to the Bristol Channel, subject to daily tidal and weather conditions;
- viii. Grounds/Gardens for outdoor family fitness sessions.

As this was to be a single innovative event, we were keen to identify venues and activities that would work on the day, regardless of weather conditions. The audit of off-site venues and activities currently on offer along the coastline assisted us in identifying the following for consideration:

- i. Southerndown beach for surfing activities, utilising the facilities at the Heritage Coast Centre, including toilets, showers and the storage units;
- ii. Southerndown & Nash Point car parks for respective take off and landing sites for paragliding activities;
- iii. The coastline between Southerndown and Ogmores beaches for coasteering activities;
- iv. The Ewenny & Ogmores rivers for stand up paddleboarding (SUP);
- v. Rhoose Point Lakes for SUP, open canoeing & kayaking;
- vi. Cosmeston Lakes & Country Park for SUP, open canoeing & kayaking.

The identification of on-site & off-site locations made way for discussions with adventure activity providers as the invitation was extended to them to deliver activities.

4.3 Adventure Activity Providers

A request through the WATO network was sent out to all possible adventure activity providers within a 50 mile radius of the Vale of Glamorgan, therefore targeting many of the members of South Wales Outdoor Activity Providers Group (SWOAPG), as well as those adventure activity providers who attended the consultation events. Despite a significant signposting of what was being planned, the response was surprising low (perhaps something to be considered in the feedback). That said, the providers who showed an interest were able to provide the identified activities at the suggested locations. The providers were confirmed as:

- i. Atlantic Outdoors – the outdoor department with Atlantic College;
- ii. Brawd/Anturio – a local SUP provider;
- iii. Southerndown Surf School;
- iv. Tir a Môr Scouts;
- v. Geo Tours;
- vi. Heritage Coast Centre;
- vii. Beach Academy Wales;
- viii. Island SUP.

4.4 The Hurdles / Barriers / Concerns

The organising and delivery of the Pop-up Adventure Showcase event was not without hurdles, barriers and concerns, namely:

4.4.1 The suitability of the River Ewenny and River Ogmore for the likely participants

The adventure activity provider for SUP activities indicated that whilst the River Ewenny and River Ogmore were great locations to be able to travel on a SUP to and from the mouth of the river at Ogmore beach, the river and tidal flow was likely to create conditions beyond the capabilities of the likely participants.

- The outcome was therefore to dismiss these locations for this event.

4.4.2 The use of the coastline between Southerndown and Ogmore, including the River Ewenny and River Ogmore

These locations are privately owned by the Dunraven Estate and managed by a land agent. Permissions to access these sites for commercial and/or recreational activity are required. A meeting between WATO and the land agent was brokered by Creative Rural Communities during which the following requests were made:

- For permission to be granted for Atlantic Outdoors to deliver coasteering activities between West Farm (GR.SS875738 & GR.SS860755);
- For permission to be granted for Southerndown Surf School to deliver surfing activities at Southerndown Beach (GR.SS884731);
- For permission to be granted for South West Wales Soaring Club (Paragliding) to run paragliding activities for Club Members only from Southerndown Car Park (GR.SS881735) for this one-off event;
- The Dunraven Estates granted permissions for Coasteering and Surfing activities for the named providers (subject to Natural Resources Wales (NRW) granting access to its designated Sites of Special Scientific Interest (SSSI's), but denied permissions for any paragliding activity.

4.4.3 The above identified coastline lies claim to a number of NRW designated SSSI's

WATO made contact with the NRW Officer responsible for the identified area of coastline and made the following request:

- For consent to be granted for Atlantic Outdoors to deliver coasteering activities between West Farm (GR.SS875738 & GR.SS860755);
- NRW agreed to consent to Atlantic Outdoors delivering Coasteering activities along the identified coastline, subject to varying their routes on land to minimise the impact.

4.4.4 The use of Rhoose Point for SUP, open canoeing and kayaking activities

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The venue audit identified Rhoose Point as an ideal location for paddlesport activity, subject to the development of infrastructure. The site is a disused quarry with a series of three lakes, one of which being of an ideal size to develop paddlesport activities. Creative Rural Communities, on behalf of WATO made the following request to the Vale of Glamorgan (VoG) Visible Services and Transport (VSaT):

- For permission to be grant for Brawd/Anturio and Atlantic Outdoors to deliver paddlesport activities at Rhoose Point Lake (GR.ST066657).
- The VoG VSaT provided the following response: *'We don't allow any boats/boards on the waters of Rhoose Point'*. A further request for *'more detail regarding the rationale as it would be helpful to include in our feasibility study regarding potential activity locations in the Vale'* met with the following response: *'..... when the site was built they didn't allow any water sports or swimming on the lakes; they also don't allow fishing as it is supposed to be a nature reserve; and that 'there is plenty of signage around the areas stating this'*.
- The VoG VSaT denied permissions for any paddlesport activities.

4.4.5 Adventure activity provider withdrawal from deliver of activities during the event

Having agreed to deliver surfing activities, the activity provider pulled out of its agreement to deliver surfing activities for the event.

WATO made contact with Porthcawl Surf School and made the following request:

- For Porthcawl Surf School to consider delivering surfing activities for the Pop-up Adventure event, which they did.

4.4.6 Adventure activity provider accreditation

One of the criteria for engaging adventure activity providers to deliver certain activities (coasteering, SUP, open canoeing, surfing) for this event was for them to be accredited by a third party for the activity they would be delivering. WATO specified that the third party accreditation must involve an inspection visit from the third party and include a safety management audit and activity observation as a minimum, in line with 'good practice'. In addition, the Health and Safety Executive (HSE) Adventure Activities Licensing Regulations (AALR) may also require an Adventure Activity Provider to hold an Adventure Activities Licensing Authority (AALA) statutory licence, subject to a providers activity delivery falling within scope of the AALR. In the interest of 'due diligence', WATO made the following request of the identified adventure activity providers:

- For all adventure activity providers to provide evidence of a successful inspection by a third party accreditation scheme, which may include holding an AALA Licence, subject to the AALR. Evidence of this was provided by the providers in question;
- The low-key nature of the remaining activities does not require the activity provider to be inspected by a third party accreditation scheme.

4.5 Engagement with the wider sector

It was identified from the outset that such an event would benefit significantly with the wider tourism sector being invited to be part of it, to showcase their offer and demonstrate a link between the many aspects of the sector. WATO invited:

- All those who had shown an interest in coming along to the initial consultation events irrespective of whether they turned up or not;
- The remaining tourism sector businesses known to the VoG Tourism Services.

The result of these invitations enabled WATO to engage directly with those individual businesses who were interested and led to the following businesses/organisations agreeing to exhibit/promote themselves during the event:

VoG Tourism Services	Creative Rural Communities	Countryside Service		Heritage Coast Centre	
Atlantic Outdoors	Porthcawl Surf School	Tir y Mor Scouts	Geo Tours	Atlantic Pacific	RNLI
Brawd / Ms Fit	Beach Academy Wales	Dylans Tours	Valeways	Challenge Wales	Anturio
Ramblers Cymru, including NRW and Wales Coast Path		AdventureSmart		Up & Under Outdoor Gear	

Table 3. Wider sector engagement

4.6 The Pop-up Adventure programme

Conceptually, the programme started as a large 'wish list' of possibilities and included the following:

Off-Site Activities			
Surfing Activities	Kayaking	Open Canoeing	Wild Swimming
Rock Climbing	Coasteering	Paragliding	Life Saving Activities
Beach Activities	Geology Walks & Nature Trails	Stand Up Paddleboarding	Bushcraft & Forest Schools
On-Site Activities			
Climbing	High Ropes	Kayaking	Life Saving
Beach Activities	Castle & Vale Cultural Tours	Willow Making	Little Teepee Workshops
Outdoor Retailers	Adventure Film	Talks	Archery

Table 4. Pop-up Adventure 'wish list'

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Although ultimately the programme was determined by:

- Duration of event – single day, multiple days etc.;
- Location(s) of events – single hub, hub and spoke etc.;
- Availability of key partners/stakeholders – hub(s), activity providers, wider sector.

As conversations developed and an agreement was reached with Atlantic College to run the Pop-up Adventure event in partnership with their Summer Fayre, planned for Sunday 9th June 2019, the ‘wish list’ began to be shaped, resulting in the final programme below:

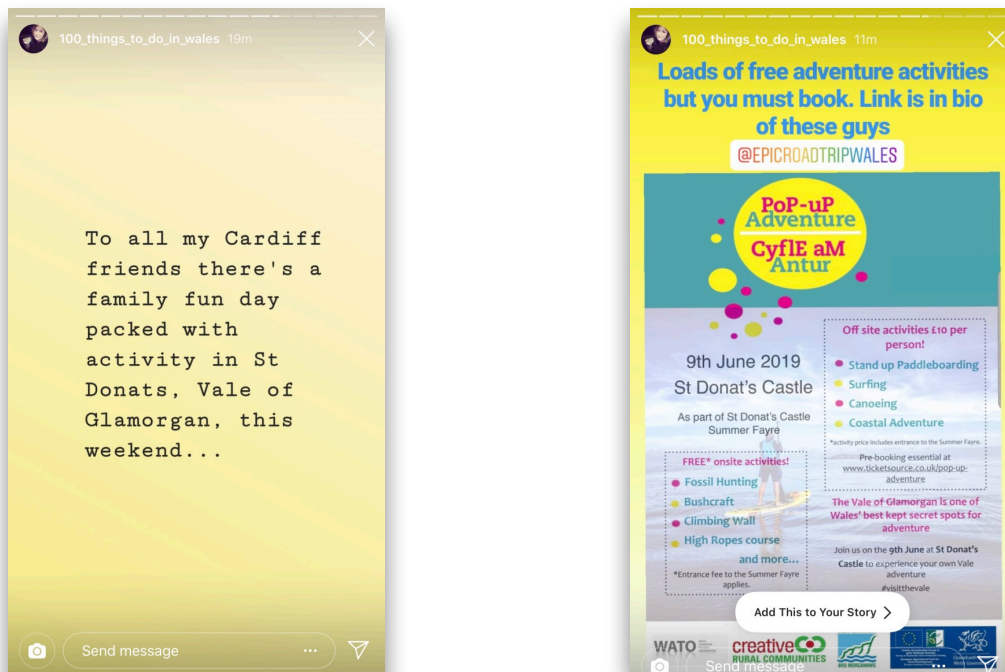
On-site Pop-up Adventures		Off-site Pop-up Adventure	
Axe Throwing	Jousting Field 11:00-16:00	Stand Up Paddleboarding (Pre-booking required)	Cosmeston Lakes 10:00-12:00 14:00-16:00
Climbing Wall	Adventure Zone 11:00-12:30 13:30-16:00		
High Ropes	Adventure Zone 11:00-12:30 13:30-16:00		
Fossil Hunting For the more Adventurous	B e a c h 14:00-15:30	Open Canoeing (Pre-booking required)	Cosmeston Lakes 10:00-12:00 14:00-16:00
Family Fossil Hunting	16:00-17:30		
Rock Pool Rambles	A r e a 15:00-17:30		
Nature Walk	Woodland Area 12:00-13:00 16:00-17:00	Coasteering (Pre-booking required)	Meet in the Adventure Zone @ 10:00 Southerndown to Ogmere Return by 14:00
Outdoor Family Fitness Session	Jousting Field 14:00-14:45		
Outdoor Family Yoga Session	Blue Gardens 15:00-16:00		
Coracle Demonstration	Outdoor Swimming Pool - Seafront 11:30-12:00 14:30-15:00	Introduction to Surfing (Pre-booking required)	Heritage Coast Centre Southerndown 13:00-13:30
Workshop & Boat House	Seafront 11:00-16:00		

Table 5. Pop-up Adventure Finalised Programme

4.7 The Pop-up Adventure Marketing Plan

In order to market the event we put together a marketing plan, which we shared with all partners. Some difficulty in finalising activities meant there was a delay in being able to sign off the flyer and press release meaning that the marketing lead in time was around five weeks. Prior to this we began to share details on the event but until the activity programme was finalised we could not release all information or tickets via Ticket Source. The following actions were taken to market the event:

- Joint marketing between WATO, the Vale of Glamorgan Council and Atlantic College;
- Bookable activities listed on Ticket Source which also included information and links to the Summer Fayre;
- Three local newspapers contacted and sent the digital flyer and press release; Barry District, The Gem and South Wales Argus;
- The event was listed on 11 local event listing sites such as Penarth View and Cowbridge Guide;
- Contacted around 5 local influencers, some responded to say they were interested but busy. *100 Things to Do in Wales* responded with interests and we gave away two tickets so her to try the canoeing in return for an Instagram post before and after the event, and an Insta-story before and after the event. *100 Things to Do in Wales* is only a micro influencer with a following of 5.5k but her followers are Cardiff based and interested adventure which enabled us to reach our target demographic. As a result several people commented they attended the event having seen her posts;



100 Things to do in Wales Insta-story promoting the showcase event

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100 Things to do in Wales followed up their experience with several positive Insta-stories and feed posts

- The flyer and links to Ticket Source were posted to 23 Facebook groups;
- Epic Road Trip Wales Facebook page which is managed by Snowdonia-Active was used to promote the event. Posts were promoted through paid advertising;
- The Vale of Glamorgan tourism teams posted regular post and event listing on their Facebook page Visit the Vale. In addition they circulated the digital flyer around their contact lists which includes local businesses;
- Activity providers involved in delivering activities posted details on their social media platforms;
- Digital flyer and press release sent to all stakeholders engaged in the project;
- Digital flyer and press release sent to 12 schools in the Vale.

4.8 Measuring the success of the event

The success of the event would be down to a number of factors:

1. Had sufficient planning taken place prior to the event?
2. Would the weather and sea state turn out in our favour on the day?
3. Would all activity providers turning up, as agreed?
4. Would the off-site activities be booked in advance?
5. Would the on-site activities be appealing to the audience?
6. Would all exhibitors turn up?

Whilst all of these factors, with the exception of ensuring sufficient planning, were out of our hands, they would all have a significant impact of the success of the day.

4.8.1 Planning

As indicated previously in this report, there were a number of planning meetings with the team and key stakeholders/partners; many conversations with possible activity providers and exhibitors; a meeting and following conversations with a relevant landowner and NGO's. The result of which was the planned programme.

4.8.2 Environmental Conditions – The weather

The off-site activities would take place regardless of any expected weather conditions during June, although strong winds leading up to the planned date could affect the sea state (see below). Plan 'B' had been thought through for on-site activities and would be implemented if absolutely necessary. The forecast leading up to the planned date indicated a wet and windy day although as we moved closer to the planned date, the forecast changed which resulted in a sunny/cloudy day with the possibility of showers in the middle of the day, relatively ideal conditions for the event. That's exactly what we got.

4.8.3 Environmental Conditions – The Sea

The following factors played a part in the planning for the day, as well as the dynamic approach taken by the providers throughout the session delivery on the day.

- Coasteering and surfing activities are dependant on conditions at sea, as well as tide times;
- Too much swell (waves conditions) could provide conditions that exceed standard operating procedures and 'good practice' for both activities;
- Too little swell would not provide good conditions for surfing activities;
- High tides would work for coasteering at the identified location;
- A dropping tide (2 hours after high water) would work best for surfing activities at Southerndown Beach.

Thankfully, our planning paid off and despite a little glitch with the tides in the first 30 minutes of the surfing session, all went according to plan.

4.8.4. The Activity Providers

These were identified following their willingness to engage with the Pop-up Adventure, although only confirmed once due diligence had been completed by WATO. All except one of the activity providers were known to WATO, which provided a great degree of reassurances as to their reliability. All except one turned up on the day and provided the agreed product. The activity providers were:

Atlantic Outdoors	Porthcawl Surf School	South Wales Geo Tours	Brawd / Ms. Fit
Anturio	Tir a Mor Scouts	Vale of Glamorgan Countryside Service	

4.8.5 Off-site Activities

It was agreed that all off-site activities would be bookable in advance of the planned date. These activities were promoted via Ticket Source and provided all the relevant information about each of the activities. Initial bookings were slow but steady and as the events marketing plan escalated, so did the bookings. Stand up paddleboarding (SUP) was sold out. Whilst the events were live, it was pointed out that the Ticket Source listing did not clearly signpost possible participants to all the relevant information so a tweak to the listing changed this. The result of which is that surfing sold out next, followed closely by coasteering and then open canoeing. The total number of participants who took part in the off-site activities are as follows:

- SUP – **24** (in two 2 hour sessions);
- Surfing – **20** (in one 2 hour session);
- Coasteering – **10** (in one 3 hour session);
- Open Canoeing – **32** (in two 2 hour sessions).



Surfing at Southerdown



Canoeing at Cosmeston

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4.8.6 On-site Activities

The agreed on-site activities capitalised on the facilities that were available to us on the Atlantic College site: a climbing tower & high ropes; an outdoor swimming pool; a beach front; a jousting field; a secluded quiet garden; and an indoor sports hall that could enable most of the planned activities to take place should the weather provide unfavourable conditions. All except one planned activity took place, with a great degree of success in uptake:



On-site climbing wall at Atlantic College

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Climbing and high ropes – 70 (in two sessions – 11:00-12:30 & 13:30-16:00)
Fossil hunting – 50 (in two 1 hour sessions)
Nature Trail – 1 (in one 1 hour session)
Family outdoor fitness session – 10 (in one 1 hour session)
Family outdoor yoga session – 15 (in one 1 hour session)
Axe throwing – 150 (throughout the day between 11:00 & 16:00)
Rock pool rambles - Did not take place, break down in communication from activity provider
Total number of participants who took place in on-site and off-site activities are: 382



Clockwise: Axe throwing, family yoga, coracle demo, fossil hunting

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4.8.7. The Exhibitors/Demonstrators

All exhibitors made use of the large tennis court area that had been handed over to Pop-up Adventure and the Adventure Zone for the day. Interspersed between Café 83 and a number of large tents that had been erected for visitors to sit in and drink their coffee, the exhibitors / demonstrators presence provided a great visual for all to see and visit. They were:

- > AdventureSmart.uk
- > Anturio
- > Atlantic Outdoors
- > Atlantic Pacific
- > Brawd / Ms Fit
- > Dylans Tours
- > Ramblers Cymru, including Natural Resources Wales and Wales Coast Path
- > RNLI
- > South Wales Geo Tours
- > Tir y Mor Scouts
- > Up & Under Outdoor Gear
- > Vale of Glamorgan Countryside Service & Heritage Coast Centre
- > Vale of Glamorgan Tourism Services & Creative Rural Communities
- > Valeways

4.9 Volunteering and match funding

The following contributions were donated in kind:

Event space from Atlantic College	£600.00
Atlantic College staff time: Meetings, admin, operational support - 4 days @ £250/day	£1000.00
Atlantic College staff time: Technical delivery - 1 day @ £500/day	£500.00
Atlantic College staff time: Set up and delivery - 5 days @ £150/day	£750.00
Accommodation £40 pppp	£80.00
12 marshals 8.5 hours each @ £10.65/hour	£1086.30
Stakeholder match (evidence provided by VOG)	£609.27
Total (excl. VAT)	£4625.57

The statement of evidence for in kind contributions is provided in appendix B.

4.10 Showcase debrief & evaluation

Invitations were made to all those who were involved in the delivery of activities and displays at the pop-up adventure event by WATO for all those who wished to, to either attend a de-briefing event where conversations would be had around the questions noted below or provide an evaluation of the event, base on the questions being discussed.

To enable the gathering of relevant information, it is importing to contextualise the event and its reasoning: *The original driver for the showcase event was to showcase multiple locations and the potential for enhancing the adventure offer in the rural Vale including the Heritage Coast.*

The questions asked were:

1. *What made your involvement in the Pop-up Adventure event a positive experience?*
2. *What would you change/add to enhance any future event of this nature?*
3. *In the broader context, what would support the development/visibility of adventure activities in the rural vale and coastline?*

The following are comments from those involved, along with responses from the WATO team:

Comments	Responses & actions (if required)
Good reaction from both Cosmeston and Southerndown visitors. The offering of theses activities created a good vibe and people wanted to partake, as well as asking for more opportunities for 'taster' type sessions.	Response: A great positive starting point! Action: <i>more opportunities for 'taster' type sessions.</i>
It would have been good to be able to card payment or cash on the day in the future. This comment was as a result of someone attempting to book onto a fully booked session but was unaware that it was fully booked.	Response: Card payments were available on site at Cosmeston, via Ticket Source, as long as there were identified spaces left to book. Wifi was available in the café at Cosmeston to enable access to Ticket Source. The WATO team agreed prior to the event that it was best not to take cash on the day, just to avoid complications on this occasion. As Surfing was fully booked, there was no need to offer any payments at this venue. Action: <i>The taking of payments (cash or card) on the day of an event is something that will need to be considered for future events.</i>
Cosmeston Lakes and Country Park keen to see this happen again, maybe make their own arrangements for future activity.	Response: This is the sort of thing that we want to see as a result of this feasibility study. Action: <i>Follow up as to how this can be achieved.</i>
Fontegary Leisure Manager was at Cosmeston and stated that they are keen to become a bit of outdoor hub.	Response: Again, another positive outcome. Action: <i>Follow up.</i>

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Comments	Responses & actions (if required)
Pop-up Adventure Zone (Tennis Courts): Were they the right location? Maybe one of lawned areas nearer the castle on the path down to the beach would have captured more visitors. Also felt more activity in the tennis court area would have made for a better vibe and kept people there longer.	Response: The pop-up location was well signposted so not sure if a different location would have worked any better and captured any more visitors. The tennis court area is large and would have had a far more positive impact if there had been more activity on offer. Action: <i>More Adventure Zone activity next time.</i>
Atlantic College said they were considering becoming a separate outdoor business and an outdoor hub	Response: Yet another positive outcome. Action: <i>Follow up with Atlantic College.</i>
An activity provider offering guided road cycling in the Vale to families and women made herself know to one of the WATO team.	Response: Did we collect her details? Action: <i>Follow up.</i>
Generally an appetite for a central location to publicise all things adventure related in the Vale.	Response/Action: <i>Worth identifying the Vale Gateways to look at how they can be maximised to showcase the offer – Visit the Vale website with a specific adventure offer page.</i>
Generally people were keen to see more, wanted lots of publicity and choice, and for it to be regular, affordable and entry level.	Response: Positive comments. In terms of it being viable for outdoor businesses, entry level works for taster sessions, club type sessions. However there is also more 'commercial' opportunity with the tourism market, and Bridgend and Cardiff, as well as all the corporate days potential. Especially for sites like Atlantic College. Actions: <i>Consider identifying the offer of activities and level – entry, intermediate, advanced; Consider how they can be widely publicised – on-line, publications etc.; Consider offering regular sessions throughout the season.</i>
Limited budget – limits what can be achieved Great range of offsite activities, fully booked – showing partnership working and interest of sector.	Response: positive comments. Limited budgets also assist to prioritise.
Ran to time	Response: Good planning!
Wide range of participants – mostly local	Response: 382 participants on all activities; c.2,000 footfall recorded onsite.
Low cost of events made them popular – with people who otherwise would not consider (i.e. surfing) – showing need/ opportunities for club based sport.	Response: Would clients pay the going rate? Action: <i>Ensure club based opportunities are highlighted when marketing the Vale's offer of adventure activities.</i>
We had requests for i.e. canoe club activity locally (noted on survey form)	Response: There are no canoe clubs based in the Vale. Action: <i>Pass onto canoe clubs outside of the Vale.</i>
Survey was helpful – to gather people's thoughts, nice to offer incentive.	Response: Positive comment.
On site activities – wide range, spread over site (this is positive and negative), good uptake, particularly climbing wall. Low entry, accessible activities (perhaps less so in the accessibility/ disabled interpretation though). Surprised on great interest in geology/fossil walk – especially as VOG USP and real opportunity for marketing there.	Response: Positive comments. Action: <i>Consider the Adventure USP - 'the cliffs of Glamorgan'!</i>
Great to be able to offer free onsite activities.	Response: Positive comment.

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Comments	Responses & actions (if required)
Achieved target numbers	Response: c.382 for all activities; c.2,000 visitors on-site.
Good team working – WATO & VOG Council, CRC & Atlantic College	Response: Positive comment.
Atlantic College very positive in supporting the Pop-up Adventure Zone and off-site activities.	Response: Could not have achieved this without the involvement of Atlantic College.
Really positive atmosphere.	Response: Down to all those involved and their commitment.
Organisations felt involved/ included.	Response: Down to WATO's engagement with the organisations.
Successful use of heritage centre for surf based meeting space.	Response: Made good use of the Vale's existing facilities and resources.
Challenges on tides – local site specific knowledge essential for surfing/ beach based activities.	Response: A bit of a glitch over tide times but overcome without any issues. Action: Ensure a greater awareness to avoid any glitches next time.
Weather challenges – we were lucky.	Response: Whilst the weather would not have prevented the activity, amendments may have been needed.

Should the opportunity arise for a follow up Showcase event in 2020, in addition to taking on the actions noted above, it would also be worthwhile considering the following:

- Establishing eye catching activity in pop up zone, subject to budget;
- Offering wide range of activities;
- Involving providers earlier in the planning;
- Increasing the capacity for offsite activities so people can join on the day;
- Including more 'action' at pop up hub location;
- Commencing collaboration much sooner;
- Considering using all the terraced gardens, which would provide a visual towards the pool area and beach;
- Utilising the pool area more - take Up & Under up on their offer to use their network;
- Greater marketing and joint marketing opportunities, especially if running in parallel with Summer Fayre;
- Paying for social media engagement;
- Creating more of festival feel and extend over a few days/week;
- Creating a central/focal point;

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- Additional activities - cycling, ultra event, sit-on-top kayaking, climbing, as well as SUP, surfing, coasteering;
- Creating an Adventure Vale Brand.

5. Pop Up Adventure Visitor Survey

At the Pop Up Adventure event (9th June 2019) a set of survey questions was given out to participants and those interested in the Adventure Zone to capture insight into visitor and resident views on adventure activities along the heritage coast. This was also a useful opportunity to receive feedback on the Pop Up Adventure event. We continued to capture insight through these surveys after the event as they were distributed around relevant contacts and via social media. We received 63 responses to the survey.

Below we summarise the responses from stakeholders and provide some narrative to explain the relevance of the findings and how they have influenced the recommendations of the study. A full set of responses can be found in appendix C.

The majority of respondents were local residents from the Vale therefore we know that the feedback received through this survey is predominantly the views of residents. Through the original stakeholder research there seemed to be a feeling amongst businesses that Cardiff residents do not fully take advantage of the Vale's tourism offer. Although Cardiff appears to be the most frequent residence of respondents, these findings say little about potential visitors from the capital. What it does mean is that some element of the marketing for the project has reached Cardiff. Further research is required to establish why more people do not visit the Vale for adventure activities (recommendation 7.1 n)

Information on the age of respondents gives us an indication of what age group is most interested in adventure activities and events. We can use this information to direct future marketing efforts.

A significant proportion of respondents fell into the 26 - 49 category. When marketing future events or activities, social media activity should be promoted specifically to this age group (recommendation 7.1 f). Parents of families are likely to fall into this age group too so this could indicate a need for family friendly activities.

Interestingly, although only a small number, the over 60 category was the second most common age group. Potentially this could indicate a market in the Vale for activities targeting those who are retired.

Over half of the respondents had not heard about the Pop Up Adventure event. The most commonly reported way of hearing about it was through social media.

On average the event was rated 9.2/10 which indicates the event appears to have been a success in terms of delivering an enjoyable day to those who participated. If the event were to be repeated there are a lot of positive aspects which should be repeated to achieve the same satisfaction with

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attendees. Our follow up discussions with event organisers reveals areas of improvement (see section 4.10)

Here a Wordle represents awareness of activities available in the Vale as listed by respondents. A Wordle is a tool for creating “word clouds” from text. The cloud gives greater prominence to words that appear more frequently in our source.



It is clear from the Wordle that walking, beach activities, surfing and camping are listed as activities most commonly associated with the Vale. As detailed in other sections of the report, it is clear there is a vast range of adventure activities available in the Vale and this research reveals that there is a body of work to be done in promoting these more effectively to residents.

Walking appears to be the most known about activity with least awareness of coasteering, climbing and mountain biking. There appears to be the most interest in people want to try stand up paddleboarding, paddlesports and coasteering.

There is a clear preference for taster activities rather than residents wishing to become experts at one particular activity. Therefore we recommend that the Vale of Glamorgan Council focus efforts on promoting a range of activities rather than investing in the development of one in particular. This could be through more Pop Up taster style events or sharing information on where activities are available.

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There is clearly an appetite for more taster/discounted type of adventure events in the Vale.

Affordability can be an issue for some people with outdoor activities, however taster sessions are a great way for people to see whether they like an activity and could lead people to become interested in clubs where taking part in activities is often not as costly.

There is a clear demand for more information on available activities. This could be achieved in several ways - a map of activities across the Vale, a directory of activity providers across the Vale, more outdoor activity presence on Visit the Vale and social media platform or potential a rebrand of the Vale to incorporate adventure into its messaging. More information of these can be found in the

5.1 Summary of the pop up adventure survey

The pop up adventure visitor survey results reveal some useful information to further inform the recommendations. Notably:

- i. Further research is required to established why more people do not visit the Vale for adventure activities,
- ii. Marketing future events or activities, social media activity should be promoted specifically 26 - 49 category. Parents of families are likely to fall into this age group too so this could indicate a need for family friendly activities - further research would need to be carried out to explore this further,
- iii. Those who attended the pop up adventure showcase enjoyed the event giving justification for a repeat event. Further marketing required to reach more members of the public,
- iv. Whilst a vast range of adventure activities are available in the Vale there is a body of work to be done in promoting these more effectively to residents. There appears to be a clear desire for this information from residents,
- v. There is a clear appetite for more taster/discounted type of adventure events in the Vale.

6. SWOT analysis and post impact venue assessment

6.1 SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> • A wide range of activities available in a compact area • Natural assets providing wet and dry activities - coastline, sea cliff, rivers, inland MTB, lakes etc • Proactive council team with a history of delivering successful projects working with the tourism sector e.g Perfect Pitch • Although a small sector, those involved are motivated to • Not an overpopulated area yet • Camping popular in the Vale - Campers an ideally placed market for outdoor consumers • Unique geographical features • Mecca for road cyclists 	<ul style="list-style-type: none"> • Not currently recognised as an outdoor activity destination • Lack of businesses operating to offer activities and lack of qualified instructors • Poor marketing of the areas outdoor activity offer - largely due to lack of awareness • Currently does not get desired footfall particularly from neighbouring areas • Poor facilities for tourists such as accommodation, parking and toilets • Difficulty working with neighbouring areas to deliver a joined up approach to marketing • Poor gateway to the Vale from major road infrastructure. Access to beaches often single track
Opportunities	Threats
<ul style="list-style-type: none"> • Re-brand area incorporating adventure into the brand • Close to high density population areas such as Cardiff and Bristol • Porthcawl development should be seen as an opportunity as it will bring additional visitors to the general area • Growth in experience tourism and outdoor tourism • The new Wales brand which celebrates Wales for its adventure, landscape and culture • Wales' Year of Outdoors 2020 which will run for 2 years • Opportunity for more businesses to establish in the area to offer activities • Potential changes in laws to access to allow greater opportunity for MTB and horse riding • Appetite for networking across the sector • Opportunity for the Council tourism and rural development teams to work alongside sports development teams • Business opportunities to encourage cyclists to stop in the Vale such as bike friendly cafes. • Appetite amongst visitors/locals for taster, entry level activities. 	<ul style="list-style-type: none"> • Competitor areas: Brecon Beacons, Pembrokeshire, Gower and North Wales • Resource constraints, funding constantly getting tightened • Porthcawl has good road access - road access not as good to the Vale • Care needed to ensure sensitive sites are not overused • Landowner challenges - barriers to development of coastal opportunities • High tidal range meaning that it is difficult to book certain activities in advance such as coasteering

6.2 Post Impact Venue Assessment

The post impact venue assessment has been created as a result of consultation, desk based research and review we have compiled the table below to help inform what and where activities are available across the Vale of Glamorgan, key features at each venue, land ownership and management arrangements and access facilities. We have also supplied some recommendations for improving the outdoor activity offer at each of these venues:

Site	River Ewenny and River Ogmore
Overview of site, including key features of the natural landscape	The River Ewenny flows through Ogmore and joins the River Ogmore c.400m south-west of Ogmore Castle and c.500m north-east of the Sewage Works, eventually flowing into the sea at Ogmore-by-Sea c.2.5km down stream. The rivers are influenced by tides beyond Ogmore Castle therefore providing both opportunity and challenge.
Tidal considerations	The Rivers Ewenny and Ogmore are affected by daily tides. Information regarding tides can be obtained from www.bbc.co.uk/weather/coast-and-sea/tide-tables
Access and facilities on site	Access/Egress to and from the River Ewenny can be gained at Ogmore Castle car park (subject to flooding) where stepping stones allow walkers to cross the river (subject to daily tidal range). The castle also offers a historical element to the paddlesport activities. Access/Egress to and from the River Ogmore is also possible at the Portobello House car park, which is c.1km from the Ogmore Castle car park. This would provide a suitable venue for paddlesport activities to the sea and beach at Ogmore-by-Sea.
Geological, ecological and biodiversity considerations	<p>Overuse of the access/egress sites may have an impact on bank erosion.</p> <p>The River Ogmore, which joins the sea at Ogmore-by-Sea, attracts a wealth of wildlife throughout the year. Salmon and sea trout run up river, as do mullet, flounder and bass in the lower tidal reaches. A wide variety of bird life can be seen here including winter visitors such as golden eye ducks and lapwings.</p> <p>The Southerndown Coast is a designated Site of Special Scientific Interest (SSSI) and may be subject to permissions by Natural Resources Wales (NRW) for certain activities. Further information can be obtained by contacting the NRW Heritage Coast Conservation Officer on 03000654602.</p> <p>The Merthyr Mawr SSSI sand dunes, across the River Ogmore, are some of the largest in Europe and are home to a number of important plant life and insect species – over a third of all plant and insect life found in Wales can be found in the dunes! To reach them by foot from Ogmore-by-Sea, you will need to walk up to Ogmore Castle, cross the stepping stones, and return walking along the river side.</p>
Overview of landowner composition	The site is owned by Dunraven Estates. The Estate Managers are Cook and Arkwright. The site is also managed by The Vale of Glamorgan Council
Existing activities typically undertaken here recreationally/self led	Paddlesport (kayaking [including sit-on-top kayaking], Stand up paddleboarding [SUP], canoeing) activities are undertaken here.
Existing activities undertaken here by organised groups	Paddlesport activities are undertaken here by organised groups, namely local canoe clubs (contact Canoe Wales for further details - https://www.canoewales.com/find-a-club). Organised Groups: Bridgend Canoe Club - https://www.bridgendcanoeclub.org
Existing activities undertaken here by commercial operators	Paddlesport activities are undertaken here by commercial groups, namely local adventure activity providers. These appear to be infrequent at present. Details of commercial operators can be found at https://www.visitwales.com/wato Commercial Groups: Antur-Adventure - https://www.anturio-adventure.com Atlantic Outdoors - https://www.atlanticcollege.org/atlantic-outdoors/ Cardiff International Whitewater - https://www.ciww.com

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Proposed activities to be undertaken recreationally/self led	The site lends itself to paddlesport activities, although due to tidal influences, knowledge of the affects of the tides is required, along with the ability to be able to cope with these affects i.e. tidal flow, currents etc. As the site is owned by Dunraven Estates and managed by Cook and Arkwright, permissions to use the site may be required
Proposed activity to be developed by clubs	The site lends itself to formalise paddlesport activities, although due to tidal influences, knowledge of the affects of the tides is required, along with the ability to be able to cope with these affects i.e. tidal flow, currents etc. As the site is owned by Dunraven Estates and managed by Cook and Arkwright, permissions to use the site are required.
Proposed activity to undertaken by commercial operator	The site lends itself to formalise paddlesport activities, although due to tidal influences, knowledge of the affects of the tides is required, along with the ability to be able to cope with these affects i.e. tidal flow, currents etc. As the site is owned by Dunraven Estates and managed by Cook and Arkwright, permissions to use the site are required.
Activities which should not take place at this location and why	All activities, other than those noted above.
Site specific recommendations / opportunities to enhance activity take up / development	If it were possible to create more depth to the section of the river at Ogmores Castle, there would be a greater degree of flexibility for its use, particularly at low tide, thus allowing opportunity for a 'park & play' site for flat water skill development. The castle also offers a historical/cultural element to the users between activity sessions.
Site specific barriers to activity development	Seeking permissions from the landowner / managers

Site	Ogmores-by-Sea
Overview of site, including key features of the natural landscape	Ogmores-by-Sea lies east of the River Ogmores and at the western end of the Glamorgan Heritage Coast. The beach is sandy at low tide, with some pebbles and backed by low cliffs of carboniferous limestone.
Tidal considerations	Ogmores-by-Sea beach is affected by daily tides. Information regarding tides can be obtained from www.bbc.co.uk/weather/coast-and-sea/tide-tables
Access and facilities on site	Access/Egress to Ogmores-by-Sea beach, including Bwlch y Gro and Black Rocks can be gained at Ogmores-by-Sea car park, Bwlch y Gro and Black Rock car park and a number of roadside verges. Car parks are subject to payments. Pen y Bont surf lifesaving club currently operate from Ogmores-by-Sea beach. Toilet facilities are available.
Geological, ecological and biodiversity considerations	The cliffs and rock formations date back from the carboniferous period (290 – 360 million years ago) to the Jurassic period (145m – 208m years ago), but with about 140 million years missing in the middle! The Southerdown Coast is a designated Site of Special Scientific Interest (SSSI) and may be subject to permissions by Natural Resources Wales (NRW) for certain activities. Further information can be obtained by contacting the NRW Heritage Coast Conservation Officer on 03000654602
Overview of landowner composition	The site is owned by Dunraven Estates. The Estate Managers are Cook and Arkwright. The foreshore is owned and managed by the Duchy of Lancaster. The site is also managed by The Vale of Glamorgan Council.
Existing activities typically undertaken here recreationally/self led	Paddlesport, board surfing, body boarding, kite surfing, coasteering, rock climbing, walking, beach activities are undertaken here. Further south-east at West Farm sees the beginning of the recreational rock climbing site. Well documented in all South Wales Rock Climbing Guidebooks.

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Existing activities undertaken here by organised groups	Paddlesport activities are undertaken here by organised groups, namely local canoe clubs (contact Canoe Wales for details - https://www.canoewales.com/find-a-club). Life saving activities are undertaken here, mainly by Pen y Bont lifesaving club: https://www.penybontslsc.org.uk Organised Groups: Bridgend Canoe Club - https://www.bridgendcanoeclub.org
Existing activities undertaken here by commercial operators	Paddlesport, board surfing, body boarding, coasteering, rock climbing activities are undertaken here by commercial groups, namely local adventure activity providers. Details of commercial operators can be found at https://www.visitwales.com/wato Commercial Groups: Antur-Adventure - https://www.anturio-adventure.com Atlantic Outdoors - https://www.atlanticcollege.org/atlantic-outdoors/ Cardiff International Whitewater - https://www.ciww.com
Proposed activities to be undertaken recreationally/self led	The beach location is suitable for board surfing, body boarding and, paddlesport activities and sea level traversing adventure days (at low water). Due to tidal influences, knowledge of the affects of the tides is required, along with the ability to be able to cope with these affects i.e. tidal flow, currents etc. As the site is owned by Dunraven Estates and managed by Cook and Arkwright, permissions to use the site may be required
Proposed activity to be developed by clubs	The beach lends itself to formalise paddlesport activities, although due to tidal influences, knowledge of the affects of the tides is required, along with the ability to be able to cope with these affects i.e. tidal flow, currents etc. Lifesaving activities – Pen y Bont Lifesaving club keen to extend their offer at this site. As the site is owned by Dunraven Estates and managed by Cook and Arkwright, permissions to use the site may be required
Proposed activity to undertaken by commercial operator	The beach lends itself to formalise paddlesport activities, although due to tidal influences, knowledge of the affects of the tides is required, along with the ability to be able to cope with these affects i.e. tidal flow, currents etc. At the south-eastern end of the beach at Bwlch y Gro & Black Rocks, there are opportunities for Bouldering and Coasteering activities. Combining these two activities would offer great 'one off' sea level traversing adventure days. As the site is owned by Dunraven Estates and managed by Cook and Arkwright, permissions to use the site are required.
Activities which should not take place at this location and why	Due to the nature of the affects of the tides i.e. tidal flows, rip currents etc., the beach would not be suitable for windsurfing and sailing activities.
Site specific recommendations / opportunities to enhance activity take up / development	Develop appropriate site infra-structure – changing facilities, showers, cafe, equipment hire opportunities. Such infra-structure develop could open this site up as an adventure Hub / Spoke.
Site specific barriers to activity development	Infra-structure Funding Seeking permissions from the landowner / managers and NRW

Site	Pant y Cwteri, Pant Norton and Pant Mari Flanders
Overview of site, including key features of the natural landscape	South-east of Portobello House lies a bridleway that leads to the common and undulating terrain in Pant y Cwteri, Pant Norton and Pant Mari Flanders, beyond which lies St. Brides Major.
Tidal considerations	None

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Access and facilities on site	There is parking at Portobello House Car Park. Access to the site is directly opposite. Other opportunities for accessing this site could be from St. Brides Major, Ogmere-by-Sea and Southerndown. Public rights of way, including bridleways exist throughout this site, enabling a number of possible activities. There are no additional facilities.
Geological, ecological and biodiversity considerations	There appear to be no geological, ecological and biodiversity considerations, although overuse of the trails / public rights of way could lead to erosion.
Overview of landowner composition	The site appears to be owned by the Duchy of Lancaster and managed by the Ogmere Common Association.
Existing activities typically undertaken here recreationally/self led	Walking, horse riding and mountain biking appear to be undertaken here.
Existing activities undertaken here by organised groups	There doesn't appear to be any activity undertaken here by organised groups.
Existing activities undertaken here by commercial operators	Walking, horse riding and mountain biking appear to be undertaken here by commercial operators, namely local adventure activity providers. Details of commercial operators can be found at https://www.visitwales.com/wato Commercial Groups: Atlantic Outdoors - https://www.atlanticcollege.org/atlantic-outdoors/
Proposed activities to be undertaken recreationally/self led	The apparent easy access to this venue, together with the matrix of trails would suggest that there is potential to enhance the current offer and further develop the various trails etc. (clear 'waymarking' and 'grading' of trails), thus providing a greater offer for mountain biking training and development, as well as a means of moving between adventure activity sites / locations along the coastline. This would in turn provide greater opportunities for the horse riding businesses locally as well as walking opportunities for local groups. As the site is owned by the Duchy of Lancaster and managed by the Ogmere Common Association, permissions to use the site commercially may be required.
Proposed activity to be developed by clubs	
Proposed activity to be undertaken by commercial operator	
Activities which should not take place at this location and why	No motorised activities
Site specific recommendations / opportunities to enhance activity take up / development	Develop trails i.e. establish clear 'waymarking' and 'grading' of trails to ensure keeping to the trails
Site specific barriers to activity development	Seeking permissions from the landowner / managers
Site	Pont Alun Quarry & Pant Quarry
Overview of site, including key features of the natural landscape	Located along the B4265 between Ogmere and St. Brides, both these venues are currently under private ownership.
Tidal considerations	None
Access and facilities on site	The owners and quarry operator "Tarmac" have made it abundantly clear that they cannot allow climbing on the site due to the requirements of the Quarries Regulations 1999. They are however open to discussions about a possible access agreement for when the quarry operations are due to end, but they estimate that there are mineral reserves here for at least 10 years of quarrying here which have considerable financial value, so at this time there is no access for climbing and the site is actively patrolled by security staff and CCTV. It's recommended that climbers avoid this site for the foreseeable future.

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Geological, ecological and biodiversity considerations	A steep north facing slab of good quality limestone with some lovely water-worn pockets, slots and crack features, making the climbs possible. The east facing side of the quarry contains a series of steeper walls which should provide a decent winter (get there early if you want the sun) or cool summer evening venue. The Ewenny and pant Quarries are a designated Site of Special Scientific Interest (SSSI) and are subject to permissions.
Overview of landowner composition	The site is owned by Tarmac Ltd, Ewenny Road, St Brides Major, Nr Bridgend, CF334RD Tel.No. 01443 233133
Existing activities typically undertaken here recreationally/self led	None
Existing activities undertaken here by organised groups	
Existing activities undertaken here by commercial operators	
Proposed activities to be undertaken recreationally/self led	Rock Climbing
Proposed activity to be developed by clubs	
Proposed activity to undertaken by commercial operator	Rock Climbing, via feratta, zip wires, high ropes
Activities which should not take place at this location and why	No activities should take place at these sites at present.
Site specific recommendations / opportunities to enhance activity take up / development	According to the South East Wales climbing guide book, Pant Quarry's ' <i>right-hand main wall is one of the most impressive vertical sheets of limestone in the country.... It is mostly a natural of strange scalloped rock.</i> According to the South Wales Mountaineering Club, ' <i>there is loads of scope for development if access is ever secured in the future</i> ' In addition to these sites having great potential for rock climbing activity, associated activities could be possible, as well as the site having potential to become an 'activity Hub' or 'Spoke'. Should this site ever become a viable option, the scope for their development has the potential to be the Vale's 'little gem' for rock climbing and 'via ferata' activities.
Site specific barriers to activity development	Private ownership of the site.
Site	Pant y Slade and Slade Wood
Overview of site, including key features of the natural landscape	The valley running north-east of the Heritage Coast Centre at Dunraven Bay and Slade Wood
Tidal considerations	None
Access and facilities on site	Car parking is available at Dunraven Bay (at a cost) and/or The Heritage Coast Centre. Facilities include a kiosk, toilets, showers, visitor centre.
Geological, ecological and biodiversity considerations	There appear to be no geological, ecological and biodiversity considerations, although overuse of the trails / public rights of way could lead to erosion.

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Overview of landowner composition	The site is owned by the Dunraven Estates but there are long-term tenant farmers at Slade Farm. The Estate Managers are Cook and Arkwright. The site is also managed by The Vale of Glamorgan Council.
Existing activities typically undertaken here recreationally/self led	Walking. There is a 'waymarker' pointing up the valley so an indication that a trail exists, although it is uncertain as to how much use the trail gets. A number of the 'Vale Trails' pass by Dunraven Bay and the Heritage Coast Centre, in particular The Three Walks Dunraven that take in Pant y Slade & Slade Wood with larger circular walks. The Visit the Vale website signposts the Vale of Glamorgan as ' <i>a fantastic place to go walking</i> ' and references this area within Vale Trails: https://www.visitthevale.com/en/Be-Inspired/Walking/Vale-Trails/Walking-in-the-Vale.aspx
Existing activities undertaken here by organised groups	Walking. There is a 'waymarker' pointing up the valley so an indication that a trail exists, although it is uncertain as to how much use the trail gets. A number of the 'Vale Trails' pass by Dunraven Bay and the Heritage Coast Centre, in particular The Three Walks Dunraven that take in Pant y Slade & Slade Wood with larger circular walks. The Visit the Vale website signposts the Vale of Glamorgan as ' <i>a fantastic place to go walking</i> ' and references this area within Vale Trails: https://www.visitthevale.com/en/Be-Inspired/Walking/Vale-Trails/Walking-in-the-Vale.aspx Organised Groups: Vale of Glamorgan Countryside Rangers
Existing activities undertaken here by commercial operators	No commercial operators appear to use this site.
Proposed activities to be undertaken recreationally/self led	Situated close to the Heritage Coast Centre, the woods appear to lend themselves very nicely to both guided and self-led nature trails where bushcraft and forest schools type activities could be incorporated. The development of a smaller circular route / trail with additional activities incorporated could further enhance the Heritage Coast Centre offer to Vale of Glamorgan schools and visitors alike.
Proposed activity to be developed by clubs	
Proposed activity to undertaken by commercial operator	
Activities which should not take place at this location and why	Only those noted above.
Site specific recommendations / opportunities to enhance activity take up / development	Develop a smaller circular trail / route. Establish specific sites within the wood for bushcraft / forest schools activities.
Site specific barriers to activity development	Seeking landowner permissions.
Site	Dunraven Bay and Park (Southerndown)
Overview of site, including key features of the natural landscape	A privately owned estate, managed by an agent on behalf of the landowners. The Vale of Glamorgan are sitting tenants in its Heritage Coast Centre located in Dunraven Park. The Duchy of Lancaster manages the foreshore on behalf of the 'Crown'. Witches Point - An idyllic position above a magnificent 'blue flag' sandy surf beach.
Tidal considerations	Southerndown beach is affected by daily tides. Information regarding tides can be obtained from www.bbc.co.uk/weather/coast-and-sea/tide-tables

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Access and facilities on site	Car parking is at Dunraven Bay (at a cost) and/or The Heritage Coast Centre. With the available facilities at the Heritage Centre (toilets and showers, indoor facilities / rooms and 4 'lock ups' for use by potential businesses [charges apply]), this could be a very suitable adventure activity hub / spoke, subject to landowner permissions.
Geological, ecological and biodiversity considerations	The site is a designated SSSI and may be subject to permissions by Natural Resources Wales (NRW) for certain activities. Further information can be obtained by contacting the NRW Heritage Coast Conservation Officer on 03000654602, or visiting https://libcat.naturalresources.wales/webview/?infile=details.glu&loid=98776&rs=47910&hitno=13&straig
Overview of landowner composition	The site is owned by Dunraven Estates. The Estate Managers are Cook and Arkwright. The foreshore is owned and managed by the Duchy of Lancaster. The site is also managed by The Vale of Glamorgan Council.
Existing activities typically undertaken here recreationally/self led	Recreationally, board surfing, body boarding, paddlesports, rock climbing, fishing and beach activities appear to take place here. The beach/cliffs to the west of the Bay also offer opportunities to enhance visitors geological knowledge.
Existing activities undertaken here by organised groups	Surfing, rock climbing and paddlesport activities appear to be undertaken here by organised groups. Organised Groups: Bridgend Canoe Club - https://www.bridgendcanoeclub.org
Existing activities undertaken here by commercial operators	Commercially, there appear to be activity providers using the venue for surfing, paddlesports and rock climbing, although not directly operating their business from the venue. Details of commercial operators can be found at https://www.visitwales.com/wato Commercial Groups: Atlantic Outdoors - https://www.atlanticcollege.org/atlantic-outdoors/ Southerndown Surf School
Proposed activities to be undertaken recreationally/self led	Recreationally, just maintaining the existing activities - board surfing, body boarding, paddlesports, rock climbing, fishing and beach activities. Due to tidal influences, knowledge of the affects of the tides is required, along with the ability to be able to cope with these affects i.e. tidal flow, currents etc. As the site is owned by Dunraven Estates and managed by Cook and Arkwright, permissions to use the site may be required.
Proposed activity to be developed by clubs	From an organised group perspective, just maintaining the existing activity offer - board surfing, body boarding, paddlesports, rock climbing, fishing and beach activities. According to the S.W. Wales Soaring Club, a unique venue for Paragliding, although permissions are currently not being granted by the landowners. Such activity development could provide an enhance dynamic to the Vale of Glamorgan coastline Due to tidal influences, knowledge of the affects of the tides is required, along with the ability to be able to cope with these affects i.e. tidal flow, currents etc. As the site is owned by Dunraven Estates and managed by Cook and Arkwright, permissions to use the site are required.
Proposed activity to undertaken by commercial operator	The 'lock ups' at the Heritage Coast Centre could enable businesses (surfing/paddlesport/rock climbing) activity providers and/or hire businesses) to establish themselves here, albeit subject to the necessary landowner permissions. The new slipway offers a greater access to the beach and sea for larger seagoing craft (RIB's), subject to daily tidal state & range and landowner permissions. Rock Climbing opportunities could be developed at Witches Point. It's tidal and subject to the daily tidal range and noted in the S.E. Wales Guide Book as ' <i>one of the showpiece sports crags of the area</i> '. Due to tidal influences, knowledge of the affects of the tides is required, along with the ability to be able to cope with these affects i.e. tidal flow, currents etc. As the site is owned by Dunraven Estates and managed by Cook and Arkwright, permissions to use the site are required.

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Activities which should not take place at this location and why	None, other than those noted above.
Site specific recommendations / opportunities to enhance activity take up / development	Development of the location as an adventure activity hub / spoke. Signage on the beach front would certainly help to identify the location of activities / adventure activity hub.
Site specific barriers to activity development	Seeking permissions from the landowner / managers. It is understood that whilst the new containers are intended to encourage commercial operations at Dunraven Bay, the uptake in use has not been significant. A condition placed on the use of the containers is that they are to be used as a kit store and meeting point and that money is not to be exchanged on site. At the moment, businesses are not able to advertise their offer and accept paying from passes by. Any bookings would need to have been pre-arranged.
Site	Monknash and Cwm Nash
Overview of site, including key features of the natural landscape	Monknash is a well known recreational surfers break. Cwm Nash provides an excellent nature/geological trail to and from the wave cut platforms.
Tidal considerations	Monknash beach is affected by daily tides. Information regarding tides can be obtained from www.bbc.co.uk/weather/coast-and-sea/tide-tables
Access and facilities on site	Parking is located at Monknash Beach Car Park (charges apply). The Heritage Coast Campsite is also a great venue from which to access Cwm Nash. No additional facilities are available here.
Geological, ecological and biodiversity considerations	Monknash is a designated SSSI and may be subject to permissions by Natural Resources Wales (NRW) for certain activities. Further information can be obtained by contacting the NRW Heritage Coast Conservation Officer on 03000654602 or visiting http://www.naturalresources.wales/media/674505/mca-27-glamorgan-coastal-waters-and-nash-sand_final.pdf
Overview of landowner composition	The foreshore is managed by the Duchy of Lancaster.
Existing activities typically undertaken here recreationally/self led	Currently recreational surfing & fishing activities take place at this venue. In addition, many visitors make use of and enjoy self-guided nature walks along Cwm Nash to the wave cut platforms where rock pooling and explorations take place.
Existing activities undertaken here by organised groups	There doesn't appear to be any organised groups using this site.
Existing activities undertaken here by commercial operators	There doesn't appear to be any commercial operators using this site.

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Proposed activities to be undertaken recreationally/self led	Recreationally, just maintaining the existing activities. Cwm Nash and Monknash are off the beaten track venues with a secluded and spectacular beach, unique in its natural/geological offer. The slow tourism potential here may benefit from available resources that assist visitors to maximise the venues uniqueness i.e fossils and geology: https://www.valeofglamorgan.gov.uk/en/enjoying/Coast-and-Countryside/Heritage-Coast/Fossils-and-Geology.aspx .
Proposed activity to be developed by clubs	Nothing proposed.
Proposed activity to undertaken by commercial operator	Nothing proposed.
Activities which should not take place at this location and why	Only those noted above.
Site specific recommendations / opportunities to enhance activity take up / development	Interpretation information relating to the site.
Site specific barriers to activity development	None

Site	Nash Point and Cae'r Eglwys
Overview of site, including key features of the natural landscape	Car parking and camping appear to be managed by the tenant farmers. The beach is owned and managed by the Duchy of Lancaster. Beyond Nash Point is Nash Point Lighthouse and alongside this are some self-catering accommodation units, offered by Trinity House.
Tidal considerations	Nash Point is affected by daily tides. Information regarding tides can be obtained from www.bbc.co.uk/weather/coast-and-sea/tide-tables
Access and facilities on site	Narrow lanes lead to a very large car park (charges apply). Campervans & Motorhomes can park up overnight (charges apply). A café (leased by the land owner) and toilet facilities are available. To get to the beach you have to walk down an uneven path and then pick your way over the stones once on the beach, then you can sit and enjoy this lovely beach with spectacular rock formations and views.
Geological, ecological and biodiversity considerations	Nash Point is a designated SSSI and may be subject to permissions by Natural Resources Wales (NRW) for certain activities. Further information can be obtained by contacting the NRW Heritage Coast Conservation Officer on 03000654602 or visiting http://www.naturalresources.wales/media/674505/mca-27-glamorgan-coastal-waters-and-nash-sand_final.pdf
Overview of landowner composition	The site is privately owned and managed by tenant farmers.
Existing activities typically undertaken here recreationally/self led	Currently walking, rock pooling, watching the sunset and star-gazing activities take place here.
Existing activities undertaken here by organised groups	There doesn't appear to be any organised groups using this site.
Existing activities undertaken here by commercial operators	There doesn't appear to be any commercial operators using this site.

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Proposed activities to be undertaken recreationally/self led	<p>The trail up and down Marcross Brook appears to offer a great nature trail opportunity (https://naturedetectives.woodlandtrust.org.uk/naturedetectives/), whilst the area around Nash Point and Cae'r Eglwys offers both historical (earthworks and fort - https://www.visitthevale.com/Documents/More-to-the-Vale-Guides/A-Potted-History.pdf) and geological interest (https://www.valeofglamorgan.gov.uk/en/enjoying/Coast-and-Country-side/Heritage-Coast/Fossils-and-Geology.aspx).</p> <p>Apparently, this is one of the best locations in the Vale of Glamorgan to sit, watch and photograph the sunset (https://improvephotography.com/45331/sunset-photography-camera-settings-beginners/) so a great opportunity to showcase the coastline through to darkness.</p> <p>It's also possibly the best area of least light pollution along the coastline, so could benefit from the promotion as a dark skies location (https://www.nightblight.cpre.org.uk/re-sources).</p>
Proposed activity to be developed by clubs	Nothing proposed.
Proposed activity to undertaken by commercial operator	Nothing proposed.
Activities which should not take place at this location and why	Rock climbing
Site specific recommendations / opportunities to enhance activity take up / development	Showcase the offer of the site from a recreational user perspective.
Site specific barriers to activity development	None
Site	St. Donats – Atlantic College
Overview of site, including key features of the natural landscape	St. Donats hamlet does have a public right of way (PRoW) to the coast path on its western side and PRoW on its eastern side to the church. There is no public access from St Donat's, beyond the church to and from the sea front via Atlantic College.
Tidal considerations	St. Donats is affected by daily tides. Information regarding tides can be obtained from www.bbc.co.uk/weather/coast-and-sea/tide-tables
Access and facilities on site	<p>Access to the beach is via the Wales Coast Path and public rights of way outside of Atlantic College grounds. There are no public rights of way through Atlantic College. The best place to join the path is opposite a house called The Anchorage St Donats CF61 1ZB. Go through the kissing gate and take the path to the right.</p> <p>Atlantic College may be willing to consider working in partnership with the Vale of Glamorgan to create an accessible circular trail between St. Donat's and Llantwit Major, with agreed access through the Atlantic College grounds (on a dedicated trail). This would certainly link natural woodland to the coastal environment and take in the history of St Donat's Church.</p>
Geological, ecological and biodiversity considerations	<p>St Donats beach is a designated SSSI and may be subject to permissions by Natural Resources Wales (NRW) for certain activities. Further information can be obtained by contacting the NRW Heritage Coast Conservation Officer on 03000654602 or visiting: http://www.naturalresources.wales/media/674505/mca-27-glamorgan-coastal-waters-and-nash-sand_final.pdf</p>
Overview of landowner composition	<p>The site is owned by Atlantic College. The foreshore is owned and managed by the Duchy of Lancaster.</p> <p>Atlantic College, through Atlantic Outdoors offer a full range of adventure activities primarily for their students, many of which occur from their slipway. In addition, Atlantic College provide summer camps for visiting groups.</p>

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Existing activities typically undertaken here recreationally/self led	There doesn't appear to be any recreational / self led use of this site.
Existing activities undertaken here by organised groups	There doesn't appear to be any organised groups using this site.
Existing activities undertaken here by commercial operators	A full range of adventure activities are offer at this site by Atlantic College through Atlantic Outdoors. Commercial Groups: Atlantic Outdoors - https://www.atlanticcollege.org/atlantic-outdoors/
Proposed activities to be undertaken recreationally/self led	Accessible walking trail
Proposed activity to be developed by clubs	Accessible walking trail
Proposed activity to undertaken by commercial operator	Working in partnership with Atlantic College, it may be possible to extend their current offer beyond their students and summer schools. IN addition, Atlantic College may be willing, in partnership with the Vale of Glamorgan, to create an accessible circular trail between St. Donat's and Llantwit Major, with agreed access through the Atlantic College grounds (on a dedicated trail). This would certainly link natural woodland to the coastal environment and take in the history of St Donat's Church.
Activities which should not take place at this location and why	All activities are subject to permissions from Atlantic College
Site specific recommendations / opportunities to enhance activity take up / development	With its location and available resources/facilities, Atlantic College could also be a great location for a central adventure activity HUB.
Site specific barriers to activity development	Privately owned land.

Site	Llantwit Major Town, Beach and Cwm Colhuw
Overview of site, including key features of the natural landscape	Llantwit Major town is centrally positioned along the Vale of Glamorgan coastline and has good road and rail infra-structure. The beach at Llantwit Major is c.2km from the centre of the town. It offers easy access to the beach and coast path from its beachfront car park (no charges). There is a slipway onto the beach for easy access to the sand, The slip may get covered from time to time with pebbles. It has a café, toilets and a lifesaving club base. Cwm Colhuw is the valley that leads away from the beach front back towards the town.
Tidal considerations	Llantwit Major beach is affected by daily tides. Information regarding tides can be obtained from www.bbc.co.uk/weather/coast-and-sea/tide-tables
Access and facilities on site	The town of Llantwit Major is easily accessed by road and rail and appears to have ample parking, which would therefore help to avoid congestion and additional impact at the various activity sites across the Vale of Glamorgan. There is beachfront car parking (no charges) Access to the beachfront by public footpath is either by the Wales Coast Path from the east or west, or footpaths that link the beach to the town, although route finding can be challenging in places. Road access exists albeit on narrow roads.

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Geological, ecological and biodiversity considerations	Cwm Colhuw is home to a number of rare and beautiful species, including the Small Blue Butterfly, Britain's smallest resident butterfly. Wildlife can also be spotted at the Cwm Colhuw Nature Reserve which runs along the cliff tops to the west and back towards the town.
Overview of landowner composition	The sites are owned and managed by the Vale of Glamorgan Council. The foreshore is owned and managed by the Duchy of Lancaster.
Existing activities typically undertaken here recreationally/self led	The beach is a well-known recreational surfers break. In addition, there are fishing, beach activities, open water swimming and walking opportunities for the recreational user. A number of the 'Vale Trails' take in Llantwit Major beach and town. No other activities appear to exist in the town.
Existing activities undertaken here by organised groups	Llantwit Major surf lifesaving club are based at the beach and utilise the current beach offer for their training and development purposes. Llantwit Major Lifesaving Club - https://www.llantwitmajorslsc.org.uk
Existing activities undertaken here by commercial operators	Commercial Groups: Atlantic Outdoors - https://www.atlanticcollege.org/atlantic-outdoors/
Proposed activities to be undertaken recreationally/self led	The extension of the watersports here appears limited, given the type of surf break, albeit there is a slipway to assist access. Besides the recreational offer here, the venue does have potential for enhancing & further developing the nature / geological trail offer thanks to its cliffs and wave cut platforms and the valley (Cwm Colhuw) leading to the beach. The possible development of better links between the town and beach (accessible footpath/cycle trail), without having to negotiate narrow lanes, as well as developing the beach front infra-structure and appearance i.e car parking, cafe, showers and toilets, could further enhance the visitor experience. Utilising available resources from the likes of The Woodland Trust: https://naturedetectives.woodlandtrust.org.uk/naturedetectives/ and Forest/Beach Schools: https://www.forestschools.com/products/beach-schools-leader-training?variant=17353755852851 could help to bring the location to life.
Proposed activity to be developed by clubs	Adding to the current lifesaving club offer along with the beach front infra-structure development could enhance to overall offer of Llantwit Major beach.
Proposed activity to undertaken by commercial operator	Given its central location to the Vale and its good road/rail links, Llantwit Major town could lend itself to a central Adventure Activity Hub, from where all activities originate, subject to an appropriate building/location being made available. This could provide: central administration; changing facilities, toilets and showers, café etc. It could be possible to shuttle visitors to activity 'Spokes/Sites' where they would engage with the activities before being shuttled back at the end of the planned sessions, therefore alleviating any added pressures at the 'Spoke/Site' venues. With a maximum travel distance of c.20 miles, such transportation could possibly an environmental sustainability focus as well.
Activities which should not take place at this location and why	Rock climbing
Site specific recommendations / opportunities to enhance activity take up / development	Development of better links between the town and beach (accessible footpath/cycle trail), without having to negotiate narrow lanes, as well as developing the beach front infra-structure and appearance i.e car parking, cafe, showers and toilets. Development of a central Adventure Activity Hub, from where all activities originate, subject to an appropriate building/location being made available. This could provide: central administration; changing facilities, toilets and showers, café etc. It could be possible to shuttle visitors to activity 'Spokes/Sites' where they would engage with the activities before being shuttled back at the end of the planned sessions, therefore alleviating any added pressures at the 'Spoke/Site' venues. With a maximum travel distance of c.20 miles, such transportation could possibly an environmental sustainability focus as well.
Site specific barriers to activity development	Funding for infra-structure development Available building for an Adventure Activity Hub

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Site	The Leys – Limpet Bay, West and East Aberthaw
Overview of site, including key features of the natural landscape	The Leys is located at West Aberthaw, c.2km south of Gileston and St. Athan, close to Aberthaw Power Station. It has a pebble beach and is a known surf break with a beach-front car park and direct access to the sea and Wales Coast Path. There is a flat concrete walk around the perimeter of the power station that takes you to the East Aberthaw old lime works and Fontygary Beach.
Tidal considerations	Limpet Bay is affected by daily tides. Information regarding tides can be obtained from www.bbc.co.uk/weather/coast-and-sea/tide-tables
Access and facilities on site	There is parking at Limpet Bay with limited roadside parking for the Nature Reserve close to the village of East Aberthaw. There is footpath access to the River Thaw along the Wales Coast Path from either the east or west. No other facilities are available here.
Geological, ecological and biodiversity considerations	East Aberthaw is a designated SSSI and may be subject to permissions by Natural Resources Wales (NRW) for certain activities. Further information can be obtained by contacting the NRW Heritage Coast Conservation Officer on 03000654602.
Overview of landowner composition	The site is privately owned and managed. The foreshore is owned and managed by the Duchy of Lancaster.
Existing activities typically undertaken here recreationally/self led	Currently, recreational surfing and fishing takes place at this venue, along with beach activities and walking on coastal / nature trails.
Existing activities undertaken here by organised groups	There doesn't appear to be any organised groups using this site.
Existing activities undertaken here by commercial operators	There doesn't appear to be any commercial operators using this site.
Proposed activities to be undertaken recreationally/self led	Recreationally, just maintaining the current activity offer.
Proposed activity to be developed by clubs	Nothing proposed.
Proposed activity to be undertaken by commercial operator	The development of a slipway here could possibly offer the opportunity for RIB access to the Bristol Channel for RIB Ride experiences, although it would need to accommodate the tidal range of the Bristol Channel. The Leys, and particularly the River Thaw outlet to the sea provide potential for sheltered access to the sea by RIB with its deep water inlet, although this does appear to become shallow more so on Spring Tides. The Nature Reserve and ponds at East Aberthaw could offer a flat-water site for paddle-sport activities, although there is no infra-structure at this location and access would be subject to landowner permissions. Whilst there is a large derelict furnace building on site, its development would appear to be cost prohibitive, although a great location and a building of great potential.
Activities which should not take place at this location and why	Only those indicated above.
Site specific recommendations / opportunities to enhance activity take up / development	Slipway development at Limpet Bay Expansion of the River Thaw outlet to accommodate RIB access Infra-structure development to enable paddlesports to take place on the ponds at East Aberthaw
Site specific barriers to activity development	Tidal range of the Bristol Channel Private ownership of land – Aberthaw Power Station

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Site	Rhoose Point
Overview of site, including key features of the natural landscape	This most southerly settlement of mainland Wales is a disused quarry site with three small lakes. The limestone cliffs have been breached by quarrying. The former quarries are now home to a housing estate and a nature reserve, the latter giving easy access to the foreshore on the Bristol Channel through the breach in the cliffs. The beach here is completely rocky with no sand.
Tidal considerations	Rhoose Point is affected by daily tides. Information regarding tides can be obtained from www.bbc.co.uk/weather/coast-and-sea/tide-tables
Access and facilities on site	Currently there is limited roadside parking. Access to the venue is very easy and only 5 minutes off the main road, Rhoose Train Station and Cardiff International Airport. There are no additional facilities
Geological, ecological and biodiversity considerations	A listed nature reserve that appears to have a number of restrictions.
Overview of landowner composition	The site is owned and managed by the Vale of Glamorgan Council. The foreshore is owned and managed by the Duchy of Lancaster.
Existing activities typically undertaken here recreationally/self led	None
Existing activities undertaken here by organised groups	None
Existing activities undertaken here by commercial operators	None
Proposed activities to be undertaken recreationally/self led	Nothing proposed
Proposed activity to be developed by clubs	Nothing proposed
Proposed activity to be undertaken by commercial operator	The site would lend itself to the following activities, offered commercially: paddlesport, mountain bike skills training, fishing, rock climbing, abseiling, high ropes and zip wires.
Activities which should not take place at this location and why	Only managed activities, as noted.
Site specific recommendations / opportunities to enhance activity take up / development	There are three small lakes, one of which would be ideal for paddlesport activities (leaving the other two for other uses); an expanse of land that could be developed as a mountain bike skills development circuit, as well as car parking; cliff faces that could be stabilised for rock climbing and abseiling activity; access to the sea when conditions dictate for paddlesport skill progression. In addition, it may be feasible to develop a high ropes and zip wire facility and an accommodation offer. Whilst the venue has the potential to become a great activity Hub, sheltered from the prevailing weather conditions that hit the Vale of Glamorgan coastline, the current restrictions may not consider any developments here.
Site specific barriers to activity development	A nature reserve with a number of restrictions. Private land ownership.

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Site	Barry, Barry Island and Barry Docks
Overview of site, including key features of the natural landscape	The town of Barry (the largest in Wales) and its surrounding area is excluded from this feasibility study due to being an urban area, although worth noting, given its proximity to all the other considered venues and the activities currently undertaken here. The docks at Barry are home to the RNLI lifeboat and Barry Yacht Club.
Tidal considerations	Barry, Barry Island and Barry Docks are affected by daily tides. Information regarding tides can be obtained from www.bbc.co.uk/weather/coast-and-sea/tide-tables
Access and facilities on site	Barry Docks are owned by Associated British Ports and access is subject to permissions. The bays at Barry Island have good parking (charges apply) and a range of facilities / amenities.
Geological, ecological and biodiversity considerations	Barry Island is a designated SSSI and may be subject to permissions by Natural Resources Wales (NRW) for certain activities. Further information can be obtained by contacting the NRW Heritage Coast Conservation Officer on 03000654602.
Overview of landowner composition	Barry and Barry Island is owned and managed by the Vale of Glamorgan Council. The foreshore is owned and managed by the Duchy of Lancaster.
Existing activities typically undertaken here recreationally/self led	<p>There are a couple of bays in Barry (Whitmore Bay & Jacksons Bay) and the Old Harbour, where the offer of open water swimming, triathlon training & events and paddlesports exist. It's a regular venue for local SUPers, swimmers and triathletes and saw its first Triathlon in 2018. Sailing and paddlesports also takes place at Barry Dock.</p> <p>Organised Groups: British Triathlon - www.britishtriathlon.org Welsh Triathlon - welshtriathlon.org Island SUP - https://www.islandsup.org</p> <p>Commercial Groups: Atlantic Outdoors - https://www.atlanticcollege.org/atlantic-outdoors/ Antur-Adventure - https://www.anturio-adventure.com Further details of commercial operators can be found at https://www.visitwales.com/wato</p>
Existing activities undertaken here by organised groups	
Existing activities undertaken here by commercial operators	
Proposed activities to be undertaken recreationally/self led	
Proposed activity to be developed by clubs	From a club / organised group perspective, just maintaining the current offer.
Proposed activity to undertaken by commercial operator	RIB Rides experiences
Activities which should not take place at this location and why	The site has potential for extending the range of activities possible so worth not exclusion any at this stage and considering on a case by case basis.
Site specific recommendations / opportunities to enhance activity take up / development	Barry Dock appears to be the only location along the Vale of Glamorgan coastline for larger seagoing craft (RIB's) to access the Vale's coastline. Conversations with Barry Harbour Master have indicated that it could be possible (subject to conditions, permissions and charges) for a RIB Rides type business to operate here.
Site specific barriers to activity development	Private landownership

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Site	Lavernock Point to Hayes Point – Sully Bay, Sully Island and St. Mary's Well Bay
Overview of site, including key features of the natural landscape	Sully has its own Sailing Club with slipway. Tidal overfalls exist at Lavernock Point and a strong tidal race occurs between the coastline and Sully Island at high water.
Tidal considerations	The site is affected by daily tides. Information regarding tides can be obtained from www.bbc.co.uk/weather/coast-and-sea/tide-tables
Access and facilities on site	There is parking at Sully Island car park (charges/conditions may apply). Facilities / amenities include a pub, restaurant and caravan parks.
Geological, ecological and biodiversity considerations	https://www.welshwildlife.org/wp-content/uploads/2014/01/Lavernock-Point.pdf Sully Island and Lavernock Point are designated SSSI's and may be subject to permissions by Natural Resources Wales (NRW) for certain activities. Further information can be obtained by contacting the NRW Heritage Coast Conservation Officer on 03000654602. https://www.welshwildlife.org/nature-reserve/lavernock-point-penarth/
Overview of landowner composition	The car park access appears to be privately owned and managed. The foreshore is owned and managed by the Duchy of Lancaster. There also appears to be a tenure in existence, managed under licence since January 1966 and currently held under a 25 year lease from June 1999.
Existing activities typically undertaken here recreationally/self led	Recreationally fishing and beach activities appear to occur at these venues
Existing activities undertaken here by organised groups	From an organised group perspective, sailing activities take place from Sully Sailing Club
Existing activities undertaken here by commercial operators	None
Proposed activities to be undertaken recreationally/self led	Recreationally, just maintain the current activity offer.
Proposed activity to be developed by clubs	From an organised group perspective, just maintain the current activity offer.
Proposed activity to undertaken by commercial operator	RIB Rides experiences Coastal Adventures – a combination of scrambling/bouldering and coasteering activities
Activities which should not take place at this location and why	Open water swimming
Site specific recommendations / opportunities to enhance activity take up / development	These locations could certainly feature very highly in the possible offer of a RIB Rides experience. Add to this the whole coastline experience and possibly visiting Steep Holm (managed by Bristol City Council) & Flat Holm (managed by Cardiff City Council) Islands, this would certainly be a truly unforgettable experience and a unique way to explore this coastline. Such experiences are already offered out of Cardiff Bay. At low water, it would be possible to offer a 'coastal adventure' around Sully Island (managed by VoG Council) as there is a causeway that can be walked, to get to the island (tidal restrictions will apply). There are some historical points of interest on the island (remnants of an old fort) and some scrambling/bouldering opportunities on the south side of the island.

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Site specific barriers to activity development	Access Tidal range
Site	Cosmeston Lakes and Country Park
Overview of site, including key features of the natural landscape	Whilst Cosmeston Lakes fall outside the scope of this feasibility study, its car park, visitor centre and medieval village fall within the rural Vale, therefore it is certainly worth mentioning. The lakes are disused gravel pits that have been reclaimed and are managed by the Vale of Glamorgan. One of the lakes is a nature reserve so no activity takes place in the nature reserve.
Tidal considerations	None
Access and facilities on site	Car parking is free and there are toilet facilities as well as a café and visitor centre.
Geological, ecological and biodiversity considerations	The country park has a variety of habitats covering over 100 hectares of land and water, with some areas designated a SSSI protecting the rare and diverse plant and animal species.
Overview of landowner composition	The site is owned and managed by the Vale of Glamorgan Council
Existing activities typically undertaken here recreationally/self led	Walking, cycling and fishing.
Existing activities undertaken here by organised groups	Paddlesports, sailing, windsurfing, open water swimming, triathlons. Charges apply. Organised Groups: Cardiff Canoe Club - https://www.cardiffcanoecub.co.uk
Existing activities undertaken here by commercial operators	Paddlesports. Charges apply. Commercial Groups: Atlantic Outdoors - https://www.atlanticcollege.org/atlantic-outdoors/ Antur-Adventure - https://www.anturio-adventure.com Further details of commercial operators can be found at https://www.visitwales.com/wato
Proposed activities to be undertaken recreationally/self led	Recreationally, enhance the existing activity offer / enhance the visitor experience.
Proposed activity to be developed by clubs	From a club /organisation perspective, enhance the existing activity / enhance the visitor experience.
Proposed activity to undertaken by commercial operator	From a commercial operators perspective, enhance the existing activity / enhance the visitor experience. Enable businesses to operate from the site, including hire businesses.
Activities which should not take place at this location and why	Non-managed activities
Site specific recommendations / opportunities to enhance activity take up / development	Whilst the venue currently attracts a significant footfall of visitors, primarily during the summer months, for a variety of reasons, the adventure activity offer is limited to managed/organised groups. The presence of an activity provider and/or hire business would certainly enhance to offer to the many visitors of the park. The development of showers and changing rooms would compliment the activity offer at Cosmeston Lakes and make it a more attractive proposition and enabling it to become an adventure activity hub.
Site specific barriers to activity development	Funding for infra-structure development.

7. Recommendations

The outcomes and recommendations of this feasibility study are based on engagement with:

- The Vale of Glamorgan Council and a number of its key employees, primarily from Creative Rural Communities, Tourism and Recreational Land management;
- The Tourism Trade;
- The Visitor/Tourist
- Adventure Activity Providers within a 50 mile radius of the Vale of Glamorgan, yet within Wales;
- Local Residents;
- Local Businesses with direct and indirect involvement with the outdoors;
- Land Owners;
- Land Managers.

It has become apparent that the Vale of Glamorgan is:

“One of Wales’ Best Kept Secret Adventure Destination”

Such a statement could ‘sell’ itself, just as long as there is the infrastructure and the right offer to back it up.

The recommendations have been identified as either:

- **Short term goals** – within the next 12 months;
- **Medium term goals** – within 12-24 months;
- **Long term goals** – between 2 and 5 years.

7.1 Short term goals

Marketing

- a. Identify the Vale of Glamorgan’s ‘unique selling point’ (USP) in the context of the adventure offer i.e. Is it ‘Wales’ best kept secret adventure destination’?; Is it ‘the cliffs of Glamorgan’?; Is it ‘the Heritage Coast’ that currently under sells itself?; A need for its own ‘Adventure Vale Brand’ - ‘Morgannwg’s Coast & Country - a “gem” for adventure’;
- b. Create a Vale of Glamorgan Activity Map, highlight places where certain adventure activities can take place recreationally, places where adventure activities are offered commercially; clubs who offer adventure activities – canoe/kayak/SUP/walking/climbing, surfing etc. Reference links to the Health & Well-being goals to capitalise on the health related agendas;
- c. Develop a visitor facing activities only website or section within the Vale of Glamorgan website (Visit the Vale) that showcases the adventure activity offer and the respective

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accredited providers. The visitor facing portal could be similar to that of the schools visits portal, with a 'shopping list' of requirements to choose from;

- d. Commission a video showcasing the adventure offer along the Heritage Coast and rural Vale;
- e. Commission an image library of (safe) adventure shots to be freely available to be used by the council and local businesses/organisations to assist with promoting the local adventure offer.
- f. Based on findings from the visitor survey, targeted marketing should be aimed at those aged 26 - 49 and families.

Business development

- g. Establish a Vale of Glamorgan Adventure Ambassador who could join the wider Vale Ambassador Programme. This appointment could offer a positive crossover between Visitor amenity and residential recreation opportunities;
- h. Vale based Activity Network pilot a network of adventure activity providers for obtaining and sharing relevant information between all interested parties;
- i. Develop a wider online portal/virtual network of activity providers and tourism businesses for obtaining and sharing relevant information between all interested parties i.e. outdoor providers, tourism trade, landowners, land managers conservation groups etc. Such networking could be the catalyst to establishing joint marketing opportunities and be-spoke packages for visitors;

Events

- j. Run a 'follow-up' Showcase event 2020, informed by the initial showcase event in 2019 – focused on the findings and recommendations of the first study;
- k. A series of Pop Up Adventure activities across the Vale responding to the clear message from visitors and residents that there is an appetite for more taster activities.

Operational

- l. Acknowledge the existing 'due diligence' model for determining the suitability (accreditation) of adventure activity providers, thus reducing 'the burden' and lifting 'the barrier' for adventure activity providers to engage with adventure activity provision in the vale of Glamorgan.
- m. Further research is required to established why more people do not visit the Vale for adventure activities.

Infrastructure

- n. Establish public wifi sites – the Vale's 4G network coverage could be better and could equally be enhance by public wifi spots at key gateways to specific locations throughout

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the Vale. There is a need to access information on the go when undertaking adventure activities i.e. adventure/activity map, navigational maps, safety information etc. When logging into the public wifi there could be a splash page that directs the user to the adventure section on the Visit the Vale page for relevant information.

- o. Create incentives (infrastructure and marketing opportunities) to attract hire businesses i.e cycle hire, sit on top hire, surf board hire etc at the identified sites in the Vale of Glamorgan.

7.2 Medium-term goals:

Marketing

- a. Establishing a strong brand position for the Vale of Glamorgan (in the contest of the adventure offer) as Wales' Best kept Secret Adventure Destination to include brand strategy, USP and keywords associated with the Vale, a bilingual visual identity, key themes, marketing strategy, audience development plan etc.;

Business development

- b. Vale of Glamorgan 'Outdoor Activity Liaison Officer' – a contracted post that could:
 - i. establish a simple process for any adventure activity provider to use Vale of Glamorgan resources/facilities and/or privately owned land (subject to the necessary arrangements in place). Process to include: Easy to complete forms; who to contact; how long you will wait for a response, drafted SLA's/Partnership agreement etc.,
 - ii. provide a sports development role so the position would be both getting locals into the outdoors through working with schools and other groups, supporting business in ways that have already been mentioned,
 - iii. act as an outdoor activity tourism consultant, helping to track down further funding for projects and business support;
- c. Grow a self-sustaining network of adventure activity providers for obtaining and sharing relevant information between all interested parties, based on the recommendation in 1.e above;
- d. Outdoor Conference, capitalizing on both Pop-up Adventure showcase events and linking in with European partners – County Kerry (Southern Ireland) - possible cooperation opportunity;
- e. Carry out a skills gap analysis to identify where the shortages of adventure activity instructors skills lie in relation to the specific adventure offer in the Vale

Events

- f. Establish a Vale Outdoor Show, possibly working with St Donats and/or perhaps provide added value to the Vale Show at Fonmon Castle;

Education

- g. The Vale of Glamorgan's future generations lie in the schools of the Vale. Extend the educational offer within the Vale through its Vale school trips programme, to remind schools of the assets the Vale has and how their exploration could be achieved with listed accredited adventure activity providers, would certainly fulfil the requirements of the new national curriculum for Wales;

Infrastructure

- h. The activity/venue matrix in section 6.2 suggests several infrastructure changes that could be implemented at specific venues to improve the potential for adventure activity development. Several of these changes could be implemented in the short term, whereas others would be longer-term proposals.

7.3 Long-term goals:

Infrastructure

- a. Develop an Adventure Activity Hub - a meeting place and eating place as well as a place for adventures, at an agreed and suitable location - Rhoose Point, Pont Alun Quarry, Pant Quarry, St. Donats Castle (Atlantic College), Llantwit Major Town. Such a development would enable raised expectations for the visitors with high quality services that linked to the outward offer of adventure activity provision across the Vale of Glamorgan. It would also offer greater employment opportunities across the tourism sector provision;
- b. Establish satellite Hubs across the Vale with links to the main Adventure Hub, including the development of these sites (infrastructure and resources) within the Vale. Sites worth considering would be: Rhoose Point, Pont Alun Quarry, Pant Quarry; Ogmore Beach & River, Witches Point, St. Donats Castle (Atlantic College), Llantwit Major, Cosmeston, Porthkerry. There may also be other locations/redundant rural buildings that could be considered - Boys Club site in St. Athan, Power Station Education Building, Aston Martin Training Centre

7.4 Examples of where and how an Adventure Activity Hub & Spoke development could function

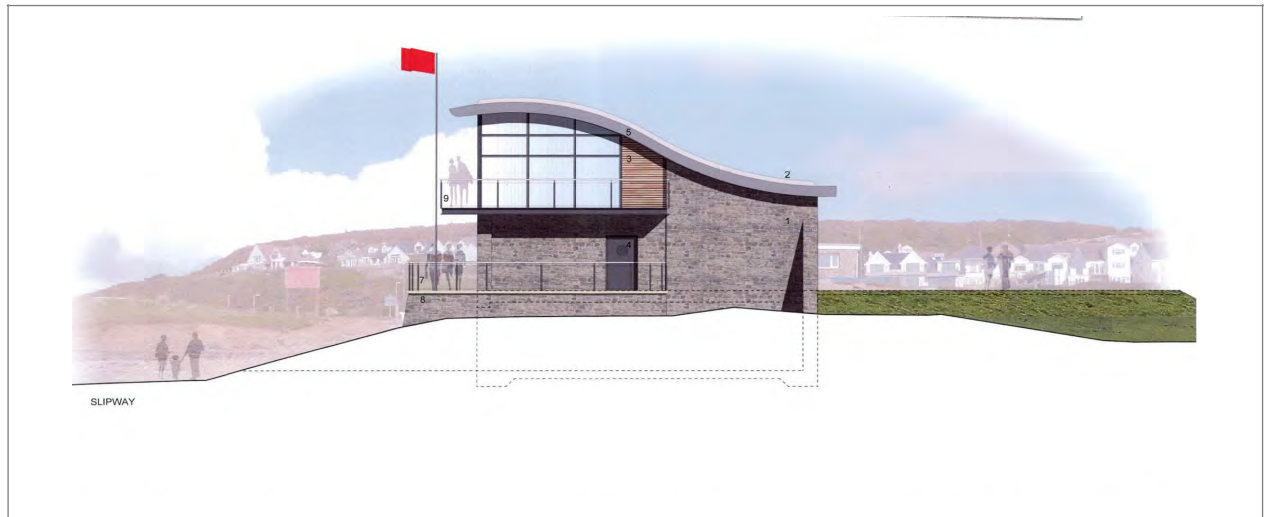
7.4.1 Commercial opportunities at the Pen-y-Bont surf lifesaving club building in Ogmore-by-Sea.

The Vale of Glamorgan's Commercial Opportunities Feasibility Study Stage 2 Report (March 2016) suggests that a great deal of effort and project planning has already been invested into developing a new scheme to demolish and replace the existing structure with a modern and attractive flagship

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facility which is better able to service the needs of the emergency services as well as vastly improve the visual appearance of this prominent but sensitive headland site. Having already gained planning consent and established a need, linked to the findings of this study, such a development would not only service the emergency services needs but also enable an adventure activity Hub to grow, capitalising on its great location from which many activities could be offered commercially e.g. surfing, paddlesports, coasteering.



Source: PJ Lee Architect and Jenkins Gould Partnership

The project objectives would require re-appraising to ensure they meet the needs highlighted in the 2016 feasibility study along with the identified needs of this study. The results of which could establish a 'hive' of activity and a community focal point for adventure activities.

7.4.2 Commercial opportunities at Rhooose Point Quarry & Lakes

Rhooose Point has a disused quarry site with Bristol Channel frontage and three small lakes. The initial impact assessment identified that whilst fishing appears to be the only activity taking place, according to the Vale of Glamorgan Council, no activities (including fishing) are currently allowed at this site. With some substantial developments at this site, this could become a well location adventure activity HUB at the eastern end of the rural Vale, sheltered from the prevailing weather conditions that periodically hit the Vale of Glamorgan coastline, servicing the needs of locals and visitors alike.

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The site provides excellent potential for some exciting development. There are three small lakes, one of which would be ideal for paddlesport activities (leaving the other two for activities, such as fishing); an expanse of land that could be developed as a mountain bike skills development circuit, as well as car parking; cliff faces that could be stabilised for rock climbing and abseiling activity; access to the sea when conditions dictate for paddlesport skill progression. In addition, it would be feasible to develop a high ropes and zip wire facility and a facility offer that includes: café/restaurant, accommodation, showers, toilets and changing facilities, easy entry and exit points for paddlesport activity, platforms from which to fish.

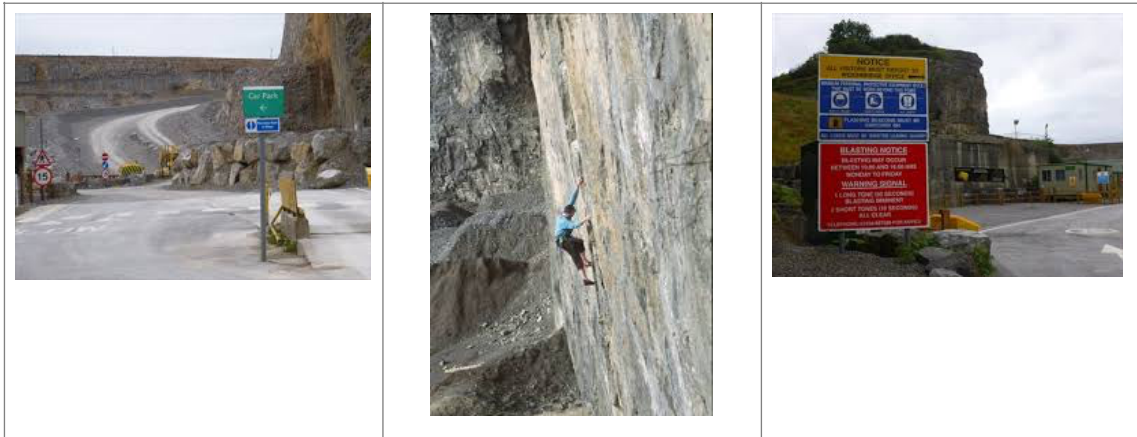
Currently there is limited roadside parking but there is space to develop ample off-road parking. Access to the venue is very easy and only 5 minutes off the main road, Rhoose Railway Station and from Cardiff International Airport – the vale of Glamorgan's very own airport.

7.4.3 Pont Alun / Pant Quarries

Located along the B4265 between Ogmore and St. Brides, both these venues are currently under private ownership and listed as active quarrying sites, with licenses, as it is understood to continue quarrying for the next 5 years. There are currently no activities taking place at either of these venues. According to the South East Wales climbing guide book, Pant Quarry's *'right-hand main wall is one of the most impressive vertical sheets of limestone in the country.... It is mostly a natural of strange scalloped rock.* According to the South Wales Mountaineering Club, *'there is loads of scope for development if access is ever secured in the future'* In addition to these sites having great potential for rock climbing activity, associated activities could be possible, as well as the site having potential to become an 'activity Hub' or 'Spoke'.

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Whilst both sites are listed as being active quarrying site, it is understood that neither are no longer quarried. It is also understood that the British Mountaineering Council (BMC) has expressed an interest in these quarries in the past with the quarry owners, with a view to possibly purchasing them. Access to these sites is off the main B4265 road and whilst significant infra-structure developments will be required to establish these sites as an adventure activity HUB, the offer would be unique. The quality of the rock is already known to the UK climbing fraternity and should this ever become an option, the scope for their development has the potential to be the Vale's 'little gem' for rock climbing and 'via ferrata' activities.

8. Perspectives

In considering the recommendations of this feasibility study, it is worth contextualising the perspectives of the many 'individuals' who may be affected (positively or otherwise). These perspectives have been informed by the many conversations we have had throughout the study period. Let us just consider a few:

8.1 The Resident

Meet Nicola, she is a local resident from Llantwit Major and would like to take up an adventure sport. A local club would possibly be the best option for her but where does she go to find out this information, so that she can contact them to learn more. Alternatively, she may wish to know where (venue/location) she can and can't go to take up these activities for herself.

What are Nicola's requirements/needs to enable this to happen?

8.1.1 A club directory that reflects adventure activities in the area (*Recommendation 7.1c*);

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- 8.1.2 An activity map that highlights venues/locations where adventure activities can take place
(*Recommendation 7.1b*).

8.2 The Day Visitor

Meet Nia, she is planning a visit to the Vale of Glamorgan with her family. She would like to book an activity to do while they are there. Where is she going to look for this? Nia might like to look at a website, an app or a map to explore her options and make a booking in advance of her visit.

What are Nia's requirements/needs to enable this to happen?

- 8.2.1 An activity map that highlights venues/locations where adventure activities can take place
(*Recommendation 7.1b*);
- 8.2.2 A visitor facing portal that highlights all accredited adventure activity providers in the area
(*Recommendations 7.1c*);
- 8.2.3 An App to showcase this offer (*Recommendation 7.1n*).

8.3 The Weekend Visitor

Meet Nia again, she is planning a hen weekend to the Vale of Glamorgan and not only wants somewhere to stay for her and the hen party of 8, but she also wants to organise some adventure activities to keep them busy throughout the weekend. Where might she go for this? She might start with a search of adventure activity providers in the hope they will help not only arrange activities but also signpost her to some appropriate accommodation for the group.

What are Nia's requirements/needs to enable this to happen?

- 8.3.1 A visitor facing portal that highlights all accredited adventure activity providers in the area
(*Recommendations 7.1c*);
- 8.3.2 Access to all tourism businesses via a network so that she can package her needs together – i.e. accommodation, activities, food etc. (*Recommendations 7.1h; 7.1i; 7.2c*).

8.4 The Accommodation Provider

Meet Philippa, she owns a local campsite and has just confirmed a booking from Nia and her hen party group. Does she know where to go to, to be able to send a link for an accredited adventure activity provider. Does that even exist? Nia is really after a 'one stop shop'. Can Philippa provide this?

What are Philippa's requirements/needs to enable this to happen?

- 8.4.1 A tourism sector network that includes all tourism businesses in the area and identifies if activity providers are accredited (*Recommendations 7.1b; 7.1c; 7.1h; 7.1i; 7.1l; 7.2b; 7.2c*);
- 8.4.2 A tourism trade offer of training/workshops etc. to establish and develop the network (*Recommendation 7.2e*).

8.5 The Activity Provider (Current)

Meet Paul, he is an activity provider. To ensure that visitors and residents are aware of his services he has his own website with an easy on-line booking system, is listed on the Vale of Glamorgan Visit the Vale website, distributes fliers through the Vale of Glamorgan Tourism department, makes regular visits to campsites and accommodation providers to network. Paul is interested in offering his activities at new locations. Paul would like to work with the Vale of Glamorgan tourism team to ensure that the area gets the publicity it deserves and becomes known for its activity offer.

What are Paul's requirements/needs to enable this to happen?

- 8.5.1 A Vale of Glamorgan signposting process to help Paul gain access to their activity map/app (*Recommendations 7.1b; 7.1h; 7.1i*);
- 8.5.2 A Vale of Glamorgan Adventure Activity Liaison Officer who could help/signpost Paul to get his permissions to operate at a number of activity sites (*Recommendation 7.2b*);
- 8.5.3 The Vale of Glamorgan Council to work on a re-branding exercise which recognises the diverse adventure activity offer in its area (*Recommendations 7.2a; 7.3a; 7.3b*).

8.6 The Activity Provider (Potential)

Meet Ali, she would like to set up a kayak touring business operating in the Vale of Glamorgan. Where can she operate from. There are a few key places Ali might like to consider for their facilities/offer but she is unsure if the correct permissions are in place. Ali would need to contact the landowner(s)/Land manager(s) to gain permission or a licence to operate.

What are Ali's requirements/needs to enable this to happen?

- 8.6.1 A Vale of Glamorgan signposting process to help Paul gain access to their activity map/app (*Recommendations 7.1b; 7.1h; 7.1i*);
- 8.6.2 A Vale of Glamorgan Adventure Activity Liaison Officer who could help/signpost Ali to get his permissions to operate at a number of activity sites (*Recommendations 7.2b; 7.3a; 7.3b*).

8.7 The Private Landowner

Meet Julian, he is an agent for a major land owner in the Vale of Glamorgan with the power (via the landowner) to grant permissions to adventure activity providers to operate on the private land. What

is his understanding of the activity and its delivery? How does he know that what is being offered is 'good practice' and that the adventure activity provider is suitably accredited?

What are Julian's requirements/needs to enable this to happen?

- 8.7.1 A database of accredited adventure activities who are likely to want to use the Vale of Glamorgan for activity delivery (*Recommendation 7.1h; 7.1l*);
- 8.7.2 A sector facing portal to be used by all involved in the tourism sector, which contains all relevant information about activity deliver, how to obtain permissions to use sites for adventure activities, adventure activity providers, land owners, land managers etc. (*Recommendations 7.1i; 7.2b; 7.2c*).

NB.The Vale of Glamorgan's Liaison Officer is key to supporting this process.

8.8 The Local Authority & Land Manager

Meet Steve, he is employed by the local authority and oversees the management of a number of sites in the Vale of Glamorgan. He gets request from a number of adventure activity providers to use the sites he manages. What does he need to know to speed up the process for the adventure activity providers and reduce the perceived barriers that the adventure activity providers may believe are there?

What are Steve's requirements/needs to enable this to happen?

- 8.8.1 A Vale of Glamorgan Adventure Activity Liaison Officer post who will be able to help/signpost interested parties to get his permissions to operate at a number of activity sites (*Recommendations 7.1b; 7.1c; 7.2b*);
- 8.8.2 A sector facing portal to be used by all involved in the tourism sector, which contains all relevant information about activity deliver, how to obtain permissions to use sites for adventure activities, adventure activity providers, land owners, land managers etc. (*Recommendations 7.1h; 7.1i; 7.2c*).

8.9 The Public Sector Natural Resources Manager

Meet Liz, she is the local officer who is responsible for granting permissions to use designated sites e.g. SSSI's. She has received a request from an adventure activity provider to deliver coasteering activities at a SSSI along the Vale of Glamorgan coastline. She needs to know the exact location of where the provider wishes to operate and what the activity entails. Also, she needs to know if the provider is appropriately accredited and is signed up to nationally recognised guidelines i.e. the National Coasteering Charter (NCC) guidelines.

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What are Liz's requirements/needs to enable this to happen?

8.9.1 An activity map that highlights venues/locations where adventure activities can take place
(*Recommendation 7.1b*);

8.9.2 A tourism sector network that includes all tourism businesses in the area and identifies if activity providers are accredited (*Recommendations 7.1h; 7.1i; 7.2c*);

8.9.3 A Vale of Glamorgan Adventure Activity Liaison Officer who will be able to help/signpost interested parties to get his permissions to operate at a number of activity sites
(*Recommendations 7.1b; 7.1c; 7.2b*);

NB. The Vale of Glamorgan's Liaison Officer is key to supporting this process;

8.9.4 A database of accredited adventure activities who are likely to want to use the Vale of Glamorgan for activity delivery (*Recommendations 7.1h; 7.1i; 7.1j; 7.2c*);

8.9.5 A sector facing portal to be used by all involved in the tourism sector, which contains all relevant information about activity deliver, how to obtain permissions to use sites for adventure activities, adventure activity providers, land owners, land managers etc.
(*Recommendation 7.1i*).

8.10 The Equipment Retailer/Rental Business

Meet James, he runs an outdoor equipment retail outlet where he meets many people who frequent his shop to buy outdoor equipment and seek advice as to where to go for activities such as kayaking, surfing etc. He needs to know where to send those who are asking about locations/venues; He needs to know the local activity providers and what they offer.

James is considering extending his offer to include outdoor equipment rental such as Kayaks, Stand Up Paddleboards, Surfboards, Mountain Bikes. Hold rental equipment is a big investment. He needs to know that the opportunities are there for him to make a return on his investment.

What are James' requirements/needs to enable this to happen?

8.10.1 An activity map that highlights venues/locations where adventure activities can take place
(*Recommendations 7.1b, 7.1h*);

8.10.2 Access to a database of accredited adventure activities who are local to the Vale of Glamorgan for activity delivery (*Recommendations 7.1c; 7.1h; 7.1i; 7.1j; 7.2c*);

8.10.3 Incentives (infrastructure and marketing opportunities) to establish his hire business(es) i.e. cycle hire, sit-on-top hire, surfboard hire etc. at identified safe sites within the Vale of Glamorgan (*Recommendations 7.1.o*).

9. Indicative Costs

Recommendations	Cost	Notes
7.1a. USP & marketing direction	£5,000-£10,000	
b. Activity map	£5,000-£10,000	
c. Adventure activity section on web	£3,000	
d. Adventure film	up to £5,000	
e. Image library	£10,000	
f. Targeted marketing	n/a	Council to incorporate into current role
g. Adventure Ambassador	n/a	Council to incorporate into current role
h. Vale based activity provider network pilot	£2,000	
i. Digital portal/virtual activity provider network	£2,000 - £5,000	
j. Showcase event 2020	£10,000	
k. Pop ups	£500- £1,000 per event	
l. Acknowledge due diligence model	n/a	Council to incorporate into current role
m. Visitor research		
n. Public wifi sites	n/a	Council to incorporate into current role
o. Incentive schemes	£5,000-£10,000	
7.2a - Brand strategy, marketing strategy etc	£40,000	
b. Adventure liaison officer	£20,000 - £25,000 per annum plus on-cost, T&S, venues	

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c. Grow network	Minimum £2,000 per annum	Should grow organically once network established but someone needs to lead.
d. Outdoor conference	£10,000	
e. Skills gap analysis	£3,000	
f. Vale outdoor show	£10,000	
g. Education with schools	n/a	Council to incorporate into current role or adventure officer role. Could filter into the Sport Wales 5x60 local officer role.
h. Infrastructure developments informed by activity/venue matrix	Various	
7.3a Adventure activity hub	£25,000 to deliver feasibility study	Important to have industry lead on this.
b. Satellite hubs with link to main adventure hub		

10. Outcomes to date

Various outcomes have been achieved over the duration of the feasibility study:

1. A process has been established to license coasteering with NRW on protected sites
2. An activity provider has received a coasteering license to operate at the protected site
3. An activity provider is commencing the delivery of activities at Cosmeston 2020
4. Discussions are underway to hold a showcase event in 2020
5. An outdoor activity network pilot has received confirmation of funding from the Local Action Group
6. An outdoor activity/venue matrix has been created as part of this feasibility study. Information included in the matrix can be used to help inform all partners of available activities in the project area and potential developments to improve the activity offer
7. The feasibility study has successfully engaged partners from various sectors who express a desire to work together to better promote the activity offer in the area
8. Outdoor activity provider has taken on the running of a container unit at Southerndown

11. Funding Opportunities

11.1 The Landscape

Implementing the Short, Medium & Long Term goals has the potential to achieve a step change in repositioning and changing the perception of the rural Vale as an adventure tourism destination. As well as coordinating the delivery of these goals, the priority will be to attract external funding support, including private sector involvement, for the delivery of the goals.

A key issue to funding is to appreciate that the private sector is often risk averse and will often look to the public sector to take away or underpin risk before the private sector will come in. True private sector inward investments often tend to be rare, and as a rule the private sector will best respond to opportunities presented by the public sector. The identified goals will require a level of public sector pump-priming investment to realise the potential. Securing funding for regeneration and renewal projects in Wales is not easy, takes time and requires significant resource investment in project and business case development. This has only got more challenging with the cuts in public expenditure in recent years.

11.2 Existing resources

The CRC will need to consider how best to utilise its own resources.

11.3 External funding sources

There are still a number of possible funding opportunities, which will be subject to the timescale of any development project going forward and the conditions of the awarding body at the time of application. It is a competitive environment, but elements of the scheme could be attractive to funding organisations subject to their rules and the arrangements and legal management entity that is established between partners.

Possible funding sources are outlined below.

11.3.1 CRC Rural Development Plan (RDP)

The key external funding route is likely to come from the Rural Development Plan in the Vale of Glamorgan. The goals appear to meet a core priority of the Local Development Strategy (LDS) for 2014-2020, specifically “Adding value to local identity and natural and cultural resources”. The RDP allocation is to help fund and develop innovative projects and ideas to secure a stronger economy, maintain the natural environment and to support resilient communities.

11.3.2 Coastal Communities Fund

The Coastal Communities Fund (CCF) was launched by the Government in 2012 and is aimed at encouraging the economic development of the UK’s coastal communities, funding projects that will deliver sustainable economic growth and jobs. The Fund utilises income from the Crown Estate’s marine assets (approximately 50 per cent of the income generated annually), and is administered by the Big Lottery Fund across the UK. To date, grants have been awarded to 218 organisations across the UK to the value of £119 million.

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The UK Government announced on 8th July 2015 that the CCF will be extended to 2020/21. At least £90m of new funding will be available from 2017/18 following the end of the current programme.

Applicants are encouraged to match fund their bids, although this is not a prerequisite for the award. Although now passed, examples of projects that would fit the CCF criteria for funding in the Round 3 guidance were:

- Projects aimed at the creation of direct and indirect jobs with business development / business support elements for small and medium sized businesses, including targeted incubation support;
- Projects aimed at improving the local economy, boosting tourism, promoting the area as a viable recreation destination;
- Programmes aimed at increasing visitor income from a programme based on thematic clusters such as coastal walks, local produce initiatives, adventure tourism to develop a distinctive, but diverse offer for the area;
- Development of a coastal resorts tourism and leisure offer to integrate these facilities into the town centre and new retail development scheme;
- Projects aimed at addressing seasonality by creating new patterns of demand for tourism by establishing market niches across the year.

CRC have been awarded a CCF to 'maximise the employment potential of the Glamorgan Heritage Coast', specifically improvements to the slipway at Dunraven Bay and the provision of commercial storage units adjacent to the Heritage Coast Centre.

11.3.3 Events Wales

The Major Events Unit (MEU) at Event Wales provides financial assistance for events although the major focus is on supporting the design and delivery of major events, which will attract and influence large scale international audiences and extensive media coverage. However, it is worth making contact with the Unit as they are keen to develop growth events, which provide a unique experience.

11.3.4 Tourism Investment Support Scheme (TISS)

TISS is a grant scheme for new and existing Welsh tourism businesses looking to upgrade the quality of facilities and increase capacity where there is a gap in the market. The scheme, operated by the Welsh Government, provides up to 25% funding for projects from £5,000 to £500,000.

Capital projects eligible for support include:

- Imaginative new visitor experiences/interpretation in tourist attractions;
- Upgrading in the activities sector to improve visitor experience and competitiveness;

- Upgrading to provide a Sense of Place (SOP) in accommodation and restaurants, that are visitor related.

11.3.5 Visit Wales Destination Management : Tourism Product Innovation Fund (TPIF) & Regional Tourism Engagement Fund (RTEF)

In addition to TISS, a range of funding support is available from Visit Wales to support the development and growth of tourism in Wales. Funding streams include the Tourism Product Innovation Fund and Regional Tourism Engagement Fund, the purpose of which is to work with tourism sector partners across Wales to deliver the 10% growth target set out in the tourism strategy. The funds aim to encourage closer joint working between tourism consortia, partnerships and trade groups and to develop and improve the product offer to visitors which will benefit the tourism sector, local communities and critically, help to grow the tourism economy in a sustainable way.

There is an upper limit of **£150,000** of TPIF funding over 2 years. Up to 100% funding is available for eligible project activities however, projects with match funding will be scored as part of assessment criteria more favourably.

11.3.6 Welsh Government's Micro & Small Business Fund (MSBF)

MSBF is a capital fund supported through the Welsh Government Rural Communities – Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development, and Welsh Government. It enables smaller businesses to develop quality sustainable tourism products which create jobs and stimulate growth in new and existing markets.

The fund priorities include (this list is not exhaustive):

- High quality, innovative, reputation changing tourism products.
- Luxury hotels (existing expansions, upgrades and new hotels).
- All weather, all year, attractions.
- Flagship attractions.
- Innovative Activity experiences.
- Distinctively Welsh visitor focussed food experiences.
- Top end and innovative Glamping & Camping experiences.
- Spa & high quality leisure facilities.
- Innovative Cultural or Heritage related projects.
- Distinctive & high quality inns, B&B's, Guest Accommodation products.
- Unusual places to stay.

11.3.7 Heritage Lottery Fund / Big Lottery Fund

Administered by the Heritage Lottery Fund (HLF) and jointly funded with the Big Lottery Fund, the HLF indicates that the nation's parks (and cemeteries) have always been a priority since the HLF first started investing in them in 1996. The Parks for People programme makes available funding between £100,000 and £5 million and has paid for up to 90 per cent of project costs (although the average is typically 60%), and is aimed at existing urban and rural parks, when it can be demonstrated that the local communities values the park as part of local heritage.

Since its launch in 2006, Parks for People has allocated £254 million to 135 projects across the UK (average £1.88m) with 50% of its funding so far targeted at the 20% most deprived wards in the UK.

Five programme outcomes are set:-

- Increasing the range of audiences;
- Conserving and improving heritage value;
- Increasing the range of volunteers;
- Improving skills and knowledge through training; and
- Improving management and mainstream.

The rural Vale represents a quiet recreation destination. Looking forward there is an opportunity to raise ambitions and investigate developing the potential of a number of sites.

12. Conclusion

The WATO team, through its engagement with all interested parties have completed a thorough investigation into what is feasible in relation to the adventure offer (the range of activities and business opportunities), which can take place within the rural Vale, including along the Vale of Glamorgan coastline. The study clearly identifies a range of phased (short, medium and long-term) recommendations for the Vale of Glamorgan Creative Rural Communities (CRC) team to consider how and when to implement in line with their current Local Development Strategy. The recommendations are structured in a way that will allow the CRC to prioritise its work programme over the next 5 years.