

Investment / Sponsorship Opportunity Title	Keeper's Pond	Number	001
Originator's name	Steve Rogers	Validated	Yes
Originator's organisation	Torfaen County Borough Council – Forgotten Landscapes Partnership	Date	7 August 2012
Email Id	steven.rogers@torfaen.gov.uk	Tel. No.	01494 742794

1. WHAT IS THE OPPORTUNITY (e.g. wildlife, plant life, site, attraction, facility or role etc. in the Valleys Regional Park)? Please also provide a jpeg quality photo if applicable / possible.

**Creation of circular walk at Keeper's Pond.** This is the flagship environmental project for the planned Eastern Valleys Green Loyalty Card Pilot (planned: Oct 2012 – Oct 2013).

2. WHERE IS THE LOCATION?

Keeper's Pond, 1 mile north of Blaenavon

3. PLEASE INDICATE WHAT TYPE OF SUPPORT IS REQUIRED:

In-kind support required?	YES	
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*If YES, please indicate what type of support is required and the benefits this will provide*

Staff from corporate sponsor join in on maintenance tasks as part of Cos team building programme

Financial support required?	YES	
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*If YES, please indicate the value of the support required and the benefits this will provide*

**Option 1 Board walk installed by contractors**

350m DDA compliant boardwalk at £300/m = £105,000

350m non DDA compliant boardwalk at £150/m = £52,500

**Option 2 boardwalk installed as a community activity** (including FLP volunteers and LA Wardens)

350m DDA compliant boardwalk at £150/m = £52,000

350m non DDA compliant boardwalk at £75/m = £26,250

In my view Option 2 provides the best way forward. Delivered as a community project it could engage and benefit the following groups:

- local people – sense of ownership / community pride / skills training
- FLP volunteers – skills training
- Staff from the sponsoring businesses - team building / understanding of heritage landscape
- Local Authority and National Park Wardening staff – supervision and project management

**Option 3 Alternative heritage trail from same location: £1,000**

Short circular trail to lead visitors to historic industrial earth workings adjacent to Keeper's Pond



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called patchings. This would require 750cm high waymarking posts supported by a trail leaflet / smartphone trail

#### 4. HOW WILL THE INVESTOR / SPONSOR BENEFIT?

Consultation conducted during the FLP planning stages 2008 – 09 identified the request for a circular walk as highly popular amongst both visitors and local residents.

The corporate sponsor would benefit from the enhanced profile of providing the finances to install a circular trail at this location which is the most popular car park within the World Heritage Site (50,000+ cars pa).

The corporate sponsor would also benefit from staff team building (if in-kind support was provided), giving something to the community and through the free promotion it would receive as a supporter of the WHS. If financial support was provided (e.g. partial or full subsidy to build the boardwalk) then it's logo could be added to trail way-marking ( e.g. 5 way-marking posts), a sponsor's sign at Keeper's Pond car park – subject to planning consideration, inclusion in 2500 walk leaflets that are distributed at the principal Tourist Information Centre in south and central Wales, plus articles in WHS press and on partnership websites (i.e. Brecon Beacon National Park, Visit Blaenavon, Valleys Regional Park Heart & Soul, Visit Wales and three local authorities: Monmouth, Torfaen and Blaenau Gwent).

The sponsor / investor would also benefit from increased brand awareness resulting from inclusion in press releases and related marketing opportunities as part of the £400,000 marketing campaign, over the next two years, to promote the Valleys Regional Park primarily to visitors within a 2 hour journey time of the region.

**In summary, a sponsor / investor could use this as an opportunity to highlight their environmentally-friendly, community, regional and Welsh credentials. This should add weight to relevant tenders in addition to raising brand awareness.**

#### 5. WHY SHOULD THIS INVESTMENT / SPONSORSHIP OPPORTUNITY BE A HIGH PRIORITY?

Extensive consultation has demonstrated that the creation of a circular walk would be popular with visitors and local residents alike. There is no doubt that it would be well used as it is at the most popular car park in the heritage landscape (50,000+ cars pa).

#### 6. ANY OTHER COMMENTS?

Support for a WHS provides a corporate sponsor with a real opportunity to demonstrate its Corporate Social Responsibility (CSR) credentials

#### 7. PLEASE PROVIDE A LOCAL NAME AND CONTACT DETAILS FOR MORE INFORMATION

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