

Investment / Sponsorship Opportunity Title	FLP Iron Mountain Trail	Number	011
Originator's name	Gareth Phillips	Validated	Yes
Originator's organisation	FLP / TCBC	Date	120608
Email Id	Gareth.phillips@torfaen.gov.uk	Tel. No.	01633 648041

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.

Blaenavon World Heritage Site Iron Mountain Trail (and or other routes)

2. WHERE IS THE LOCATION?

Blaenavon World Heritage Site

3. PLEASE INDICATE WHAT TYPE OF SUPPORT IS REQUIRED:

In-kind support required?

YES / NO

If YES, please indicate what type of support is required and the benefits this will provide

Financial support required?

YES / NO

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

£3,000 / annum

To provide funding to help manage and upgrade the primary footpaths which link the key historic features in the Blaenavon World Heritage Site; including surfacing and drainage, gates, waymarkers and promotion through leaflets

4. HOW WILL THE INVESTOR / SPONSOR BENEFIT?

Sponsorship of volunteer group / Logo on clothes and equipment (all needs to be discussed)

Specifically areas that may be of interest and could be offered in terms of a sponsorship package include:

- 1) Sponsorship of promoted circular routes such as the 'Iron Mountain Trail' which is the principal promoted key route in the Blaenavon World Heritage Centre. Sponsors could adopt this and other routes perhaps?

In return Torfaen Council could:

- 1) Lead guided walks for sponsors staff – through the landscape 'team building days'
- 2) Offer to lead 'team building' Conservation activities with sponsors staff which would in terms be of increase their knowledge and understanding of the importance of the WHS and provide benefit to the WHS. These might include:
 - 1) Reed Bed Planting / management
 - 2) Bracken bashing
 - 3) Maintenance of a footpaths / Circular routes



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- 4) Conservation work at Coity Tip
- 5) Cycleway
- 3) Promote sponsor on trail leaflets, etc
- 4) Association with Blaenavon World Heritage Site / UNESCO etc.

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

Blaenavon Industrial landscape is a World Heritage Site and therefore recognised of outstanding universal value and one of Wales' most important historic landscapes. There is not enough funding available to manage routes that have been constructed over recent years

Flagship Partnership work

6. ANY OTHER COMMENTS?

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

Gareth Phillips

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