

Porthcawl – developing an iconic waterfront destination

EU funding of £1.5 million is being invested in the development through the Welsh Government's Tourism Attractor Destination programme, led by Visit Wales, which aims to create 13 must see destinations across Wales.

The development will include a multi-purpose watersports and café-restaurant facility at Rest Bay with a centre for watersports for use by clubs, associations and private sector operators. The funding will also go towards refurbishment of an existing facility at Porthcawl Harbour to provide improved facilities for boat users and an extension of an existing kiosk/refreshment space. There will also be development of a 4km cycle route that will connect the bays in Porthcawl and provide a shared use scheme for cyclists and pedestrians; connecting up the key developments within the destination.

Minister for Tourism, Culture and Sport, Lord Elis Thomas, said:

“Our aim through the Tourism Attractor Destination programme is to focus efforts and investment on key projects in each region so we have a real impact on Wales’ profile in this globally competitive market. In order to be a leading coastal destination we need to ensure that we have exemplary facilities and services for residents and visitors. This development will give people compelling reasons to visit the area and will benefit both visitors and locals with improved connections between these exciting developments around Porthcawl.”

Councillor Charles Smith, Cabinet Member for Regeneration and Economic Development and chair of the Bridgend Coastal Partnership, said:

“We are delighted to be part of the Tourism Attractor Destination programme and are looking forward to the creation of an all-new iconic visitor attraction in Porthcawl.

Our coastline and beaches have a long history of attracting residents and visitors, and the new centre at Rest Bay will tap into the growing popularity of sea-based sport and leisure activities to create a uniquely-placed watersport destination.

Together with the refurbishment of the marina building and other regeneration projects that are taking place throughout the town, the Tourism Attractor Destination programme is supporting the council's overall efforts to transform Porthcawl into a thriving 21st century coastal resort.”

In total, the Tourism Attractor Destination programme has been approved with £27.7m ERDF towards a total project cost of £61.8m that will see thirteen strategic infrastructure projects realised up to 2021.