



BRIEFING NOTE ON THE VISITOR ECONOMY IN GWYNEDD AND ERYRI

Number 3
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1. Background

This is the third briefing note providing information on the development of the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035. This briefing note covers the work of Cyngor Gwynedd and Eryri National Park in developing the new Plan with our partners.

Further information is available in the first and second bulletin [here](#).



2. What has been going on?

In the last bulletin, we explained the extent of the consultation work and the main messages we had received from you. Based on this, we drafted a Strategic Plan.

We held three Task and Finish Group meetings with representatives from the tourism sector; the business sector; community leaders; the environment sector; public sector and those representing education and language, in order to:

- Provide an opinion and inform the development of the draft Strategic Plan and its measures
- Identify draft implementation priorities
- Provide an opinion on establishing a Gwynedd and Eryri Sustainable Visitor Economy Partnership 2035

The Gwynedd and Eryri Sustainable Visitor Economy Strategic Plan 2035 has been finalised with the following vision:

A visitor economy for the benefit and well-being of the people, environment, language and culture of Gwynedd and Eryri.

Both bodies have redefined the UNWTO definition and agreed the **Gwynedd and Eryri**

National Park Visitor Economy Principles:

1. Celebrate, Respect and Protect our Communities, Language, Culture and Heritage
2. Maintain and Respect our Environment
3. Ensure that the advantages to Gwynedd and Eryri's communities outweigh any disadvantages

Sub-principles have also been developed to inform future priorities:

Celebrate, Respect and Protect our Communities, Language, Culture and Heritage

- A visitor economy in the ownership of our communities with an emphasis on pride in one's area
- A visitor economy that leads in heritage, language, culture and the outdoors

Maintain and Respect our Environment

- A visitor economy that respects our natural and built environment and considers the implications of visitor economy developments on our environment today and in the future
- A visitor economy that leads in sustainable and low carbon developments and infrastructure

Ensure that the advantages for Gwynedd and Eryri's communities outweigh any disadvantages

- A visitor economy ensuring that infrastructure and resources contribute towards the well-being of the community all year round
- A visitor economy that thrives for the well-being of Gwynedd and Eryri's residents and businesses and that offers quality employment opportunities for local people all year round
- A visitor economy that promotes local ownership and supports local supply chains and produce

The Strategic plan was adopted by Cyngor Gwynedd's Cabinet Members and the National Park Authority's Members in February 2023.

You can see the full Plan [here](#).



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3. What will the Plan achieve?

This Plan is ground-breaking for the area and responds directly to the views of many of our communities and the desire of our businesses to operate in a different way in the future.

Our intention is that this new collaboration between Cyngor Gwynedd, Eryri National Park and community, business and public partners will lead to a sustainable visitor economy in the area which gives priority to the well-being and prosperity of our communities, our environment, our language and culture.

- By developing a Sustainable Visitor Economy Plan and Action Plan, it is hoped to create a joint response in order to secure the greatest benefit for the communities, businesses and Special Qualities of Gwynedd and Eryri from future visitors.
- Developing new means of measuring the impact of tourism will allow us to measure much more effectively the effect of the visitor economy on the communities and Special Qualities of the area and respond to this.
- The Plan will influence other policies in Cyngor Gwynedd, Eryri National Park and partners in the field of planning, destination management, environmental management, training and skills, regeneration, etc.
- A Strategic Plan and prioritised Action Plan will open doors to UK and Welsh Government funding and other funding sources.



4. What are the next steps?

It is necessary to establish new delivery arrangements in order to realise the Strategic Plan, and in order to respond to the consultation process and the research. In order to facilitate this, the Council and the Park Authority have signed a Memorandum of Understanding on 26 November 2021.

The Memorandum gives priority to the following:

- To agree on formal collaboration arrangements and structures between the two bodies;
- Establish collaboration arrangements with wider partners;
- Develop action plans;
- Develop appropriate measurements;
- Share good practice; and
- Agree on a Sustainable Visitor Economy Plan 2035.



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The Plan cannot be implemented by the two partners in isolation, realising our vision depends on a broad and new partnership. One of the first actions of this Plan will be the establishment of the **Gwynedd and Eryri Sustainable Visitor Economy Partnership** which will bring partners together for the first time to formally discuss this field of work for the future. If you would like to be part of this Partnership for the future, please contact us on the details below.

The new structure includes the following:

Gwynedd and Eryri Sustainable Visitor Economy Partnership - A new multi-sector partnership to deliver the Visitor Economy Plan by agreeing on delivery priorities, appropriate measurements and regular monitoring.

Gwynedd and Eryri Sustainable Visitor Economy Steering Board - A joint strategic Steering Board between Gwynedd Council and Snowdonia National Park Authority with political representation and senior officers to agree on the strategic direction of the visitor economy between the two authorities. A representation from the Partnership will sit on the Steering Board.

Gwynedd and Eryri Sustainable Visitor Economy Action Group - A group of officers to act on the strategic priorities set by the Steering Board and to support the realisation of the action priorities, the measurements and the monitoring work on behalf of the Partnership.

Finally...

We have submitted bids to a number of different funding sources to support this work, we hope to be able to share more on this in the next Bulletin.

We plan to officially launch the Strategic Plan and the Gwynedd and Eryri Sustainable Visitor Economy Partnership on 25th September 2023.



5. In the meantime...

Although the Action Plan has not yet been developed by the Sustainable Visitor Economy Partnership, action is already taking place by partners in Gwynedd and Eryri. The Case Studies below show the activity that is already taking place which respond to this new Plan.



Caru Eryri

Caru Eryri is a volunteer plan which is run in partnership with Cymdeithas Eryri / Snowdonia Society, the Outdoor Partnership and the National Trust. The aim of the plan is to help manage the effect that increasing numbers of visitors are having on the National Park.

Volunteers can join the volunteer shift by using an online system. There are shifts arranged every Wednesday, Friday, Saturday and Sunday.

Sustainable Parking and Transport in Eryri



Putting the proposals into action has already been initiated for an ambitious and sustainable approach to getting to grips with parking and transport in the northern part of Eryri. The proposals outline how traffic, pollution and noise could be reduced tremendously in the area internal during peak season whilst also significantly improving the visitor experience.

The proposals put forward in the Parking and Transport Review for the Yr Wyddfa Partnership include:

- Seasonal management of parking in the 'internal area' with pre-booking options;
- An all-inclusive visitor access ticket which would encourage using local businesses via discounted prices and offers;
- A new zero carbon fleet of buses;
- Discuss ideas with communities re. parking improvements parking in the gateway villages;
- Transform the way information about parking and access is communicated;
- Infrastructure for electric vehicle charging;
- Management of on street and residents parking in the gateway villages;
- Public transport service, such as the network of shuttle buses, interchanges with long distance railway and bus services, improvements to the wider transport network, and transport services' response to the demand from other sources;
- Review for improvements and work with taxi suppliers;
- Coach parking spaces (buses);
- Walking and cycling initiatives;
- Other complementary services to improve the visitor experience as part of the ethos of promoting sustainable access.



Gwynedd and Eryri Ambassadors

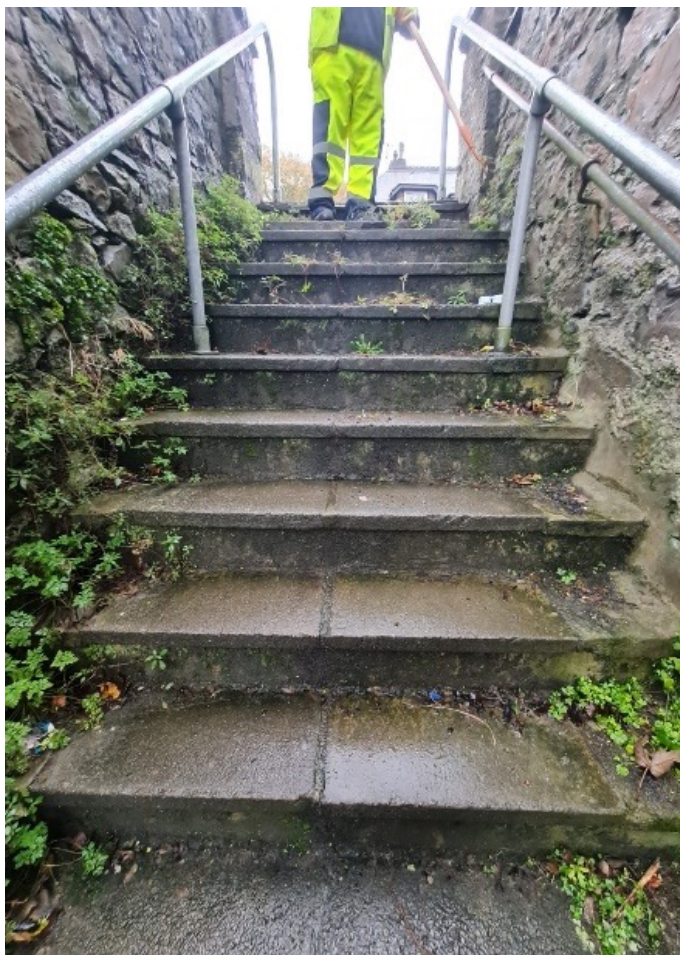


The Gwynedd and Eryri Ambassador on-line courses give people the opportunity to learn and improve their knowledge about the special qualities of the area to explain what makes Gwynedd and Eryri an unique area that cannot be compared to anywhere else.

The course is divided into two parts - the learning part, which includes videos, pictures and text about different topics, and the testing/quiz part, where the users can show how much they've learned.

Three modules (compulsory) must be passed to reach the Bronze level, six modules to reach the Silver level and nine modules to reach the Gold level.

<https://www.ambassador.wales/cy/ambassador-courses/gwynedd-ambassador-course/>



Timau Tacluso Ardal Ni (Our Area Tidy Up Teams): Clean and Tidy Communities

Following an investment of £1.5 million from Gwynedd Council, the Our Area Tidy Up Teams will be working in communities from Aberdyfi to Abergwyngregyn to carry out a range of tidying up tasks such as cleaning pavements and signs, removing graffiti, tidying up roadsides, repairing and installing bins, addressing fly tipping, weeding and the removal of chewing gum.

The intention of the work is to contribute to the goal of making Gwynedd's communities clean and tidy in accordance with the wishes of local residents.

With this investment, the Council will employ new staff who will work in communities across the county, together with specialist vehicles and equipment to carry out thorough tidying work. Small tasks like this can make a world of difference to the look and feel of a street or community and the Our Area Tidy Up Teams will help to provide clean and tidy communities across Gwynedd.

Community pride in our local areas is central to the work ensuring the best for the communities of Gwynedd and those people who visit the area.



Arosfan / Aires scheme

As motor home visits to Gwynedd become more and more evident in our towns, villages and rural areas, better management of motor homes has been the subject of discussion in our communities.

This field was investigated by Cyngor Gwynedd and a report was drawn up which included feedback from communities, businesses and users of motor homes in terms of how better management of the area can be ensured. Based on this evidence, a pilot scheme was developed to trial the use of assets owned by the Council - such as public car parks in appropriate destinations; in order to provide 'overnight' parking for the purpose of motor homes similar to "aires" schemes abroad and to bring benefits to local communities and businesses.

Through the pilot, it is intended to make simple modifications in car parks to provide basic services to motor-home owners such as fresh water, toilet emptying, disposal of grey water and rubbish. The Council is looking at around 6 sites across Gwynedd in urban locations where Motorhome management problems have been a challenge, and these will act as a network. Clear regulations will be set for length of stay and 'camping' activities will not be allowed.

Another scheme will run hand in hand with the development of the Lay-by locations to improve the Council's powers to regulate the area in order to respond to the challenges that arise in some locations in the county with these vehicles parking overnight without the right to do so.

6. Further information?

Further information is available here:

twristiaeth@gwynedd.llyw.cymru

Partnerships Manager, National Park Authority angela.jones@eryri.llyw.cymru

www.visitsnowdonia.info/gwynedd-and-eryri-sustainable-visitor-economy-2035

A Welsh language version of the document is available.

