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Café
Ice Cream

GWYNEDD AND ERYRI 2035 BRIEFING NOTE ON THE VISITOR ECONOMY

Number 4
September 2024



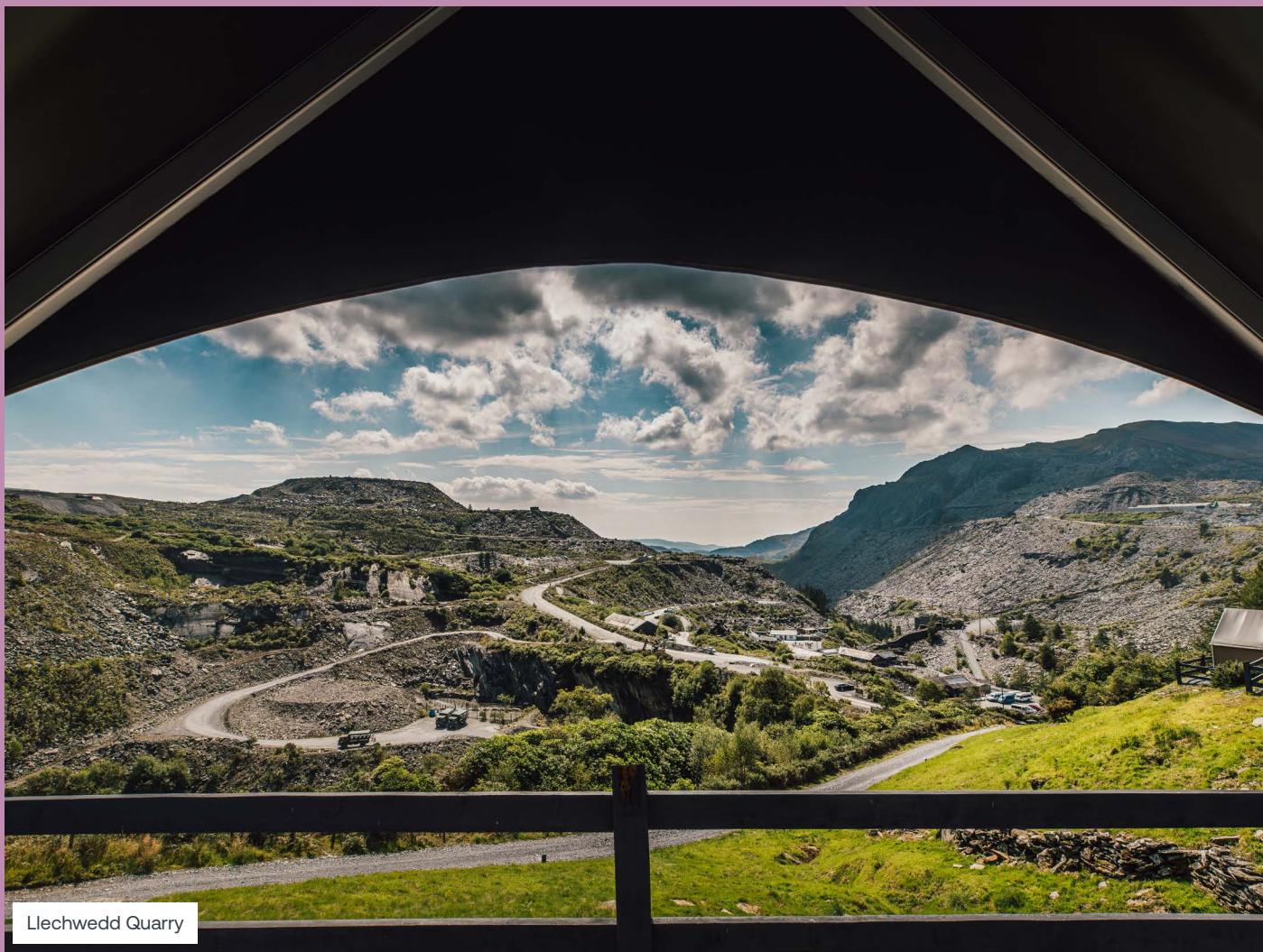


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1. Welcome

Welcome to the fourth briefing note which provides information about the development of the Gwynedd and Eryri Plan 2035. This briefing note deals with the work of Cyngor Gwynedd and Eryri National Park in developing the new sustainable visitor economy plan with our partners.

More information is available in the three previous bulletins [here](#).



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2. What's been happening?

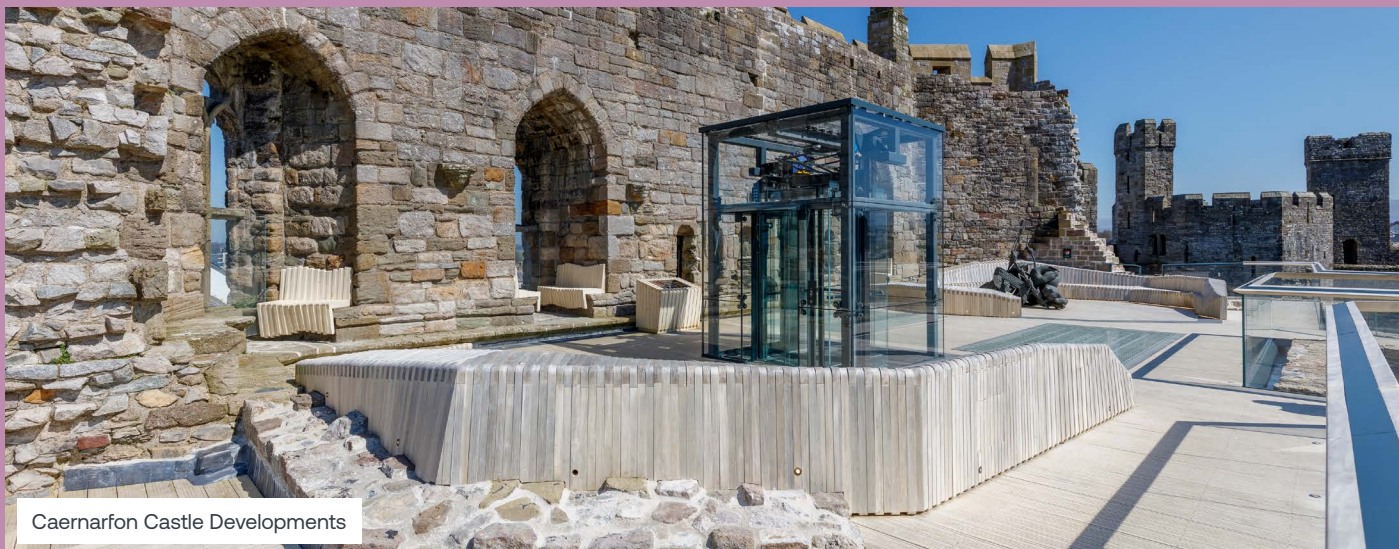
In the last bulletin, we explained that the Gwynedd and Eryri Sustainable Visitor Economy Strategic Plan 2035 has been completed with the following vision:

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

Principles of the Visitor Economy of Gwynedd and Eryri National Park:

1. To celebrate, Respect and Protect our Communities, Language, Culture and Heritage
2. Maintain and Respect our Environment
3. Ensure that the advantages for the communities of Gwynedd and Eryri outweigh any disadvantages

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



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Since the adoption of the Strategic Plan by Cyngor Gwynedd and the National Park Authority in February 2023, the Gwynedd and Eryri 2035 Strategic Plan was launched at Plas Tan y Bwlch, Maentwrog on 25 September 2023.

Discussions have also continued with Conwy County Borough Council regarding their role in the Plan for the rural areas of Conwy which are part of the Eryri National Park. There is now an agreement to commit to the partnership and a memorandum of understanding will be signed between the 3 public sector partners.

Following the launch of the Plan, work has been undertaken to develop a new partnership structure to develop an Action Plan and to monitor the delivery and outputs of the work.

The Tourism Sector Group already met 2 times during 2024 in order to feed activities into the Action Plan and to elect chairpersons. (See 3. Structure of the Partnership)

The Gwynedd and Eryri Action Plan 2035 was developed following extensive consultation work, including:

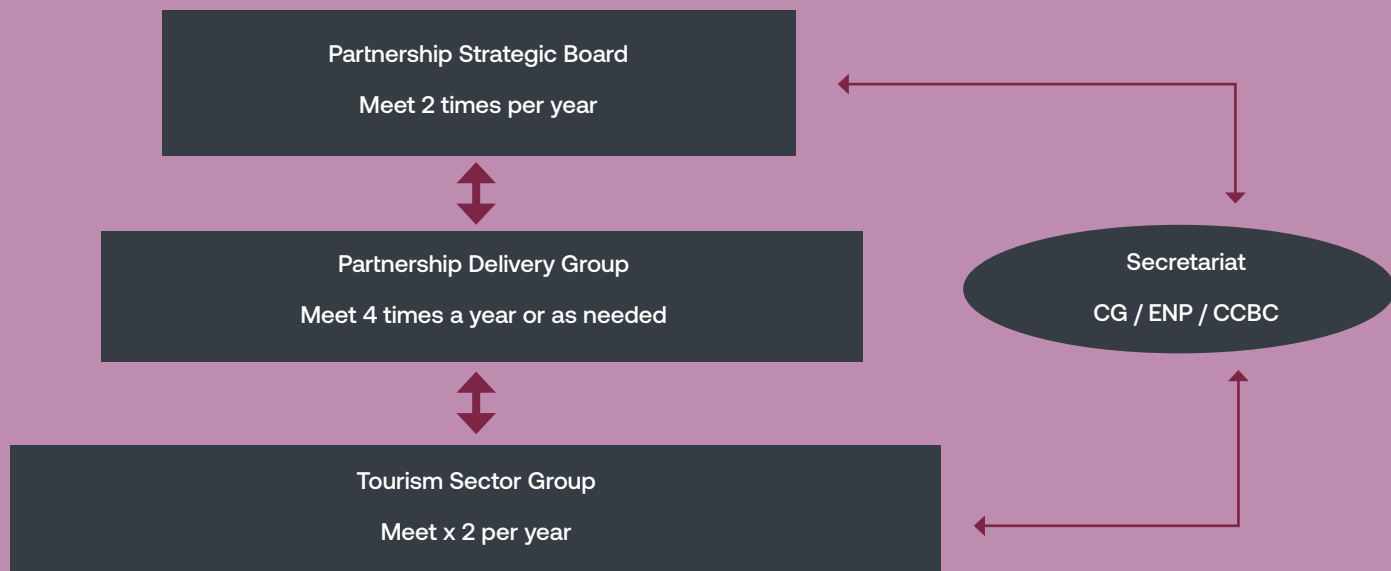
- The discussions during the development of the Strategic Plan which identified the main challenges and opportunities for the area arising from the visitor economy which were held with Members, communities, businesses and partners.
- Discussions with public sector partners.
- Discussions with the Tourism Sector Group.
- Input from colleagues at Gwynedd Council, Eryri National Park and Conwy Council.
- Consideration of priorities identified within Ardal Ni Plans.

This is a live document and will be reviewed and developed as necessary. An Action Plan for the period 2024 – 2025 is now in place (See 4. Action Plan for more information).

3. Structure of the Partnership

The Gwynedd and Eryri Partnership 2035 is administrated in partnership between Gwynedd Council, Conwy County Borough Council and Eryri National Park Authority.

The image below depicts the structure of the Partnership. The structure has been modified and simplified following Briefing Bulletin 2 in order to try to reflect the operating principles of strategic leadership, effective operation and broad ownership:



There is an additional layer to the above structure which is an operational layer to support the partnership and ensure ownership by wider stakeholders and the public sector.

The partnership model seeks to reflect the operating principles by establishing the following:

- a. Tourism Sector Group to ensure broad ownership.
- b. An Action Group to monitor and ensure implementation.
- c. A Steering Board to offer strategic guidance, approve the Action Plan and be a strategic voice for the whole visitor economy.



Councillor Dyfrig Siencyn,
Leader of Cyngor Gwynedd

The Steering Board is jointly chaired by the Leader of Cyngor Gwynedd and the Chair of Eryri National Park Authority.

In response to the establishment of the Partnership, the Leader of Cyngor Gwynedd, Cllr. Dyfrig Siencyn said:

“The establishment of this new and innovative Partnership is an important milestone for us as a Council and our key partner in the National Park as we try to ensure a sustainable visitor economy in the area.

“I recognise that discussions have taken a long time to reach this important point, but I am confident that we now have the strategic plan, the action plan and the best partnership to deliver successfully”.

An innovative part of the new model is the Tourism Sector Group. The Tourism Sector Group brings together the tourism sector and the community sector in order to identify priorities and issues, it also monitors the implementation of the Action Plan.

In order to ensure balance and a balanced overview of the visitor economy, it was decided to elect 2 co-chairs and 2 co-vice-chairs for the Group - one from the community sector and the other from the business sector. For the coming year, the following were elected:

- Community: Einir Young, Llŷn Eco-Museum (Co-chair) and Ceri Cunnington, Cwmni Bro Ffestiniog, (Co-vice-chair)
- Business: Michael Bewick, Greaves Ltd., Blaenau Ffestiniog (Co-chair) and Annwen Jones, Bythynnod Gwyliau Tŷ'n Rhos Holiday Cottages, Cricieth (Co-vice-chair)

The voices of the co-chairs are present in every other element of the Partnership’s structure in order to ensure a voice for the industry and our communities in our discussions.

Cllr. Edgar Owen, Chair of the Eryri National Park Authority said:

“We have worked hand in hand with Cyngor Gwynedd to develop the Strategic Plan, the Implementation Plan and to plan the new Partnership and we are proud to have reached this stage of implementation after so much discussion and scrutiny.

“I am extremely proud of the new partnership model that has been developed and especially the effort to ensure balance and a voice for the communities and businesses of Gwynedd and Eryri at all levels of the operating structure.

“On behalf of the Strategic Board I would like to congratulate Einir, Michael, Ceri and Annwen on their election as co-chairs and co-vice-chairs and I look forward to our collaboration.”



Councillor Edgar Owen, Eryri
National Park Authority Chair



Einir Young, Co-Chair of the Tourism Sector Group



Michael Bewick, Co-Chair of the Tourism Sector Group

A word from the Co-chairs of the Tourism Sector Group

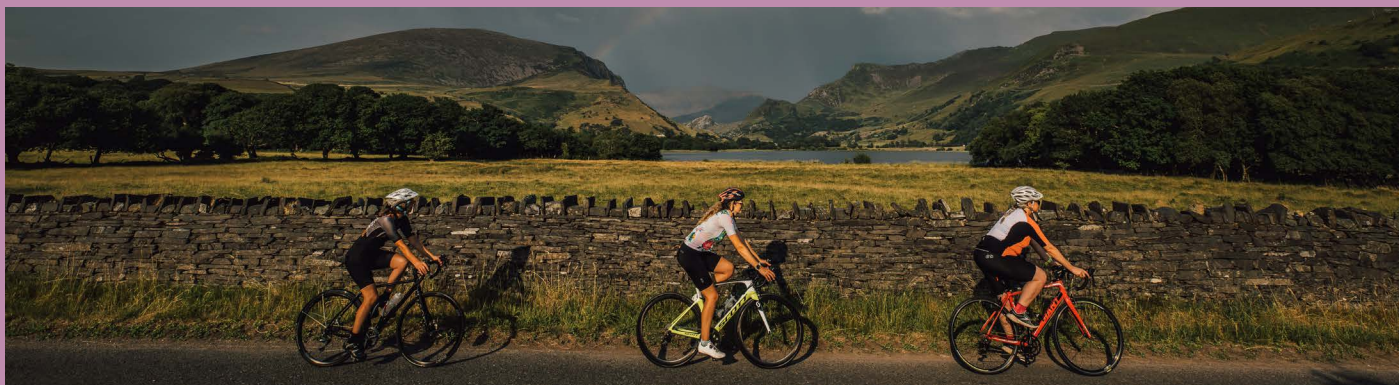
As co-chairs of the Tourism Sector Group it is our privilege to introduce ourselves to you as representatives of the business and community sectors which is part of the Gwynedd and Eryri 2035 Partnership. The co-chairs were selected to represent both sectors ensuring that business and community work together in partnership.

We are fully supportive of the new partnership that is developing in our area and hope that we will see the fruits of the partnership's work over the coming months and years as we move into the implementation phase.

We have extensive experience in the field of visitor economy, and we are both keen to support a regenerative and sustainable visitor economy in our area for *the benefit and wellbeing of the people, environment, language and culture of Gwynedd and Eryri*.

To succeed in our work and to ensure that we deliver the truly regenerative and sustainable visitor economy that we wish to see in the area, having broad and balanced representation is going to be essential so that everyone's voices can be heard and acted upon. That is why the co-chair is such an important element of the new partnership as it symbolises the coming together of business and community voices working together for the benefit of all.

We look forward to working with you as we take action.”



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4. The Action Plan

This Plan will guide our priorities and policies in the field of the Visitor Economy up to 2035.

The Plan will be part of Gwynedd Council's Regeneration Framework – Ardal Ni, and will also influence the investment priorities of Gwynedd Council and Eryri National Park.

The Gwynedd and Eryri 2035 Action Plan was developed following extensive consultation work as already noted.

A copy of the 2024-25 Action Plan can be found [here](#). 3 specific themes have been identified for action with a number of activities or projects included within the theme:

- Research, Skills and Development
- Marketing and Communications
- Collaborative Projects

The Action Plan identifies the following:

- The relevant principle of the Strategic Plan
- The challenge or opportunity identified during consultation
- The action to respond
- Who leads
- The resources needed to deliver
- Timetable
- How the impact of the action will be measured.

With the 2024-25 Action Plan many activities have been planned before the Plan is adopted. Over time, the intention will be for the Strategic Plan to fully inform and influence the projects that will be in the Delivery Plan.



Wales Coast Path. Uwchmynydd, Penllyn

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5. Monitoring progress and measuring impact

Progress in delivering the Strategic Plan and the Action Plan will be an important part of the new structure of the partnership with the Tourism Sector Group, the Implementation Group and the Steering Board all expected to monitor progress in their meetings.

The Action Plan offers clear timetables and outcomes and a leading body so that implementation progress can be monitored and achieved against them.

Traditionally the impact of the visiting economy is measured on the basis of STEAM (Scarborough Tourism Economic Assessment Monitor) which focuses on the numbers and value of visitors to the local economy.

While there is recognition that this is one method of monitoring impact, there is a strong feeling that we need to be measuring the impact of tourism in a much more holistic and balanced way in terms of the principles that have been agreed upon, looking at environmental, community and linguistic impacts in as well.

A Research Task Group worked in this area collaborating with Cyngor Gwynedd's Research Unit, Eryri National Park, the Tourism, Marketing and Events Service as well as Bangor University. Good practice from other areas – specifically Denmark and Slovenia – were also discussed.

This task group has established a 'dashboard' which will give us a more balanced picture of the impact of the visitor economy in the area. Although there are a number of measurements within the 'dashboard' beyond the control of the partners and possibly wider than the visitor economy and visitors – it is a new tool that we will be able to use to monitor the visitor economy eco-system more widely than ever before.



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6. What are the next steps?

With the Gwynedd and Eryri 2035 Partnership now established and the first Action Plan adopted, the next steps will be to proceed to implement, monitor and report on progress through the layers within the Partnership.

Work will also continue to develop the dashboard measurements in order to monitor the impact on the visitor economy.

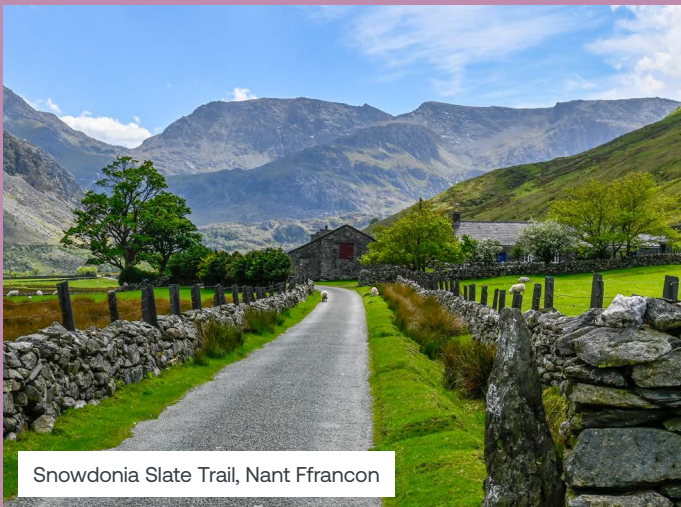
It is intended to hold the new annual Gwynedd and Eryri 2035 conference during the Winter 2024-25 which will be an opportunity to raise awareness of our work, discuss progress and will also highlight good practice from other areas that are trying to establish a sustainable visitor economy.

7. An overview of some of the plans in place from the 2024-25 Action Plan

The action plan contains a list of projects being implemented across the tourism sector in Gwynedd and Eryri for 2024-25. Below are further details on some of the projects listed in the action plan:-

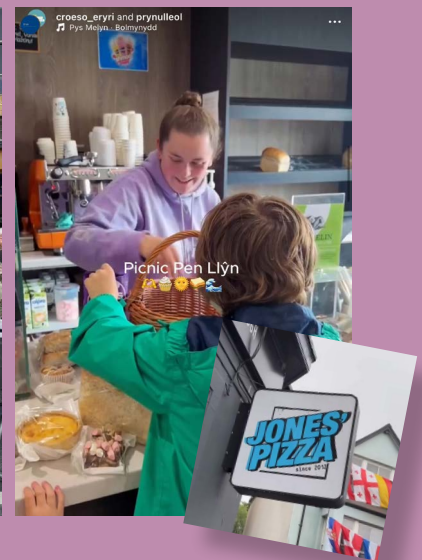
Eryri Slate Trail

Having found that the sector does not provide all the facilities that walkers need as well as the need to improve the Slate Path to bring the Path up to the standard of the National Path research is being undertaken into the facilities available and the needs of pedestrians which has been funded through Grymuso / Empowering Gwynedd. An initial report will be submitted in September 2024.



'Lleol i ni' campaign, Diwylliesiant (a Culture & Wellbeing) Project, the Shared Prosperity Fund

In order to develop more opportunities for visitors to understand what is special about the area and to give visitors the opportunity to 'give back' to the area, the 'Lleol i Ni' campaign creates and promotes local experiences for this area. The aim is to increase awareness of our unique heritage, culture and language, local landscape, produce and communities, as well as increasing spending and extending the season.



Contemporary Art Gallery Project

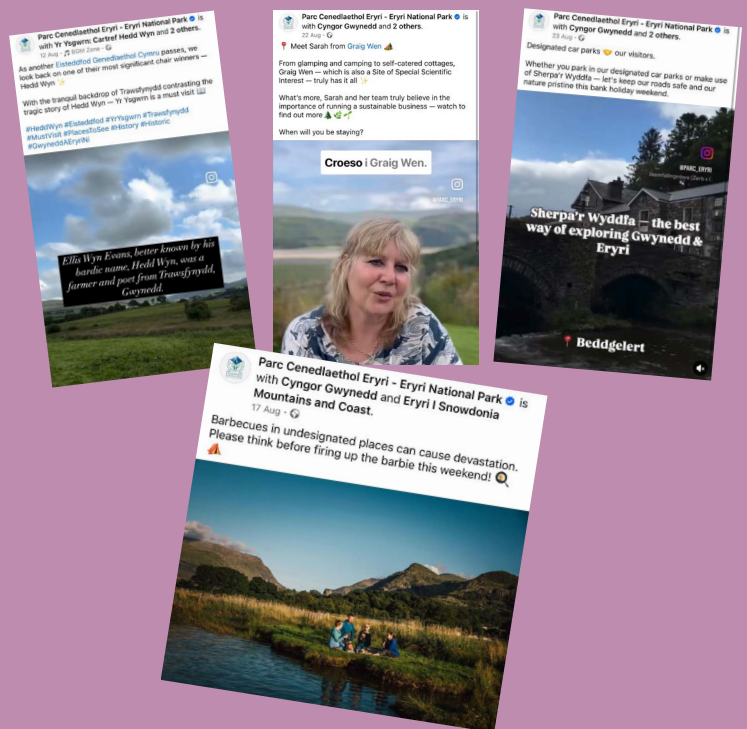
Storiel and Plas Glyn y Weddw have been chosen to be part of an exciting initiative which is establishing a National Contemporary Art Gallery for Wales (NCAGW). Based on a distributed network model, it is a partnership between Amgueddfa Cymru, the National Library of Wales, the Arts Council of Wales, Aberystwyth Arts Centre, Glynn Vivian Art Gallery Swansea, MOSTYN, Llandudno, Newport Museum and Art Gallery, Davies Gallery Newtown, Oriel Myrddin Carmarthen, Plas Glyn-y-Weddw Pwllheli, Ruthin Craft Centre and Storiel Bangor.

This project seeks to make national art collections more accessible to communities in Wales by increasing the opportunities for their display. With an investment of over £300,000 in Storiel and £420,000 in Plas Glyn y Weddw. They will both play a crucial role in the future in displaying works of art to the public that were previously unavailable. This funding will be used to improve security and environmental systems, ensuring conservation and access to significant cultural assets.



Project to promote a sustainable visitor economy in Gwynedd and Eryri 2024/5, Diwylliesiant (a Culture & Wellbeing) Plan, the Common Prosperity Fund

A project to promote a sustainable visitor economy in Gwynedd and Eryri 2024/5, Diwylliesiant (a Culture & Wellbeing) project, the Shared Prosperity Fund. A joint promotional campaign between Cyngor Gwynedd and Eryri National Park Authority to encourage sustainable visiting in Gwynedd and Eryri – Gwynedd ac Eryri Ni. Bilingual content and reels have been created to be placed on social media to meet a series of challenges including some related to parking problems, impact on wildlife an the environment and enjoyment of the coast.



'Llewyrch o'r Llechi' Projects

The projects take advantage of The Slate Landscape of Northwest Wales World Heritage Site designation in order to improve the area's infrastructure for local people and visitors. It will lead to significant investment via the UK Government and partners, Welsh Government, Gwynedd Council and the National Heritage Lottery Fund in the slate areas including the development of a heritage and enterprise centre in Bethesda, upgrades to Neuadd Ogwen, regeneration of empty buildings in Blaenau Ffestiniog, high street improvements, signage and interpretation, public art, improved links between quarries and the surrounding towns, monument conservation plans and the re-development of the National Slate Museum along with improvements to Parc Padarn.



Improvements to Lôn Las Ogwen by Abercegin (Port Penrhyn)



Dilwyn Llwyd,
Neuadd Ogwen



Meleri Davies
Partneriaeth Ogwen

Parc Padarn Community Volunteering Centre

Collaboration between Natural Resources Wales, Cymdeithas Eryri and Parc Padarn to develop a community volunteering centre. Cymdeithas Eryri / Snowdonia Society will manage a regular programme of volunteering events that can be advertised locally to give people a valuable and enjoyable learning opportunity.

Funded by UK Government

PARC PADARN NEEDS YOU!

This project is a chance to get involved in practical volunteering to support the great work that is already being undertaken by volunteers and the council wardens as they deal with the challenges facing this increasingly popular area.

WHERE & WHEN?

- 30/05 - Repairing historic walls (Ysbyty Cwarel)
- 27/06 - Tree care (Cae Dolobarn)
- 25/07 - Footpath maintenance (Afon y Bala)
- 29/08 - Footpath maintenance (Ysbyty Cwarel)
- 26/09 - Footpath maintenance (Ysbyty Cwarel)

WHAT TO EXPECT?

- Hands-on conservation.
- Get outdoors with like-minded people.
- Learn about and discover places on your doorstep.
- Help nature and the local community!

DO YOU LOVE PARC PADARN?

HOW DO I GET INVOLVED?

Scan me!
Or go to our website (snowdonia-society.org.uk), click on the volunteer calendar and sign up.

Cymdeithas Eryri Snowdonia Society | **Parc Padarn** | **Cyfoeth Naturol Cymru Natural Resources Wales** | **LEVELLING UP**

Wedi ei ariannu gan Lywodraeth y DU

MAE EICH ANGEN CHI AR BARC PADARN!

Cyfle i gymryd rhan mewn gwirfoddoli ymarferol yw'r project hwn i gefnogi'r gwaith geirch sy'n cael ei wneud eisoes gan wirfoddolwyr ac wardensiaid y cyngor wrth iddyn nhw ddeolw'r a'i heriau sy'n wynebu'r ardal hon sy'n hysbygu poblogradd.

YM MHLE A PHRYD?

- 30/05 - Trwsio waliau hanesyddol (Ysbyty Cwarel)
- 27/06 - Gofio!r am goed (Cae Dolobarn)
- 25/07 - Cymnal llwybrau (Afon Bala)
- 29/08 - Cymnal llwybrau (Ysbyty Cwarel)
- 26/09 - Cymnal llwybrau (Ysbyty Cwarel)

BETH IW DDISGWYL

- Cedwraeth ymarferol.
- Amser yn yr awyr agored i'w gadael i'w ffrwydysg orall.
- Dysgu am leiriau lleoli chi a gadael am dardyn nhw.
- Helpu byd natur a'r gymuned leol!

YDYCH CHI'N CARU PARC PADARN?

SUT ALLAI GYMRVD RHAN?

Sganwch fi!
Neu ewch i'n gwefan (snowdonia-society.org.uk), cliciwch ar y calendar gwirfoddoli ar arwyddwch.

Cymdeithas Eryri Snowdonia Society | **Parc Padarn** | **Cyfoeth Naturol Cymru Natural Resources Wales** | **FFYNIANT BRO**



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8. Contact Details and Further Information

There is further information available here:

twristiaeth@gwynedd.llyw.cymru

Head of Partnerships, Eryri National Park- <https://awdurdod.eryri.llyw.cymru/yr-awdurdod/partneriaethau/gwynedd-ac-eryri-2035/>

www.ymweldageryri.info/gwynedd-ac-eryri-cynaliadwy-ymwelwyr-economi-2035