



BRIEFING NOTE ON THE VISITOR ECONOMY IN GWYNEDD AND ERYRI

Number 2
March 2022





© Hawifraith y Bont, Cressa Cymru
© Crown Copyright. Visit Wales

1. Background

This is the second briefing note which has been prepared to provide information on the development of the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035.

This briefing note provides information about the work of Gwynedd Council and Snowdonia National Park in developing the new Plan with our partners.

Further background information is available in the first bulletin.

2. Where have we reached?

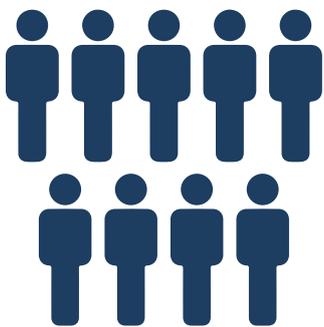
Since 2018, the Council and the National Park have been reviewing our priorities in supporting a sustainable visitor economy in the area and we have held a number of meetings, workshops, events and surveys with a wide variety of representatives.

Over the past six months, five events have been held via Zoom to discuss the visitor economy in Gwynedd and Eryri. These have:

Reached over

250

representatives



Attracted over

1,500

representations by attendees



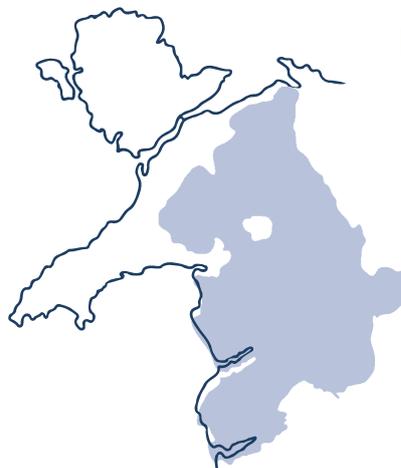
Over 4,200

businesses have received information and an invitation to participate in the events through the Gwynedd Council Business Bulletin.

Reached over

100

public organisations, bodies or individual businesses



Engaged with

14

areas of Gwynedd and Snowdonia National Park

Following feedback from these workshops, Gwynedd Council and Snowdonia National Park have started to build on the Sustainable Visitor Economy Principles and developed the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035.

The main messages of feedback from the workshops can be seen in briefing note 1 and these will inform the development of the new Plan.



3. Gwynedd and Eryri Sustainable Visitor Economy Plan 2035

This Plan will inform our priorities and policies in the Visitor Economy field until 2035.

The Plan will be a part of the Gwynedd Council Regeneration Framework - Ardal Ni (Our Area), and will also influence the investment priorities of Gwynedd Council and Snowdonia National Park.

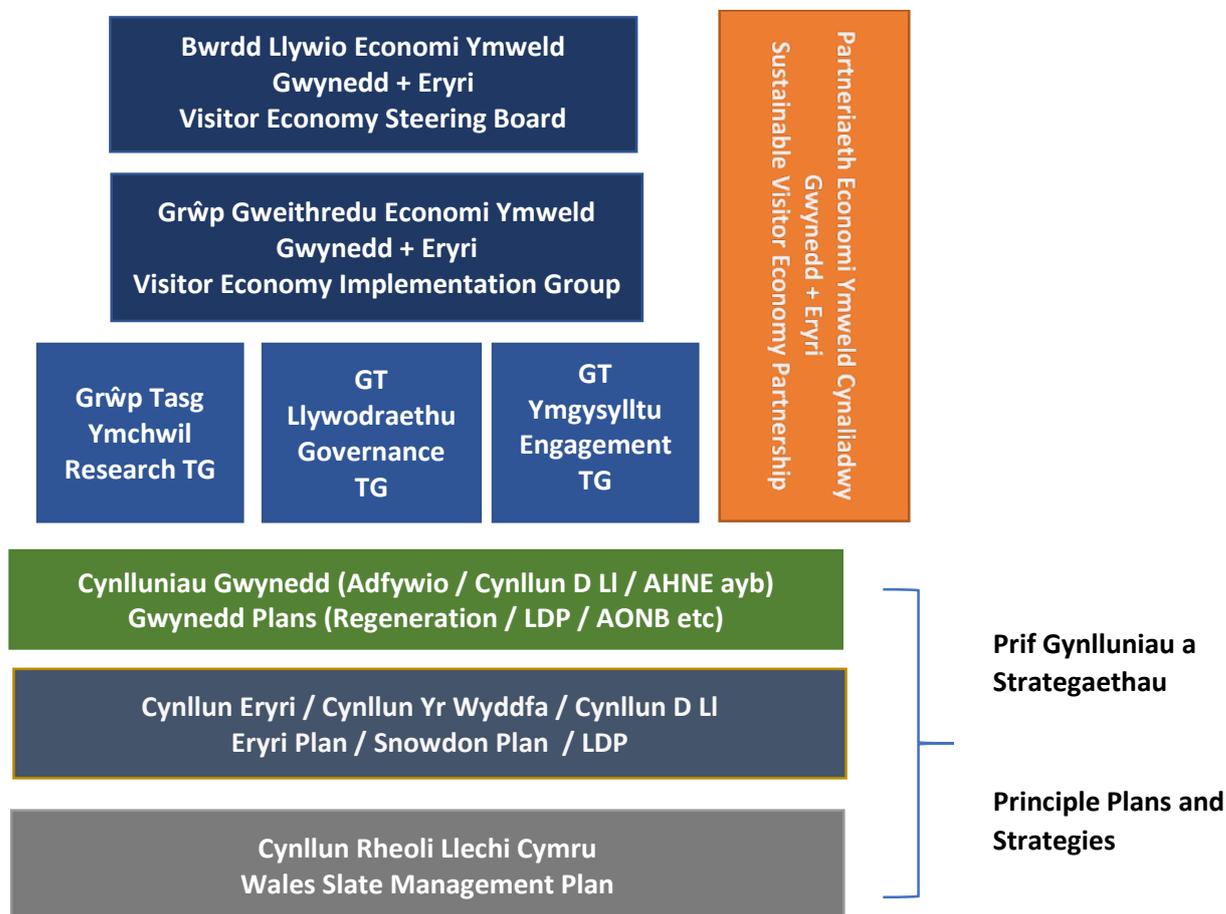
At present, we anticipate that the Plan will take the following structure:

- Foreword
- What we want to see - setting out our vision and the new principles
- The case for action - evidence and research to support taking alternative action
- The Strategic Context and Good Practice - national and local strategies and local and international good practice
- Developing the Plan and Consultation - background to the workshops and the main messages
- Establishing and Implementing the Gwynedd and Eryri Principles - arrangements to establish an implement in future
- Measuring success - highlight the new research and impact measurement approach
- Contact Details and Further Information
- Appendices - evidence and further information about the work of developing the Plan

4. The future implementation structure of the Plan

It is intended to adopt a formal structure to implement the new Plan in the future. It will be impossible for the Plan to be realised by Gwynedd Council and Snowdonia National Park alone - it will need to be implemented **in partnership**.

The following structure sets out our thoughts regarding implementation at present:



The Plan will also motivate partners to:

- Develop a prioritised Action Plan;
- Review the structures to be aligned with the new vision and identify any new resources needed;
- Prioritise activities in order to target funding sources
- Mainstream the Plan to, for example, the Council and the Park's planning policies or investments etc.;
- Develop a new Partnership.



© Hafrially Gornu, Creso Cymru
S Cwmri Copyrigth Wlad Wales

5. Is there any action already underway?

Although the Plan has not been completed in full, it is already having an impact on our actions and priorities. To remind you, these are our vision and principles:

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

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 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 communities are more than any disadvantages

- A visitor economy that ensures 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 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

“Economi ymweld er budd a lles pobl, amgylchedd, iaith a diwylliant Gwynedd ac Eryri”

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

Dathlu, Parchu a Gwarchod ein iaith, Diwylliant a Threftadaeth

Celebrate, Respect and Protect our Language, Culture and Heritage

Cynnal a Pharchu ein Amgylchedd

Maintain and Respect our Environment

Sicrhau bod manteision i gymunedau yn fwy nac anfanteision

Ensure advantages to communities outweigh any disadvantages

For 2022, we will act on the following, which correspond to our new vision:

Activity / Project	Language, Culture and Heritage	Sustainable Environment	Advantages for Communities
Aros-fan: piloting a network of 'aires' in Gwynedd	✓	✓	✓
Employing staff earlier	✓	✓	✓
Parking enforcement and sustainable travel		✓	✓
Timau Tacluso Ardal Ni to keep the communities clean		✓	✓
Slate Landscape of NW Wales projects	✓	✓	✓
Llanberis and yr Wyddfa events register	✓	✓	✓
Gwynedd and Eryri Ambassadors Scheme	✓	✓	✓
A plastic-free Eryri	✓	✓	✓

6. What is the future direction of the Action Plan?

Following the engagement and consultation sessions, the following fields were highlighted as some priorities to be considered in the future:

Activity / Project	Language, Culture and Heritage	Sustainable Environment	Advantages for Communities
Twinning Attractions and Communities	✓	✓	✓
Promote within the domestic market in Wales	✓	✓	✓
Promote within the domestic market in Wales	✓	✓	✓
Eryri Sustainable Transport Plan	✓	✓	✓
Plastic-free Gwynedd and Eryri (+ water fountains)	✓	✓	✓
Control of second homes	✓	✓	✓
Tourism levy	✓	✓	✓
Broadband and wi-fi connectivity	✓	✓	✓
Promoting skills and a career in the sector	✓	✓	✓
Local Supply Chains	✓	✓	✓
Targeting International Markets	✓	✓	✓
Innovative Marketing and Communication	✓	✓	✓
Encourage Serviced Accommodation	✓	✓	✓

Currently, Gwynedd Council and Snowdonia National Park are scrutinising opportunities to fund the priorities, developing communication resources to support the work and are also preparing sustainable visitor principles assets to support businesses and our communities.



7. Gwynedd and Eryri Sustainable Visitor Economy Task Group

In order to continue to develop the Plan in partnership, we are eager to establish a small Task Group to assist us 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

If you are interested in being a part of the Task Group or want further information about the Terms of Reference, please contact us.

Specifically, we are looking for representatives from the following fields:

- Community Councils and community partnerships
- Bodies working in the environment, language and culture fields
- Businesses or bodies that represent local businesses



© Hafiraini y Goleu, Cwmni Cymru
© Crown Copyright Visit Wales

8. Timetable

The timetable is as follows at present::

April 2022	Establish a Task Group
May 2022	Agree on a draft Sustainable Visitor Economy Plan in the Task Group
June 2022	Agree on a draft Action Plan in the Task Group
September 2022	Establish a Gwynedd and Eryri Sustainable Visitor Economy Partnership and submit the Plans for support
October 2022	Approval of the Plans by Gwynedd Council Cabinet and Snowdonia National Park Authority
November 2022	Launch the Plans officially

9. Contact Details and Further Information

Further information is available here:

twristiaeth@gwynedd.llyw.cymru

[Gwynedd and Eryri Sustainable Visitor Economy 2035 | Visit Snowdonia](#)

A page on the new National Park website will be coming soon, but in the meantime you can view information as part of our Ambassador Scheme here:

www.ambassador.wales/cy/llysgennad-eryri/