

# Gwynedd & Eryri 2035

Cynllun Economi Ymweld Cynaliadwy  
Sustainable Visitor Economy Plan



Cynllun Gweithredu 2024-25  
Implementation Plan 2024-25



**Vision: A visitor economy for the benefit and well-being of the people, environment, language and culture of Gwynedd & Eryri**

**The Strategic Plan sets out principles and objectives for 2035:**

**1. 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 is world-leading in Heritage, Language, Culture, and the Outdoors

*Possible long-term measurements of success:*

- % of residents surveyed who feel that tourism is having a positive impact
- % of residents surveyed who believe that tourism is having a positive impact on the Welsh language and Welsh culture
- % of businesses and visitor economy initiatives who have accredited as Sustainable Tourism Champions
- Number of individuals who have qualified as Gwynedd / Eryri Ambassadors

**2. 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 is a world-lead leader in sustainable and low carbon developments and infrastructure and in responding to the climate change crisis.

*Possible long-term measurements of success:*

- % of residents surveyed who feel that tourism is having a negative impact on the environment and nature
- Number using the Sherpa'r Wyddfa bus service (need to identify further environmental and transport measurements)

**3. Ensure that the advantages for communities outweigh any disadvantages:**

- A visitor economy that ensures 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 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

*Possible long-term measurements of success:*

- Overnight visitor spend
- Day visitor spend
- Number employed in the tourism sector

\* A dashboard of indicators is being developed to ascertain the current situation and to be able to compare across the term of the Plan

## Partnership Draft Implementation Plan 2024-5 to deliver on the long-term principles and objectives (above)

### Key:

- CG: Cyngor Gwynedd
- Eryri NPA: Eryri National Park Authority
- CBBC: Conwy County Borough Council
- SST: Llwybr Llechi Eryri - Snowdonia Slate Trail
- WG: Welsh Government
- TfW: Transport for Wales
- BU: Bangor University
- OP: The Outdoor Partnership
- CESS: Cymdeithas Eryri Snowdonia Society
- NT: National Trust
- NRW: Natural Resources Wales

Projects highlighted in **blue** – Confirmed funding

Projects that aren't highlighted - Subject to funding

\*Projects will only be included on the table when they have received planning permission.

*This is a live document which will be reviewed and developed on a regular basis.*

Research, skills and development								
	Action	Leading Partner (s)	Resources	By when?	Measurement(s) of success	Outcomes	Update Autumn 2024	Status
1	<b>Aros-fan</b> Piloting a network of 'aires' in Gwynedd for motorhome short-term stays: Cricieth; Pwllheli; Llanberis; Caernarfon	CG	CG and WG (Brilliant Basics) £390,000	All Aros-fan sites open by Summer 2024	Number of complaints about illegally parked motorhomes.	Research being conducted during the Autumn	Three sites are operational. Caernarfon is ready but awaiting a legal matter related to site before opening fully.	On track

	<a href="#">Motorhomes / Arosfan (llyw.cymru)</a>				<p>% of residents surveyed say tourism in their area has a positive outcome</p> <p>A review of the pilot reveals the numbers used and feedback on the sites</p>			
2	<p><b>Gwynedd and Eryri Ambassadors Scheme</b></p> <p>To share consistent information about the area to those dealing with visitors and to help the sector identify areas where information is lacking e.g. to understand more about the legends of Eryri;</p>	CG Eryri NPA	WG fund of £10,000 staff time CG and NPA	Different modules are online and are being updated regularly	<p>Number of individuals who have annually qualified as Ambassadors.</p> <p>% of businesses and organisations in the visitor economy who have qualified as</p>	<p>Eryri Ambassadors by 15/7/24:-</p> <p>Bronze - 1170 Silver - 888 Gold - 792</p> <p>Requalification '22 - 198 '23 - 239 '24 - 274</p> <p>330 qualified on the Gwynedd Ambassador Scheme</p>	<p><b>Eryri</b></p> <p>Continuing to develop the provision of diverse training that promotes the special qualities of the National Park e.g. rainforest assessment training.</p> <p>Continue to collaborate with schemes</p>	On track

	special qualities; culture of the area etc. <a href="#">Ambassador Wales – Wales Ambassador Scheme</a>				Ambassadors.		across Wales e.g. Ambassadors Week in November.  <b>Gwynedd</b> Progress every month. Coverage in the business Bulletin to highlight the availability of the scheme. 24 Joint working on promoting the proposal during Ambassador for Wales week 11-15 from November	
3	<b>Plastic Free Yr Wyddfa pilot project</b>  <b>Pilot in behavioural science</b>	Eryri NPA BU	Officer appointed for 2 years - ENPA	Pilot ends October 2024	Project specific measures in detailed report – see <a href="#">Plastic Free Yr Wyddfa</a>	1. Caru Eryri has reported 37% less litter on the Llanberis Path and 34% less litter on the	The project has successfully created a network of businesses on the plastic-	<b>Delivery at Risk.</b> Despite a reduction in litter on Yr Wyddfa in the last two

					<p><a href="#">Eryri National Park</a></p> <p>General measurement - has the Yr Wyddfa zone reached Plastic Free status by October 2024</p>	<p>Watkin Path (2024 vs 2022).</p> <p>2. A network of 36 plastic-free scheme businesses in the area.</p> <p>3. The project engaged (live sessions) with 21 primary schools and 12 Secondary schools. The COPA1 event and competition has been a highlight.</p> <p>4. A collaboration with Bangor University and the psychological experiments to change behaviour.</p> <p>5. Bin removal pilot.</p> <p>6. Re-fill taps.</p>	<p>free scheme, and has successfully engaged with mountain users, young people and the media on the issue of litter. The behaviour change research with Bangor University, and the unique pilots introduced in 2022-24 have produced new strategies and evidence that will be valuable for continuing to reduce litter across Eryri.</p>	<p>years, the project has been unable to create a 'Plastic Free Zone' on the mountain. This is, in part, due to the scale of the problem, as well as the wider infrastructure and social challenges that continue to affect mountain user behaviour.</p>
--	--	--	--	--	--	---	--	--

						<p>7. Single-use Plastic Policy and internal audit.</p> <p>8. Public information campaigns (Mabinogion, Bananacam)</p> <p>9. Establish a litter monitoring process.</p>		
4	<p><b>Shared Prosperity Fund</b> Reinterpreting the site and story of Lloyd George</p>	CG	£360,000 Shared Prosperity Fund	End of March 2025	<p>Number of visitors</p> <p>Number of volunteers</p> <p>Capturing feedback on site</p>	TBC following project completion	The site is currently closed. Company have been appointed to reinterpret. Complete by April 2025.	On track
5	<p><b>Contemporary Art Gallery Project</b> Develop Storiell in Bangor City Centre and Plas Glyn-y-Weddw, Pwllheli as part of the Contemporary Art Gallery</p>	CG BU	<p>Arts Council of Wales Storiell - £344,484</p> <p>Plas Glyn-y-Weddw £420,000</p>	End of March 2025	<p>Number of visitors</p> <p>Number of events</p> <p>Number of activities</p>	TBC	Work programme in place and engagement work on foot. Capital works to improve the security of the exhibition spaces to	On track

					Capturing feedback on site		receive national loans being actioned.	
6	<b>Research</b> Research into the field and develop a methodology to enable the relevant data to be collected	BU developing grant applications to fund the research	TBC  BU staff time	Before the end of March 2025 and developed further	Methodology has been developed and data collected	Indicators agreed	Discussions continue with the research team regarding data input into the knowledge sharing platform	This issue has been delayed due to lack of staff availability. Aim is to address this in the Autumn
7	<b>Research and reviews</b> STEAM research , resident sentiment review into tourism & events review	CG Eryri NPA Sustainable Visitor Economy Partnership	CG ,NPA & BU staff time	End of March 2025 and revise during the life of the Plan as required	Agreed indicators showing progress or not on the Sustainable Visitor Economy Plan principles	Indicators agreed	STEAM 2023 figures published. Residents' survey on Tourism issues goes live online late September 24 Event Review Set to start at the end of September 24	On track
9	<b>Research</b> Work with Universities to develop a brief and methodology for further research	CG & NPA BU	Staff time and search for funding to pay for the research	Throughout 2024-5	A funding application has been developed.  Ideally that the research	Initial discussions have taken place with the University.	Funding opportunities changed/reduced. Needs re-assessment and further comment.	Slipped



					has been commissioned			
10	<b>Research</b> Work with Visit Wales to develop methodology for further research.	CG, Eryri NPA and WG	Staff time	2024-2025	Research has been commissioned	Visit Wales is not conducting a review of residents' opinions on tourism in 2024.	Review is being conducted in-house by Gwynedd Council. Continuing discussions with Visit Wales on further research opportunities	On track
12.1	<b>Llwybr Llechi Eryri - Snowdonia Slate Trail</b>  Conduct research into available facilities and walker needs	SST Cymunedoli Cyf	Initial funding for £9400 agreed from Grymuso Gwynedd	Initial research report September 2024	The data becomes a foundation to work funded through the UKRI and performed by other organisations	Develop strategy to improve benefits for small businesses and Communities	The walker surveys have been successful with 237 responses.	The data is being analysed and the report will be completed by the end of October, after permission for an extension to include input from the community Slate Researchers.

12.1 a	Develop links to communities and small businesses to raise awareness and get the most out of the community and business.	NT SST	As above	As above	As above	As above	The business survey has been very successful with 73 responses	As above
12.1 c	Researching how the Trail can contribute towards promoting and maintaining the Welsh language.	SST NT	As above	As above	As above	As above	Nine Slate Researchers from three different slate areas have provided input	As above
12. 2	Carry out research into work required to bring the Trail up to National Trail standard	SST NT	£12,000 funding received through Mantell Gwynedd	Final survey report completed by July 2024	Development of a strategy to implement work to bring the Trail up to	Comprehensive report on the work required to upgrade the Eryri Slate Trail to National Trail standard. Councils, agencies and the Senedd recognise	Survey and costs completed. Slight delay due to agreement re. costs.	Final report due end of September

					National Trail standard	the great advantages relating to cost when the Path becomes a National Path		
12.3	<p>Raise awareness of the Trail and its heritage for young people</p> <p>Develop links with communities and small businesses to raise awareness and maximise community and business benefit</p>	SST Cymunedoli Cyf	£3200 of funding for a digital primary school education pack And a walking app for children and young families.	Completed by December 2024	Children and adults come to appreciate our landscape and slate heritage.	Introducing the package and app to schools and users others	<p>The project has two locations in Dyffryn Nantlle and Cwm Penmachno. In all locations we have selected a small set of graded paths which help teachers/leaders choose a path that best suits their pupils' abilities and the time available. There is a set of activities on the site and after the visit being prepared, drawing from a comprehensive archive</p>	<p>The delivery schedule has slipped somewhat as a result of a number of unexpected family matters relating to the two contractors, but we remain confident in the quality and the accuracy of the materials and resources will be released soon</p>

							of digital resources.	
12.4	<b>Research</b> Details of research proposed TBC	SST Cymunedoli Cyf NT	Major submission to UKRI £ tbc	UKRI is a 5 year project	Confirmed funding and research to begin		Awaiting result of the application - to be submitted soon	
12.5	Installing interpretation boards at each end of the Trail	NT SST	Seeking funding of £4600 for production and installation	Late Summer 2025	Pedestrians understand more about the route and the area	One more step on the journey to National Path status	Planning permission granted.	Submit grant applications

## Marketing and Communications

	Action	Leading Partner (s)	Resources	By when?	Measurement(s) of success	Outcomes	Update Autumn 2024	Status
13	<b>Innovative Marketing and Communications - SPF Culture and Wellbeing Scheme</b>  <b>Coordinating and developing new networks</b>	CG Eryri NPA	SPF fund Staff time CG & NPA	2023 - 2024	A number of supported local events or activities  Number of people reached	3 events held  35 community/business groups attended	Awareness raising sessions with business and community networks during September 24  A commission is underway regarding a joint	On track

	<b>Developing communication and messaging campaigns</b>						CG-ENPA Sustainable Visitor Economy communications programme	
14	<b>Create a Welcome to the Area package</b> for people to understand the area  Work in partnership to develop codes of conduct	CG Eryri NPA NRW NT  Eryri NPA, NRW, NT	Staff time and SPF  Staff time	2024-2025	<i>Project specific indicators</i>	Project measurements reached	Part of the Gwynedd and Eryri Ni project.  Visitor code of conduct developed.  Further work to be done on the guide to business and the Gwynedd and Eryri sustainable tourism champion code	On track
15	<b>Develop 'Lleol i ni' campaign</b> Create and promote experiences local to this area. Increasing awareness of our unique heritage, culture and	CG Eryri NPA	Staff time and SPF £100k	2024-2025	<i>Project specific indicators</i>	95% of the project's indicators have been reached in terms of expenditure, audience and reach	Lleol i Ni project established.  Highlight increased cost / spending, year-round and proposal packaging	On track

	language, local landscape, produce and communities. Increasing spend and extending the season							
16	<p><b>Llwybr Llechi Eryri -Snowdonia Slate Trail</b></p> <p>Submission to UKRI to be completed to develop an appropriate development, marketing and communications strategy.</p>	SST Cymunedoli Cyf CG CCBC Eryri NPA	Not confirmed	Submission and approval dates TBC	Application and funding approved from UKRI	Approved	£1 million over 5 years from UKRI to develop an appropriate development, marketing and communications strategy – due in October 2024.	On track
17	<p><b>Cwm Idwal Interpretation Room</b></p> <p>New panels and short films on the biodiversity of the Cwm, local myths and legends, local history</p>	NT, NRW, Eryri NPA Led on by partnership officer.	Funded through NRW £17,400, TAIS and Staff time	Completed 2024	<p>Numbers of visitors through the door</p> <p>Numbers of uses of films</p> <p>Numbers using interpretation room for events</p>	Questionnaires reported positive comments about the interpretation room and new work.	New panels and Films completed. 3 more panels in the pipeline to advertise countryside code, safe mountaineering, and the shepherd's hut.	NRW grant funded panels and films completed. More panels and interpretation continues.

	Work to update and maintain Cwm Idwal website and educational pages	NT, NRW, Eryri NPA Led on by partnership officer	NRW, NT, Eryri NPA funding	Ongoing	Hits on website			
--	---	---	----------------------------	---------	-----------------	--	--	--

### Collaborative projects

	Action	Leading Partner (s)	Resources	By when?	Measurement(s) of success	Outcomes	Update Autumn 2024	Status
18	<b>Caru Eryri</b> Further develop the Caru Eryri programme to involve local people and visitors	Eryri NPA CESS NT OP	Staff across all organisations  Lottery Fund and WG funds	March 2025 and beyond	Number of local people who are consistently volunteering  Number of visitors who have signed up to volunteer	2024 Number of local people (Postcode): 34 Number of visitors: 96  2023 Number of local people (LL postcode): 101 Number of visitors: 32	Positive feedback from volunteers about their enjoyment as a result of being part of the scheme and seeing good numbers of people attending shifts through the Summer, with the half-day sessions successful, and the volunteer	Delivered for the season

							leaders removing the burden from project staff and making the scheme more sustainable. The use of Yr Wyddfa buses and trains was popular with the volunteers and an added attraction.	
19	<p><b>Sherpa'r Wyddfa</b> Extension of existing service to include the S4</p> <p><b>T10</b> Extend the T10 Pilot to hourly buses from Bangor – Corwen – Bangor</p>	TfW CG CCBC Eryri NPA	TfW CG CCBC Eryri NPA	Summer timetables 23/3/24 – 2/11/24	Number of Sherpa'r Wyddfa and T10 users increase	Waiting for data from CG and TfW	<p>Sherpa users increased again with August reaching over 70,000 users. Pilot of S4 schedule increment reviewed over winter.</p> <p>Pilot to increase T10 timetable has been a success and the pilot phase has ended. The summer service will run</p>	On track



							every hour from now.	
20	<b>Eryri Communities Fund</b>	Eryri NPA WG Cymunedol i Cyf	SLSP fund from WG of £75,000 administered by Eryri NPA	Until the end of March 2025	The number of projects and the range of different projects that have been funded and completed  Review of the scope and locations of projects funded in 2024-25	10 projects have been funded across Eryri. A wide range of projects including community development and green energy.	There was still a lack of applications from the South of the Park although work had been undertaken to promote the Fund in this area	On track – 7 projects underway, 3 not started (awaiting confirmation re. planning).
21	<b>Llanberis and Yr Wyddfa events register</b>  Work to extend the above to the remainder of the area/county.  Encourage a consistent and sustainable approach to the way events are organised and advertised.	CG Eryri NPA NRW NT CCBC	CG & NPA staff time Llanberis development group	March 2025	Number of event organisers registering their event on the register  Partnership formed to agree key sustainability messages	TBC	Discussions continue with ENPA regarding results 2024 and 2025 arrangements  A risk management workshop will be organised to County events in October 24	On track

	Create a partnership which looks at managing events more sustainably.							
22	<p><b>Levelling Up Fund and Shared Prosperity Fund Projects 'Prosperity of Slate'</b></p> <p>Improving the infrastructure of the area for locals and visitors.</p>	CG	<p>Levelling Up Fund - £27m</p> <p>NLHF - £2m</p> <p>SPF - £550,000</p> <p>CG Cwmni Bro Partneriaeth Ogwen Amgueddfa Cymru</p>	<p>End of March 2025 (SPF)</p> <p>End of March 2026 (LUF)</p>	Project-specific indicators	Project-specific measurements	<p>Coverage given to schemes in the Llanberis, Bethesda and Blaenau Ffestiniog area including investment in the Museum at Llanberis.</p> <p>Lottery bid has achieved equivalent of £1.7m to extend LleChi LLeNI scheme</p>	On track
23	<p><b>Glynllifon Park infrastructure development</b></p> <p>including the old mill, paths and business units resulting in increasing visitors to the site and improving the experience for</p>	CG	<p>SPF £200,000</p> <p>Diwylliesiant</p>	December 2024	Increasing visitor numbers	Monitor work ongoing	<p>Investment taking place re. paths, signage at the site and old mill. Energy production study to be commissioned. Further investment in the site's Communicatio</p>	On track

	visitors and the local community.						ns assets and Website	
24	<b>Glynllifon Park infrastructure development</b> including the old mill, paths and business units resulting in increasing visitors to the site and improving the experience for visitors and the local community.	CG	SPF £200,000 Diwylliesia nt	December 2024	Increasing visitor numbers			
25	<b>Setting up a sustainable tourism and Events 'enabling' fund</b> To provide support to tourism destinations, communities and businesses to host local sustainable events and visiting schemes	CG Eryri NPA NRW	SPF Fund £182,000 CG£18,000	May 2023 until - December 2024	Number of events supported  Scope and range of projects supported  Geographical coverage of projects supported	54 events supported  Reviewing scope of events and geographical details & community and economic benefits	2023- 21 events supported 2024 – 36 supported . 33 via the SPF package  18 digital post event reports have noted value of £2,972,000 million in terms of benefit to the local economy. 77 thousand	On track

							attended the events	
26	<p><b>Town centre improvement projects</b> Implementing local prosperity and shared prosperity projects</p> <p><b>Hwb Treftadaeth a Chelf Dyffryn Nantlle</b> Yr Orsaf are employing someone until the end of December 2024 to develop a business plan</p>	CG	<p>CG NPA SPF fund £1.8 million</p> <p>Yr Orsaf £11,000</p>	December 2024	Project-specific indicators	Project-specific measurements	Several schemes are operational / being developed through SPF fund , Lottery and WG e.g in Caernarfon , Llanberis, Bala Pwllheli and Bangor	On track
27	<p><b>Gwynedd visitor infrastructure</b> Upgrade of infrastructure at Dinas Dinlle beach. Upgrade of toilet facilities at key locations in Gwynedd.</p>	CG	<p>CG &amp; Visit Wales Brilliant Basics fund resource Dinas Dinlle £375k Toilets upgrade £175k</p>	End of March 2025	Project-specific indicators	Project measurement targets met	This year significant work was completed on upgrading Dinas Dinlle car park with the help of Visit Wales' Little Things fund. Upgrade for Criccieth Toilets completed	Completed

28	<b>Parc Padarn Community Volunteering Hub</b> Snowdonia Society to manage a regular programme of volunteering events that can be advertised locally to provide people with a valuable and enjoyable learning opportunity.	Parc Padarn/NRW/Snowdonia Society	TBC	Currently being piloted with a view to being fully functional by summer 2024	Numbers of people engaging in volunteer events at Parc Padarn  Number of events			
29	<b>Bwthyn Ogwen</b> E-bike charging point and bike maintenance stand at Bwthyn Ogwen (to match with new ones to go in at Yr Hen Bost, Bethesda) and improve the infrastructure along Lon Las Ogwen	NRW Eryri NPA NT Partneriaeth Ogwen	SLSP funding through Eryri NPA £4000	December 2024	Project has been funded and completed	n/a	Bike charging and maintenance units have arrived and are waiting to be installed.	Awaiting installation of the units. Information panels will be designed for them in time.
30	<b>Cymunedoli Cyf</b> Cymunedoli groups have come together to share and discuss good practice,	Future Leaders  Cymunedoli Cyf	SPF Funding Grymuso Gwynedd	April-December	The number of Enterprises operating within Community Tourism			

<p>lessons and learning.</p> <p>Community Enterprises formalised to create a network of collaboration regularly</p> <p>Ideology of promotion and co-marketing to collaborate on the Cymunedoli plan</p> <p>Events where the Welsh language is central</p> <p>Organise an event/ fair, to spread the message.</p> <p>Next steps to operations on developing the Cymunedoli tourism plan</p>				<p>Meeting regularly within the period</p>			
--	--	--	--	--	--	--	--

