



Complete Agenda

Democracy Service
Swyddfa'r Cyngor
CAERNARFON
Gwynedd
LL55 1SH

Meeting

EDUCATION AND ECONOMY SCRUTINY COMMITTEE

Date and Time

10.30 am, THURSDAY, 2ND FEBRUARY, 2023

NOTE: A BRIEFING SESSION WILL BE HELD FOR MEMBERS AT 10.15AM

Location

**Multi-location Meeting - Siambr Hywel Dda, Council Offices, Caernarfon /
Virtually on Zoom**

*** NOTE**

This meeting will be webcast

https://gwynedd.public-i.tv/core//en_GB/portal/home

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(DISTRIBUTED 26/1/23)

EDUCATION AND ECONOMY SCRUTINY COMMITTEE

MEMBERSHIP (18)

Plaid Cymru (12)

Councillors

Jina Gwyrfai
Dawn Lynne Jones
Gareth Tudor Jones
Gwynfor Owen
Paul John Rowlinson
Sasha Williams

Iwan Huws
Dewi Jones
Olaf Cai Larsen
Huw Rowlands
Rhys Tudur
[vacant seat]

Independent (6)

Councillors

Elwyn Jones
Beth Lawton
John Pughe Roberts

Gwilym Jones
Dewi Owen
Richard Glyn Roberts

Ex-officio Members

Chair and Vice-Chair of the Council

CO-OPTED MEMBERS:

With a vote on education matters only

[vacant seat]	Church in Wales
Colette Owen	The Catholic Church
[vacant seat]	Meirionnydd Parent/Governors Representative
Karen Vaughan Jones	Dwyfor Parent/Governors' Representative
Manon Williams	Arfon Parent/Governors' Representative

Without a Vote

Roger Vaughan	UCAC
Dylan Huw Jones	NASUWT

A G E N D A

1. APOLOGIES

To receive any apologies for absence.

2. DECLARATION OF PERSONAL INTEREST

To receive any declarations of personal interest.

3. URGENT BUSINESS

To note any items that are a matter of urgency in the view of the Chair for consideration.

4. MINUTES

5 - 16

The Chair shall propose that the minutes of the previous meeting of this committee held on 8th December, 2022 be signed as a true record.

5. GWYNEDD AND ERYRI 2035: GWYNEDD AND ERYRI SUSTAINABLE VISITOR ECONOMY STRATEGIC PLAN 17 - 65

Cabinet Members – Councillors Dyfrig Siencyn and Nia Jeffreys

To consider a report on the above.

6. GWYNEDD CATEGORY 3 SECONDARY SCHOOLS SCRUTINY INVESTIGATION DRAFT BRIEF 66 - 69

To approve a brief for the Scrutiny Investigation.

EDUCATION AND ECONOMY SCRUTINY COMMITTEE 8/12/22

Present: Councillor Beth Lawton (Chair)
Councillor Cai Larsen (Vice-chair)

Councillors: Jina Gwyrfai, Iwan Huws, Elin Hywel, Dawn Lynne Jones, Dewi Jones, Gareth Tudor Jones, Gwilym Jones, Dewi Owen, Gwynfor Owen, Richard Glyn Roberts, Huw Llwyd Rowlands, Paul Rowlinson, Rhys Tudur and Gruffydd Williams.

Co-opted Members: Colette Owen (The Catholic Church)

Officers in attendance: Vera Jones (Democracy and Language Services Manager), Bethan Adams (Scrutiny Advisor) and Eirian Roberts (Democracy Services Officer).

Present for item 5: Councillor Menna Jones (Cabinet Member for Corporate Support), Ian Jones (Head of Corporate Support Department), Arwel Evans (Procurement Manager) and Huw Griffith (Procurement Advisor – Business Support).

Present for item 6: Councillor Beca Brown (Cabinet Member for Education), Garem Jackson (Head of Education Department), Owen Owens (Senior Schools Manager) and Debbie Anne Jones (Education Corporate Services Manager).

Present for item 7(A): Councillor Beca Brown (Cabinet Member for Education), Garem Jackson (Head of Education Department), Ffion Edwards Ellis (Assistant Head of Additional Learning Needs and Inclusion), Gwern ap Rhisiart (Dwyfor/Meirionnydd Area Education Officer), Diane Pritchard-Jones (Arfon Area Education Officer), Gwyn Tudur (Gwynedd Secondary Education Officer), Rhys Meredydd Glyn (Head of the Gwynedd Language Immersion Education System) and Debbie Anne Jones (Education Corporate Services Manager).

Present for item 7(B): Arwyn Thomas (Managing Director, GwE), Geraint Evans (Core Lead – Primary GwE) and Ellen Williams (Core Lead – Secondary GwE).

1. APOLOGIES

Apologies were received from Councillors Louise Hughes and Sasha Williams; Manon Williams (Parent / Governor Representative Arfon), Karen Vaughan Jones (Parent / Governor Representative Dwyfor), Ruth Roe (Parent / Governor Representative Meirionnydd) and Roger Vaughan (UCAC).

2. DECLARATION OF PERSONAL INTEREST

No declarations of personal interest were received.

3. URGENT ITEMS

The Chair noted that a request had been received to discuss an urgent matter, and she had scheduled the matter to be discussed during the informal meeting at the end of this meeting.

4. MINUTES

The Chair signed the minutes of the previous meeting of this committee held on 20 October, 2022 as a true record.

5. PROGRESS REPORT – KEEPING THE BENEFIT LOCAL

The Cabinet Member and officers from the Corporate Support Department were welcomed to the meeting.

The report of the Cabinet Member – Corporate Support was presented, following the members' request to receive an update on the progress of the Keeping the Benefit Local project, which was one of the priority projects within the Council Plan.

The Cabinet Member set out the context and the officers provided an outline of the contents of the report.

Members were given an opportunity to ask questions and offer observations.

Individual members submitted the following observations:-

- Although the summary at the end of the report stated that good progress had been made over the past five years in terms of increasing the percentage of the Council's expenditure that stays local, It was noticed that the percentage had only increased 3% over this period, and that the figure was down compared with four years ago, and with last year. The member understood the difficulties, but questioned the degree of self-appraisal behind this.
- It would be useful if data could be gathered regarding the number of local companies who had submitted a tender but were unsuccessful, and what feedback had been given to those companies, and then report back to the committee within around a year.
- It was important that major organisations in the area, such as Cyngor Gwynedd purchased locally in order to help the economy.
- The Preston Model was vital, but would not work effectively in Gwynedd since it was an urban model.
- One of the most important things we can do as a Council is explore how we can enable local companies to join forces and work together, and any investment committed to this would be seen not as a cost, but as a social benefit in itself.
- It was often said that Wales as a whole had very small businesses, and very big businesses, but not many medium-sizes businesses – it was those medium businesses that would create the largest benefit for our communities.
- We were all disappointed with the results to date, and want to see ways forward.

On a technical note, and referring to the graph titled 'Annual Local Expenditure' on page 19 of the agenda, a member questioned the accuracy of the £43m figure (capital and revenue) for 2017/18 as it was lower than the £56m figure (revenue only). An officer confirmed that the figure was wrong.

In response to the observations and questions from members, the following was noted:-

- In terms of the degree of self-appraisal, Gwynedd was just one of the few Councils that measured this type of activity in terms of keeping the benefit local. In the presentation at the beginning of the item, there was mention of introducing other measures, and this was in reference to the Well-being of Future Generations Act more than just the local percentage of expenditure. This figure had stayed quite constant over a number of years, and although a 1% change meant £1.5m of expenditure, it was fairly static. It was further noted that we had now reached a threshold and that it was difficult to increase the figure beyond this level because of the fairly strict legal restrictions and barriers we were subject to at present. If this was the case, we were now looking at a slightly different methodology to measure the other benefits of the agreement to Gwynedd, rather than the financial benefits only, and it was a

fairly innovative project to look at the other benefits, in terms of employment etc. that could emerge as a result of the agreement.

- Although the percentage of local expenditure was fairly constant, the total spend on procurement had increased from £97m in 2017/18 to £140m in 2021/22 as a result of inflation and the increasing demand for the Council's services, especially in the social services field.
- With regard to assisting local suppliers to be able to compete and win contracts, it was acknowledged that capital expenditure was more of a problem than revenue expenditure, but since capital projects were larger projects on the whole, the companies who competed and won those contracts tended to be out-of-county companies. In those instances, the service tried to work with the main contractor to see what sub-contracting opportunities were available, and made every effort to advertise those opportunities, so that local businesses could apply to be part of the supply chain. Even so, some of the barriers, such as lack of desire, expertise and the resource to apply, were true for sub-contracting opportunities as well, and the number of local businesses competing and winning some of those sub-contracts was fewer than we would wish.
- Contrary to the historical arrangements for social benefits, a social value procurement methodology introduced a scoring element, and companies were presented with a series of measures so they could select what benefits they would deliver, although the Council could also highlight what its priorities were. It was further noted that the measures were based on the objectives of the Well-being Act, and included a spectrum of options such as job creation, the environment, the Welsh language etc.
- It was believed that this flexibility helped local companies, because a locally-based company was more likely to be able to offer benefits, as those benefits had to be realised within the county, rather than within Wales or Britain. A tender would be evaluated, obviously based on price and the service offered, but between 10% and 20% of the total tender evaluation could also be applied to the local effect the company has.
- Social enterprises were generally well-placed to compete for tenders and to offer local benefits, not only in terms of their nature and way of working, but also in terms of how we procure and procurement regulations.
- The Council continued to follow the same procurement regulations since Brexit. New contracting rules were expected to be introduced at the end of 2023, but it was not believed that these would be substantially different to the current ones, with the exception of some technical changes, and we would still be expected to conduct an open competition within Britain perhaps, rather than across Europe as before.
- Community Councils were expected to follow the same procurement regulations as this Council, but they might not have the required expertise or resources to conduct the same processes as the county councils.
- Although the Social Value Procurement Model pilot had commenced over a year ago now, there had only been three opportunities to apply this new methodology, and the service was keen to also include a framework measure as part of this. As such, officers felt it was premature to make a full assessment of the methodology at present. Also, the service was working within a national policy void in this regard, and was keen for the Government to catch up and overtake us, so they could lay out a new policy system for us to work within. The service would like the committee to have the opportunity to explore the methodology in detail and scrutinise the results of the pilot before approving any policy change in Gwynedd. We could not specify a clear timetable for this at present. Three pilot studies were not believed to be a sound basis for policy-setting. We needed a much bigger number, but could not confirm exactly how many at present, as this depended on the workloads of the procurement teams and what contracts were suitable to be used for the methodology.
- Officers were unaware of a scheme by the Council to bulk-buy fuel on behalf of residents to assist them with the costs of heating their homes, but they would enquire with the Energy Manager to see if such a scheme existed, or was proposed.
- The service was looking closely at the Preston Model, and the social benefits model being developed in Gwynedd was partly based on that model. Evidently, Preston had the advantage of operating within a slightly different legal system to Wales, and it was probable that a higher number of suppliers in that area had the capacity to supply.

- Where possible, contracts should be split up into different lots to make it easier for local suppliers to compete on a more even playing field than if it were a single large contract.
- Although we believed that managing to remain static constituted some degree of success in the current circumstances, we did not wish to limit our local expenditure ambition to 60%, and we must continue to explore all sorts of ways of facilitating small companies all over the county.
- The report in question talked about procurement arrangements specifically, but there was an effort by the whole Council to support local businesses, particularly so in the field of economy, and that the means by which small companies collaborate and form a system where they could compete jointly for tenders was something that the Economy Department was studying specifically.
- The service needed to work with other Council departments to identify opportunities to buy locally, and also engage with companies to notify them of the opportunities available.
- The analysis of the types of businesses that exist within the county, referred to under 'Next Steps' in the report, had been completed and was available for the members.
- The service had looked at forming consortia as part of Meet the Buyer events - guidelines had been drawn up on how to do this, and what the considerations were. However, we saw that businesses were not that keen overall to form consortia, due to the element of competition between them.

RESOLVED to accept the report and ask the Service to report back on the result of the 'Innovative Procurement – Social Value Procurement Model' pilot, and also collect the data as raised during the meeting, and to report back to the committee in a year's time (or when timely).

6. FREE SCHOOL MEALS PROJECT

The Cabinet Member and officers from the Education Department were welcomed to the meeting.

Submitted – the progress report of the Cabinet Member for Education on the free school meals project.

The Cabinet Member set out the context and the Senior Schools Manager provided an outline of the contents of the report.

Members were given an opportunity to ask questions and offer observations.

Individual members submitted the following observations:-

- Members were surprised that the percentage of pupils choosing free school meals under the schemes UPFSM (*Universal Primary Free School Meals*) and EFSM (*Entitlement to Free School Meals*) was so low (70% in September and 66% in October), and expressed concern that schools might miss out on other grants because parents who were eligible to claim free school meals under the EFSM scheme would no longer be doing so, as their children would receive free school meals regardless.
- The free school meals project in schools was to be welcomed, and the member emphasised the importance of applying political pressure to ensure that the amount per meal received from the Welsh Government was protected, or even increased as we approached a period of cuts.
- We should celebrate the fact that 1305 UPFSM children who would not otherwise have received free school meals, had chosen school meals in September, which meant that the parents had extra money in their pockets to hopefully spend locally, thus giving a boost to the local economy.

- Towards the future (accepting that the Department was currently very busy rolling out the project throughout the schools), it could be useful to conduct an annual consultation with parents and children in an attempt to increase the percentage that receive the meals.
- The meals provided in the schools were balanced and nutritious, but that more flexibility in terms of the choice of food available could be a way of increasing the numbers that have school meals.
- It was important that the quality of the meals did not suffer as a result of higher costs of producing the meal.
- Members welcomed the proposal to extend the offer to Year 2 pupils by January 2023.

In response to the observations and questions from members, the following was noted:-

- The 70% and 66% were average figures across all the county's schools, and the percentage was almost 100% in some schools, with other schools proving to be a much bigger challenge. It was noted further that funding was available to appoint an officer to look into the reasons why children refused school meals, and that this work would focus on those schools where there was a pattern of children who were eligible for free school meals not taking it up.
- The Welsh Government had identified an amount of £2.90 per pupil for the first phase, based on the average number of pupils who eat school meals in the county. They planned to re-examine this figure for the second phase, which would happen after Easter. As the cost of producing meals in schools had risen significantly since the scheme was first discussed, there was a review underway of the amount per meal that authorities would receive, but those discussions had not concluded yet.
- The question of whether local government would need to fund any part of the scheme or not depended on whether the amount per meal set by the Welsh Government for every authority would be adequate. It was far easier and cheaper to produce a meal in a city than in rural counties, where there were a high number of smaller schools scattered over a large area, therefore we had to wait and see whether the amount per meal which would be set by the Welsh Government was enough to cover the costs in Gwynedd.
- There was no capacity or funding available to extend the scheme to the secondary sector, but should the Welsh Government announce that it planned to do this and fund it, then the Service would certainly welcome this. Nevertheless, the situation would not be as easy in secondary schools, since secondary pupils were given a choice of different foods, and fewer of them opted for school meals too. Also, the work of identifying schools' needs in terms of their space for preparing food and the dining space available would be very challenging in some secondary schools.
- There was a needed to look at the bigger picture to try and understand why children chose not to take school meals, and see whether we could implement simple changes to improve the situation e.g. it was understood that children eating school dinners, and children who took in lunch-boxes, were made to sit separately in one school, therefore some children insisted on a lunch-box so they could sit with their friends. It was further noted that the Department planned on carrying out a major and important piece of work on the real cost of sending children to school, and this work, it was believed, would cast a light on all the hidden background costs.
- At times recently, suppliers of school meals had failed to supply some of the foods that were listed in the contract with the Council, and had supplied slightly different foods in their place. Certainly, those foods should be of the same standard as the usual foods, and meet the regulations in terms of nutrition etc.
- With regard to staffing, the Department was learning from experience this term regarding the number of children who were taking up the free school meals. The percentage might vary in different schools, which then affected how much extra staffing was needed. However, introducing the scheme gradually gave the Department the opportunity to better understand the trends in the different schools. The extra staffing would be a combination of adding to current staff hours where possible, together with some new appointments, and training would be provided within the service in the majority of cases. As with many other services, recruiting to the posts was proving challenging, but rather than depending on advertisements

in the press and on social media alone, the Department was also working with a company that specialised in getting people back into the workplace.

- The schools would be ready to offer free school meals to all Year 2 children in January 2023, and to all primary age children in September 2023. The work of building extensions to some schools continued, and others were awaiting the installation of equipment. In terms of schools that did not have food-production space, there was no intention to create new kitchens, and the food would continue to be delivered to those schools.

At the end of the discussion, the Head of Education Department noted that this project had been a good example of cross-departmental working, led by the Cabinet Member for Education and the Cabinet Member for Housing (who leads on Property matters), and he thanked the Property Team who had worked closely with the Senior Schools Manager and the Team. He further noted:-

- Referring to a member's comment that they should continue to apply political pressure with regard to funding the scheme appropriately, the chief education officers were also pressing this issue regularly in their national meetings.
- He agreed with the comment by a member that more flexibility was needed in terms of the choice of food available in order to increase the numbers that take up free school meals, and although the Welsh Government had established the commendable principle of providing a good standard of nutritious hot meals, he also believed that it would be possible to produce snacks that were just as nutritious and of the same standard.

To close, he wished the Senior Schools Manager well on his retirement in the new year, and thanked him for all his hard work over the years.

RESOLVED to accept the report and submit an update to the committee when the scheme has been extended across the primary sector, with specific attention to the work undertaken to increase the numbers and investigate the reasons why some pupils do not take school meals, and ensure that consideration is given to the quality of the food, whilst also seeking to keep the benefit local.

7. EDUCATION ANNUAL REPORTS 2021-22

(A) EDUCATION ANNUAL REPORT 2021-22

The Cabinet Member set out the context and the Annual Report of the Education Department for 2021-22 was presented.

Members were given an opportunity to ask questions and offer observations.

Individual members submitted the following observations: -

- Referring to page 46 of the agenda, a member noted that although there was reference to "*carrying out follow-up work over the next year to ensure that the system [Schools' Categorisation according to the Welsh-medium provision] develops and is embedded in order to achieve Gwynedd's ambition in this area*", that Gwynedd's ambition was not defined in the context of the categorisation, and that clarity was needed on this.
- Again, referring to page 46 of the agenda, it was noted that some of the priorities for the next period were superficial, as they referred to '*ensuring*' various steps, but did not explain how those steps would be implemented. The member expressed concern that we would see a further slippage in the number studying Welsh subjects in the Welsh in Education Strategic Plan (WESP), and suggested that we were in a weaker position today than we were in 2016.

- Concern was expressed that the Census indicated a decrease in the numbers that acquire the Welsh language from a young age, and it was suggested that the Council should be immersing all the children who are not fluent enough in the Welsh language, rather than latecomers only.
- It was noted that de-registration was a big problem, especially since Covid, and the member asked whether it was possible for the committee to receive data on this, and have the opportunity to scrutinise why young people and families chose to de-register.
- It was noted that there were many taxi firms from Dwyfor transporting children around schools in Arfon. It was understood that there was a shortage of taxi firms in Gwynedd, but there might possibly be smaller firms who would be keen to tender, but required support to understand the process. It was suggested that this could be examined cross-departmentally by the Economy Department, as a means of supporting small businesses and reducing costs and carbon footprint simultaneously.
- Concern was expressed that the special schools were already oversubscribed, with Hafod Lon already 10% above its capacity, and the member requested a discussion on this very soon, as the demand would continue to increase. They also suggested looking into the reasons for the increased demand.
- It was noted that annual reports talked about the good things and did not discuss the problematic and challenging things - it was difficult to scrutinise a document that tended to only praise.
- It was noted that the post-16 travel pass was an excellent idea, but it was important that the discussions took place with the train and bus companies to ensure that the services reached the educational establishments on time.
- Referring to the comment in the report regarding children losing their oral abilities to all intents and purposes as a result of the pandemic, a member noted that they were worried about the long-term effect on these children, and emphasised that someone should be looking at what these children have lost overall due to Covid.
- A member noted that it was heart-breaking to see Welsh-speaking parents speaking English with their children, as this was completely unfair on the children and limited their opportunities for employment in this area - they greatly hoped that the schools were working very closely with parents to emphasise the importance of transferring the language to the next generation.
- It was noted (*on behalf of Manon Williams, Parent/Governor Representative for Arfon, who could not be present in this meeting*), that although the decisions of the Panel that discusses applications for an individual development plan should be shared with the parent and the school within a fortnight of the panel date, this did not happen in a number of cases, and that parents waited months for a decision which caused a lot of anguish for them and difficulties for the schools.
- It was noted that there was no reference in the report to the shortage of assistants, or to their importance to the education system as a whole.
- It was noted that it was a pleasure to be able to state that teachers commended the support and the advice received from the Education Department, and it was hoped that this was the general feeling across all the county's schools.
- With regard to language immersion, it was noted that the Aber Rwlá project by Anni Llŷn was an example of Gwynedd pioneering and leading on learning the language.
- A member welcomed the fact that mental health and well-being was being duly addressed.
- It was suggested, after receiving initial messages in February, that it was now time for the committee to receive an update on the Post-16 Education project in Arfon.
- A member expressed a wish for the committee to receive a copy of the findings from the survey that gathered the views of headteachers and governor representatives of every secondary school in Meirionnydd on the potential challenges they faced in terms of providing quality secondary education in the area, and also the survey to find the views of learners, staff, parents and headteachers which would steer the future direction of the Meirionnydd Collaboration project.
- It was noted that the Language Charter and the Language Strategy were very lengthy and aspiring documents, and that the Council no longer had ownership of them. As

such, a member questioned whether it was possible to provide a clearer brief for the schools, as some sort of fire-exit guide, explicitly stating their requirements.

- Concern was expressed that children's behaviour had deteriorated badly since the pandemic, and that the stress of having to cope with incredibly challenging situations was leading to staff sickness absences, which in turn increased the demand for supply teachers, costing more.
- A member expressed concern that problems with recruiting teachers would lead to class sizes doubling which in turn would make it more difficult to hold Welsh-only lessons.

In response to the observations and questions from members, the following was noted: -

- Safeguarding had been a priority for the Department during the lockdown periods when children were not attending schools, and that all the schools had undertaken very commendable work making contact almost, if not, daily with the most vulnerable children. It was confirmed that the numbers of children not attending school for whatever reasons was increasing, and that these children fell into two cohorts – the ones who were enrolled in schools and their attendance was lower than desired for various reasons, and also the ones whom their parents had elected for them to be home educated. It was noted that the Additional Learning Needs and Inclusion Service had empowered the teams who supported those children not attending school regularly enough through the Welfare Team, and that grants had been received to strengthen the welfare service, with a robust procedure for responding to the needs. Obviously, this team responded to safeguarding needs, which were greater, as they dealt with a higher number of cases and those cases tended to be more intensive. In terms of the de-registered children, officers visited the home, with the parents' consent, to ensure the child's safety. There were examples of wonderful work by teachers to ensure children's safety. In general, with more children at home, the risk in terms of safeguarding was higher, but the team coped because of the changes to the methods of responding to the situation. Obviously, we would wish to see more children in the schools, but it was challenging for the schools to increase attendance at present, with various factors feeding into this challenge. It was further noted that the Service would be willing to submit more information to this committee about the team that supports families who home-educate their children, the scheme of work, the effect of this to date, and the relationship that has been forged with the families. It was also noted that the service had begun looking at the reasons why children de-registered, in order to try and present and identify areas and categories of young people who were more likely to de-register.
- In terms of children's behaviour since the lock-downs, the data showed a slight increase in the number of exclusions, which was a national trend following Covid. It was seen that the children who had become most disillusioned with the school experience were those who had difficulty complying with the school routine, and schools were working very hard to regain children and young people's confidence to capitalise on their education. The situation did put pressure on the Inclusion Service, but the team was coping well, jointly with schools, to address that.
- The Department was continuously looking at the Welsh language. The Census figures showed that the percentage of Welsh speakers across Wales was lower than 10 years ago, but the reduction in Gwynedd appeared lower than in other counties. Nevertheless, social use of the language must be encouraged and normalised. Gwynedd was doing good work in the field, but should the data findings indicate that a particular age group required more attention, the Department would look again at the procedures.
- With regard to Gwynedd's ambition in the context of categorising schools according to the Welsh-medium provision, this was believed to be captured in the WESP, and in terms of any future slippage, or establishing some kind of action plan to supplement the statement or aspiration, much of this was also in the WESP which was behind our

aspirations, or ambition. Evidently, we needed to be ambitious here, and many of the comments that were received during the consultation on the plan had been incorporated. It was also highlighted that the Minister for Education and the Welsh language had noted recently how happy he was with the plan and Gwynedd's ambition. It was further noted that this report also looked at past practices, rather than only highlighting what actions would be taken now, and the officer emphasised the need for the ambition to be owned and supported by everyone. It was believed that the ambition was there, albeit agreeing that the actions required as a result of the categorisation should be specified (although not necessarily in the Annual Report). The officer emphasised the need for all schools to move forward, and regardless of how robust the Welsh-medium provision was in those schools, they had to plan for improving this through the curriculum and formal and informal aspects. It was noted that the Census highlighted the need to examine the whole age range that came under the education system, and although Gwynedd placed a great deal of focus on the secondary sector at present, there was a need to ensure progress across the entire sector.

- The officer fully agreed with the comment regarding immersion, and that the Council had a duty to immerse children whether they were latecomers or not. In Gwynedd, this happened naturally since the provision was entirely through the medium of Welsh in the foundation phase in every school bar one. It was noted that the work of the language centres had been invaluable for decades, but the restructuring of the system had led to greater flexibility and an increase in capacity, which meant that more immersion would be happening earlier on. They were seeing numerous applications arriving from schools for children who had been receiving their education in Gwynedd but had gaps in their education for various reasons, including the Covid period. The officer further noted that training on the principles of successful early immersion in the foundation phase had been provided for teachers, staff and assistants, and that they planned to continue with the provision in order to train and work alongside schools in the context of both early and late immersion. They also referred to the scheme in Bangor, where the authority was working in partnership with three schools to extend the provision. They noted that as a result of being awarded a three-year grant from the Welsh Government, a full-time teacher would be employed to support staff in the schools in the Bangor catchment area to apply the principles of early immersion in the foundation phase. This would contribute to outcomes within the WESP, and would strengthen plans, support and resources within these schools to promote the Welsh language as a medium, and its social use too of course.
- The tendering process for school transport was an open process that must be followed, and could not be restricted to a certain area. There was a shortage of taxi firms in some areas, the taxis were all needed at the same time for the work, and not all firms chose to tender. They could possibly study the pattern, but it was sometimes inevitable that contracts were placed with a firm based some distance away.
- The Department was fully aware of the capacity problems in the special schools, and was working on short-term and longer-term solutions which would require considerable planning. The needs had also intensified, and there was a need to strengthen the provision for the children with more severe needs in the mainstream, as well as looking at how the mainstream and special schools worked together in the case of some children. Historically, because of the condition of the former Ysgol Hafod Lon, parents had tended to choose mainstream for their children, although one might have argued by virtue of the statement that those children should have been placed in a special school. Now, however, because of the excellent resources offered in the new Ysgol Hafod Lon, they did not need as much convincing and working through the stigma of a parent not wanting to place their child in a special school. In these modern times as well, there were children living who would not have lived with their conditions previously, and although this was something to be extremely grateful for, it did also add to the pressure on the system.
- There was a great deal of work going on through the Primary Language Charter and the Secondary Language Strategy to convince parents to speak Welsh with their

children, by specifically highlighting the economic advantages to the child later on in life.

- Although accepting the comment regarding the importance of ensuring that transport services reach the educational establishments on time, this related to the transport infrastructure of the train and bus companies, much of which was out of the authority's hands. Despite this, discussions were taking place with Transport for Wales.
- It was accepted that the annual report read as though the Department was praising itself, but it was merely a taste of what had been done throughout the year, and all areas of work were being addressed through the performance-challenging procedure, which fed into the Cabinet Member's annual report.
- Interventions had been put in place for the cohort of children who had lost out due to Covid, and these children would be mapped throughout their school life in order to ensure there was no slippage and that they reached their full potential.
- With regard to the Panel that discusses applications for an individual development plan, one of the indicators by the ALN&I Service was to ensure that the school and parent received an appropriate reply within a fortnight of applying for a referral. It was noted that this indicator showed a performance of 100%, and that the only exceptions to this had been in May and June, where the Whitsun week had meant an additional week. The only instances where a referral would take more time would be in a more complex case e.g. an application for a different setting or a parent requesting something different to be provided for the school, or where the Moderation Panel needed to return to the school to request more information to support the application. It was also noted that the schools maintained frequent contact with the Quality Officer regarding applications that had come in, or awaiting further information. It was confirmed that this response would be sent in writing to Manon Williams in her absence from this meeting.
- The shortage of assistants was an increasing problem throughout Wales, but Gwynedd were leading the way in the field. The Head of Education sat on two national bodies that were looking into this, and he had aired the matter on behalf of Wales's education directors in a recent meeting where the Government was in attendance. It was acknowledged that the pay scale was not the highest, but this was subject to discussions at a national level etc. The contracts were often term-time only, and the posts themselves perhaps 15-20 hours a week, with everyone pooling in the same resource pool for the same people with the same skills. With this in mind, the Cabinet Member had asked the Department to examine the possibility of introducing additional elements to the job e.g. duties in the adult care sector, summer play schemes etc., so that the job bore a greater resemblance to a full-time 37-hour post with financial credibility. As a result of discussions between the national bodies, it was now understood that the Government were willing to look into this, and perhaps fund a pilot.
- Because of how busy everyone had been politically with the Elections and establishing the new Council etc., there had not been many discussions around the Post-16 Education project in Arfon since February, but now they had resumed the Agenda, the Department would be more than willing to share the observations regarding the findings with the committee members.
- The Department would be happy to share the results of the Meirionnydd Collaboration questionnaires. Recruitment was a challenge at all levels, and perhaps there was a need to think less traditionally, and consider whether we can share resources and collaborate, rather than everyone trying to reinvent the wheel.
- A brief could be provided for the schools highlighting the requirements of the Language Charter and the Language Strategy clearly and concisely. The headteachers felt in general that the questions in the Language Charter should be revised to make them more relevant to today, and in order to have ownership of them – Gwenan Ellis Jones, Welsh Language Charter Co-ordinator, was already consulting with the Government on this. In terms of the secondary sector, it was noted that an e-mail had already been sent to the schools to try to provide guidance but without

overwhelming them, and that Siân Eirug, Language Strategy Coordinator (Secondary Sector) was working directly with the schools on this.

- In terms of recruitment and sickness problems in different parts of the county such as south Meirionnydd, the Department was supporting the schools as far as it could to cope.
- Although the Department had hoped that the Tywyn Language Centre would be ready by January 2023, the centre had not been built unfortunately, because of a delay with planning. They had looked at the possibility of locating the centre temporarily in Ysgol Tywyn, but there was not enough space there, as pupil numbers in the school had increased. Tywyn Hall was a particularly good option in terms of the facilities, but the Department was looking for a location on school grounds, as the school headteacher was the site manager in the context of safety. As a compromise, the proposal by the Headteacher of Ysgol Bro Idris, Dolgellau to temporarily locate the centre for a term or two in that school had been accepted. It was noted that many had already registered to attend the Language Centre, and it was greatly hoped that the new Centre in Tywyn would be ready for the next academic year, if not sooner.
- With regard to the Catering and Cleaning Service's priority for the next period to work with the schools to become completely cashless, it was confirmed that they would consider the situation of parents who did not have a bank account.
- At the Chief Executive's request, one of the Corporate Directors had agreed to work with the Head of Education Department and the Area Education Officer for Arfon to look across the Council at how best to meet the overspend in the education transport budget.

(B) ANNUAL REPORT OF GWE 2021-22

Officers from GwE were welcomed to the meeting and the GwE Annual Report for 2021-22 was presented.

Members were given an opportunity to ask questions and offer observations.

Individual members submitted the following observations: -

- It was noted that it was impossible to scrutinise a report of this size, and that this was not how the committee should be scrutinising the work of GwE.
- Concern was expressed about children's attitudes towards teachers, and it was noted that prospective teachers should be trained on how to deal with challenging behaviour, otherwise young people would be reluctant to join the profession.
- It was now very difficult for governors to know what was the baseline for measuring standards in light of Covid, and they believed that there was a role for GwE to play in supporting and assisting them to resume their roles.

In response to the observations and questions from members, the following was noted: -

- Whilst accepting that the report was lengthy, that more specific reports were presented to the committee during the year at the members' request, but the Annual Report combined everything together in one place. Should the members wish to focus on certain themes, or discuss more specific elements in workshops, GwE would be more than willing to facilitate that.
- In terms of addressing the risk in respect of recruitment difficulties and succession planning for securing senior leaders across the region, especially Welsh-medium ones, it was noted that there was much talk about the effect of Covid on pupils, but perhaps the effect on adults had not been fully realised. Senior leaders across the region were very tired, and a quarter of the secondary headteachers had retired during the last academic year. Also, as a headteacher left, a deputy or another person would step into the role, which would then leave that role vacant for some time. It was also

noted that during lockdown, headteachers had had to put aside some more 'leadership' elements of the work and focus on managing, safeguarding and ensuring that everyone was safe, but they were now required to step back into the leadership role, or step into that role for the first time in the cases of newer headteachers. Also, in terms of recruitment, the Welsh-speaking pool was smaller, the world of education was facing the biggest changes in 40 years, and it was a very trying time financially. In light of all of this, the officer questioned whether these leadership posts were now as attractive to so many people. In terms of the bilingual ability or Welsh-speaking ability of staff across the region, it was believed that there was balance, but by ensuring that the provision was completely bilingual, perhaps the Service was drawing extensively on the North West pool. Short-term secondments were one way around this, or buying people's time to fill gaps if specific medium requirements arose.

- The risk in terms of the consistency and range of the Reform Journey referred to regularity at many levels. The Department had been working with Professor Donaldson regularly to understand the requirements and convey the messages across the region. It was believed, however, that the Government tended to work on two tiers, namely policy, and the field that implements the policy, and at times more than one person contributed to this interpretation. As such, there was a question of whether the messages were always consistent and were applied enough, and in respect of the Welsh language, were they applied enough for practitioners in our schools? They must praise how well the primary sector and around six secondary schools had embraced the new curriculum, and were offering local, well-planned experiences to their pupils, and the Service was working with the schools to share the practices amongst each other so that they could see the range of experiences they were able to offer, and the Service was also supporting them with the systems that captured impact, and captured learners' progress.
- The Service was working closely with Bangor University on teachers' initial training. There had been a shortage of teachers in some specific subjects such as mathematics and physics for years, and more discussion was needed around this and to possibly identify the cohorts of prospective teachers that were needed, rather than turning out too many who have specialised in one subject. It was further noted that dealing with challenging behaviour formed part of teachers' training, but they could convey the message to the University regarding the importance of being able to ensure firm discipline in the classroom.
- Changing the role of the Challenge Advisor to Improvement Support Advisor had strengthened the relationship between the schools and the service, and the service was now meeting the needs of individual schools much better than in the past.
- With regard to the Accelerated Learning schemes and as a result of work with the University to identify the elements that had the greatest impact, the Service had been supporting schools to re-establish what the pupils' baseline was. It was noted that the Service would be happy to bring a report or give a presentation to the committee in response to a specific question. It was further noted that basic skills had been affected during the past 18 months, and that this had affected the Welsh language where Welsh was not the language at home, and also in some more deprived pockets. It was also noted that there were some cohorts coming together in the schools, more in some classes than others, but again, practitioners must be very specific in terms of the type of support required by pupils and the teachers in putting the next steps in the children's learning in place.
- If there was anything in particular that governors needed in order to resume their role following the pandemic, the Service would ensure that a workshop or guidance was provided to them.

RESOLVED to accept the reports and ask the Education Department and GwE to take note of any observations raised during this meeting.

The meeting commenced at 10.30 am and concluded at 2.35 pm

CHAIR

Meeting	Education and Economy Scrutiny Committee
Date	2 February, 2023
Title	Gwynedd and Eryri 2035: Gwynedd and Eryri Sustainable Visitor Economy Strategic Plan
Author	Roland Evans, Assistant Head of Economy and Community Department
Cabinet Member	CLlr Dyfrig Siencyn CLlr Nia Jeffreys

Why does it need to be scrutinised?

- To scrutinise whether the Strategic Plan corresponds with the Council's ambition and priorities for the Sustainable Visitor Economy in the future? ([Appendix 1](#))
- To scrutinise whether a joint operating structure with the National Park Authority is suitable ([Appendix 2](#))
- To scrutinise the arrangements for establishing the New Sustainable Visitor Economy Partnership to drive the implementation of the Action Plan ([Appendix 3](#))

What is the background and relevant considerations?

Cyngor Gwynedd and Eryri National Park Authority have reviewed their priorities and plans for the visitor economy in the area.

A review of the Destination Management Plan began in 2018 with a series of workshops for the tourism sector and community representatives.

COVID-19 has put tremendous pressure on communities across Gwynedd and Eryri with unprecedented numbers of visitors to the area. This period has highlighted some issues that need to be addressed to support a sustainable visitor economy in the area.

The process for developing principles for the visitor economy were presented to the Education and Economy Scrutiny Committee on 4 February 2021.

In November 2021, Cyngor Gwynedd and the National Park Authority signed an Memorandum of Understanding. The Objective of the Memorandum of Understanding is to *collaborate effectively and efficiently in partnership to realise the Vision and Principles of the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035 to protect and promote the area's special values.*

A joint Steering Board was established between the two bodies, which includes the Chief Executives, Cyngor Gwynedd Leader, Cabinet Member, Chair of the Park and Heads of Department.

The draft Plan was approved and submitted to the democratic structures of the Council and National Park by the joint Steering Board on 21 December 2022.

The draft Strategic Plan can be seen in **Appendix 1**.

Why do we need to act now?

1. Cynllun Eryri identifies the need for a Sustainable Tourism Plan.
2. We have a duty to protect the area's communities, environment and culture.
3. Cynllun Gwynedd prioritises a plan to ensure that Gwynedd's businesses and communities benefit from the visitors who come to the area and develops a Regeneration Plan for Gwynedd.
4. The Slate Landscape of North West Wales World Heritage Site Management Plan recognises the need to develop a plan to manage visitors to the area.
5. The Pen Llŷn a'r Sarnau Area of Outstanding Natural Beauty gives priority to sustainable tourism management.
6. The Gwynedd Destination Management Plan review highlighted new opportunities and threats to the future that need to be addressed.
7. Covid highlighted the need to respond in a sustainable way in the future in order to protect the special qualities of the area and our communities.
8. There are new opportunities for collaboration and an opportunity to learn from the experiences of other areas.
9. Data highlights the need for a better balance in the visitor economy and within the economy generally in the Gwynedd and Eryri National Park area.

What are the main issues in the area?

10. Pressure on areas and public services, e.g. car parks, bins, roads, rural areas.
11. Covid created tensions in some areas with unprecedented visitor numbers.
12. Salary levels and seasonal employment within the tourism sector.
13. Lack of diversity in the rural economy and possible overdependence on tourism.
14. Negative feelings within some communities and areas, but there may be opportunities if different actions are taken.
15. Potential impact on the language, communities and the environment.
16. Better means of measuring are needed to measure any negative and positive impacts.
17. An opportunity to integrate a Sustainable Visitor Economy Plan into the development of Area Regeneration Plans across Gwynedd.

What is the response of Cyngor Gwynedd and Eryri National Park?

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

- Reached over 250 representatives
- Attracted over 1,500 observations by attendees
- Engaged with 14 areas of Gwynedd and Eryri National Park

- Reached over 100 public organisations, bodies or individual businesses
- Over 4,490 received information and an invitation to contribute at the events via the Cyngor Gwynedd Business Bulletin

Following feedback from these workshops, Cyngor Gwynedd and Eryri National Park have started to build on the Sustainable Visitor Economy Principles and developed the Gwynedd and Eryri Sustainable Visitor Economy Strategic Plan. This has also been influenced by good practice from other areas in Europe and internationally. We are unaware of any similar plan in development in Wales.

A Sustainable Visitor Economy Task and Finish Group was established to advise the Council and National Park on the content of the Strategic Plan, the methods of measuring impact and the appropriate implementation methods. The feedback of the Task and Finish Group, which included representatives from communities, businesses and potential principal operational partners, has been incorporated in the final draft Plan and action models.

The Strategic Plan: (Seen in Appendix 1)

The Council and the Park are developing the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035 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 (United Nations World Tourism Organisation) and have agreed on 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 communities outweigh any disadvantages

Objectives have also been developed to drive 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 communities outweigh 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 benefit 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

One of the first actions of this Plan will be to establish a Gwynedd and Eryri Sustainable Visitor Economy Partnership, which will bring partners together for the first time to formally discuss this field in the future.

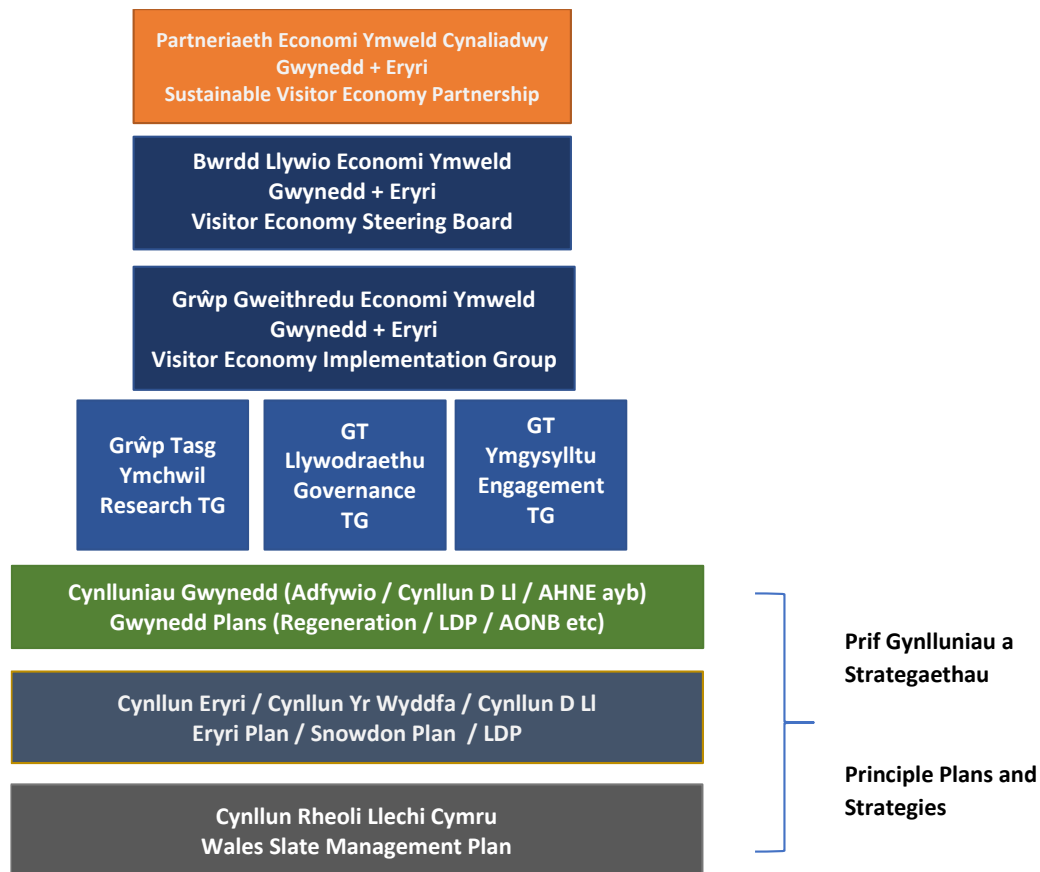
The new structure includes the following main elements:

Gwynedd and Eryri Sustainable Visitor Economy Partnership - A new multi-sector partnership to implement the Visitor Economy Plan by agreeing on action priorities, appropriate indicators, and regular monitoring. The draft Terms of Reference can be seen in Appendix 3.

Gwynedd and Eryri Sustainable Visitor Economy Steering Board - A joint strategic Steering Board between Cyngor Gwynedd and Eryri National Park Authority with political and senior officer representation to agree upon the strategic direction of the visitor economy between both authorities. Representation from the Partnership will sit on the Steering Board. The Terms of Reference can be seen in Appendix 2.

Gwynedd and Eryri Sustainable Visitor Economy Operational Group - A group of officers to implement the strategic priorities set by the Steering Board and to support the delivery of the action priorities, the indicators, and the monitoring work on behalf of the Partnership.

The following structure will be adopted in order to monitor and realise the Plan:



Finance

Despite the bleak financial forecasts ahead of us, there is an expectation that this Plan will also influence the other policies of Cyngor Gwynedd, Eryri National Park and partners in the fields of planning, destination management, environmental management, training and skills, regeneration, business support, events, etc., and to add value by changing the emphasis of activities or policies.

We are confident that a prioritised Strategic Plan and Action Plan will open the doors to funding from the UK and Welsh Governments as well as other future funding sources.

During our discussions and consultations on the development of this Plan, the Tourism Levy was raised as a potential way to support the sector and our communities in the future. Whilst the Welsh Government is currently consulting on this during the development of this Plan, and since there is no assurance that it will be adopted; the Sustainable Visitor Economy Partnership and its Action Plan could be an inclusive and fair way to identify priority projects for investing the Tourism Levy in the future, should it be established.

Elements of the Strategic Plan are already operational in terms of action priorities across Cyngor Gwynedd and the National Park and the principles drive investments in some operational fields, e.g. the 'Arosfan' Project, Gwynedd and Eryri Ambassadors, Strategic Events, Eryri Mountains and Coast Communication messages, etc.

The proposed timetable for adopting the Strategic Plan is for it to be submitted to the Cabinet on 14 February 2023 for approval. There will be an opportunity to present the conclusions of the Scrutiny Committee to the Cabinet for consideration.

It will be submitted to the Park's Working Group on 25 January, before being submitted to the full Authority in February 2023.

See below the main subsequent actions:

Action	Lead Body	By when?
Establishing a Gwynedd and Eryri Sustainable Visitor Economy Partnership	Cyngor Gwynedd with support from Eryri National Park	Spring 2023
Developing and embedding the formal collaboration arrangements between the Council and the Park	Cyngor Gwynedd and Eryri National Park	2023
Adopting Balanced Indicators	Sustainable Visitor Economy Partnership	Spring 2023
Establishing formal Monitoring Procedures	Cyngor Gwynedd	Spring 2023
Approving an Action Plan that identifies a lead body to deliver priorities	Sustainable Visitor Economy Partnership	Summer 2023
Establishing Leaders within the Gwynedd and Eryri communities	Sustainable Visitor Economy Partnership	Spring and Autumn 2023
Influencing partner policies and strategies	Sustainable Visitor Economy Partnership	Continuous
Identifying funding opportunities	Sustainable Visitor Economy Partnership	Continuous but during the annual review in December.
Continuous monitoring and reviewing, but with an annual review of progress	Sustainable Visitor Economy Partnership with support from Cyngor Gwynedd and Eryri National Park	Continuous but a report to be submitted every December.
Communicating with all stakeholders of the visitor economy	Cyngor Gwynedd and Eryri National Park	Continuous

Sustainable Visitor Economy Strategic Plan

Gwynedd and Eryri 2035

Version Control

Date	Version	Comment and Author
10-02-22	Draft 1	Draft 1 for comments from National Park and the Council – Roland Evans
12-05-22	Draft 2	Incorporating the comments of the Park and the Council - Roland Evans
19-10-22	Draft 3	Incorporating Task and Finish Group comments and to simplify vocabulary
27-10-22	Draft 4	Includes comments from the Action Group
26-11-22	Draft 5	Incorporating the comments of the Action Group + Park Authority + Sioned Williams + Steering Group amends
02-12-22	Draft 6	Final changes to the draft by National Park and Council officers
12-12-22	Draft 7	Addition of photos and content to the Case Studies
21-12-22	Draft 8	Additions from the Steering Board

Gwynedd and Eryri

Sustainable Visitor Economy Strategic Plan 2035

- **Introduction**

- Leader of Gwynedd Council
- Chair of Eryri National Park

1. **Our Vision**

2. **Measuring success**

3. **Establishing and Implementing Gwynedd and Eryri's principles**

4. **Operational Case Studies**

5. **Contact Details and Further Information**

APPENDICES

1. **The case for action**

2. **Strategic Context and Good Practice**

3. **Developing the Plan and Consultation**

4. **Workshop feedback**

Introduction

It is our pleasure to present this Strategic Plan for a Sustainable Visitor Economy on behalf of Cyngor Gwynedd and Snowdonia National Park Authority.

The Plan is the result of years of discussion and co-working, where we have consulted widely with elected members, communities, businesses and other key partners. This Strategic Plan sets out the core principles for the visitor economy in the area, which will in turn lead to a series of actions to be agreed upon by the Sustainable Visitor Economy Partnership.

We recognise the importance of the visitor economy to our special area, but we also want to ensure that the area and its special qualities are conserved and protected - so that what makes it unique, is protected today and for future generations.

Pressures from the visitor economy on our communities, our environment and more broadly on the area's infrastructure have been acutely experienced in recent times. Indeed, the period following Covid-19 proved that the visitor economy needed to be re-examined to ensure a greater balance for all. We are confident that this Plan will help to identify and respond to issues and opportunities that have arisen or will arise in the future.

This Plan has been developed whilst taking into account research and key statistics as well as national, regional and local strategic priorities and international good practice. These considerations can be found in the Appendices.

By working together on developing the Plan and identifying new collaboration arrangements, Cyngor Gwynedd and Snowdonia National Park Authority commit to action in order to achieve *"a visitor economy for the benefit and well-being of the people, environment, language and culture of Gwynedd and Eryri"*.

However, we know that successful action cannot be achieved by us alone, and therefore we will establish the Gwynedd and Eryri Visitor Economy Partnership 2035, in order to help us realise the vision and our new visitor economy principles. The partnership will have a key role in developing and agreeing an Action Plan over a period of 5 years and it will have responsibility for agreeing on balanced measurements and for reviewing performance indicators every 12 months.

This is a plan that breaks new ground and presents a new way of measuring the impact of the visitor economy as a whole on our area, taking into account effects on the language, culture and heritage, the environment and our communities.

We look forward to the continuation of our collaboration as two Authorities, but also to our collaboration with key partners across the community, private and public sectors so that we can all realise our objectives.

Clearly, much of our future work will be dependent on securing funding, but by co-working to agree on an Action Plan and to identify sources of funding - our intention is to convert this Strategic Plan into action to ensure that we have a balanced, sustainable and robust visitor economy for the benefit of all our communities and businesses.



Cllr. Dyfrig Siencyn

Leader of Gwynedd Council



Cllr. Annwen Hughes

Chair, Snowdonia National Park Authority



Our Vision

Cyngor Gwynedd and Snowdonia National Park Authority have collaborated on developing this Plan with communities, businesses and stakeholders in order to promote a Sustainable Visitor Economy in our area for the future. Our vision for the future is:

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

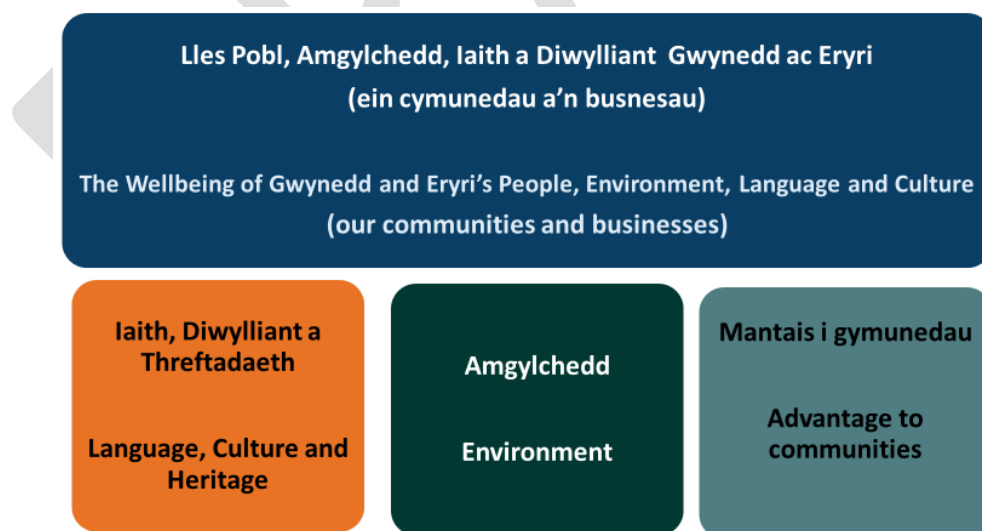
Both bodies have reviewed international and local good practice and also considered the United Nations World Tourism Organisation's definition of sustainable tourism in order to create principles for the area, for the future.

Principles of the Visitor Economy for Gwynedd and Eryri National Park

Following a number of consultation sessions with Elected Members, communities, the visitor economy sector and other organisations, we have agreed on the following Sustainable Visitor Economy Principles:

1. **To Celebrate, Respect and Protect our Communities, Language, Culture and Heritage**
2. **Maintain and Respect our Environment**
3. **Ensure that the communities of Gwynedd and Eryri gain more advantages rather than disadvantages**

The new principles we have adopted can be seen here:



Objectives have also been developed to inform future priorities:

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

- A visitor economy in the ownership of our communities with an emphasis on local pride

- A visitor economy that is a world leader in Heritage, Language, Culture and the Outdoors

Maintaining and Respecting our Environment: Objectives

- A visitor economy that respects our natural and built environment and considers the implications of economic developments of the visitor economy and our environment today and into the future
- A visitor economy that is a world leader in sustainable and low carbon developments and infrastructure and in responding to the climate change crisis.

Ensure that the advantages for the communities of Gwynedd and Eryri are greater than any disadvantages: Objectives

- A visitor economy which ensures that infrastructure and resources contribute to the well-being of the community throughout the year
- A visitor economy that thrives for the benefit of the people and businesses of Gwynedd and Eryri and offers quality employment opportunities to local people all year round
- A visitor economy that promotes local ownership, supports supply chains and local produce

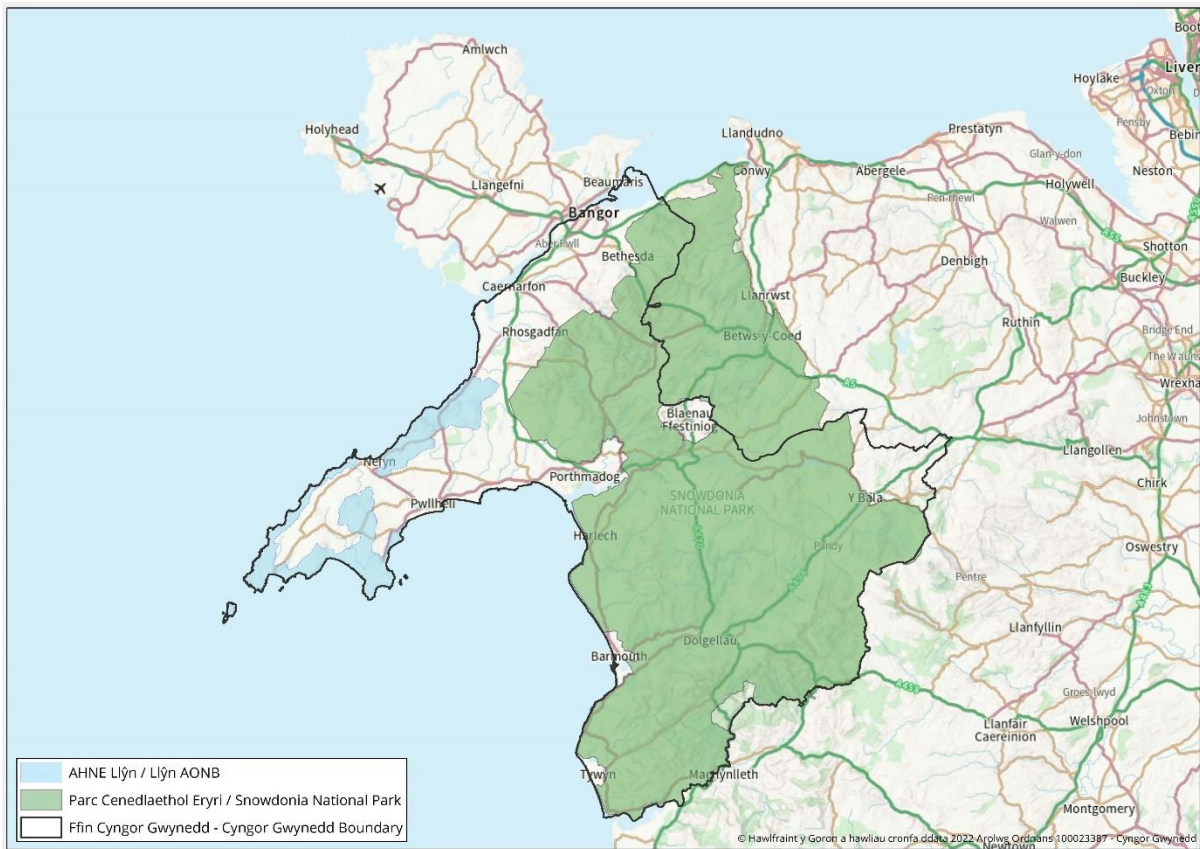
This Plan is ground-breaking for the area and responds directly to the views of many of our communities and the desire of our businesses to operate in a different way in the future.

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.

Cynllun Eryri recognises the need for a Sustainable Tourism Plan and Gwynedd Council's Plan gives priority to ensuring that Gwynedd's businesses and communities benefit from the visitors who come to the area as well as developing a Regeneration Plan for Gwynedd.

During the process of developing Our 13 Area Plans as part of implementing the Gwynedd Regeneration Framework, 13 areas in Gwynedd were consulted. The need for sustainable tourism arose in 9 of the 13 areas. In the 3 areas where Sustainable Tourism was not identified as a specific need, the issues regarding second homes, environmental protection, infrastructure, sustainable transport and the need for clean and tidy places were identified.

This Plan applies to the Cyngor Gwynedd area and Eryri National Park - including the Conwy County Borough Council area which is part of the Park as you can see from the map below:



Measuring success and Milestones

By adopting the Plan it is necessary to establish a way of measuring how the principles are embedded and implemented.

One of the main shortcomings of indicators for the tourism field at the moment is our reliance on reporting on economic and employment issues only through the use of the STEAM (Scarborough Tourism Economic Assessment Monitor) model. This data focuses on economic elements and there is insufficient consideration of the impact of the visitor economy sector in a holistic way.

The current data demonstrates the following. (There are more statistics in Appendix 1 – The Case for Action):

A SUMMARY INFOGRAPHIC HERE WITH A SELECTION FROM BELOW:

- Average Workforce in a year: 18,244
- Number of Attractions: 200
- Number of Outdoor Providers: 100
- Number of visitors 2019: 7.8m
- Value to the Economy 2019: £1.35bn
- Overnight stays 2019: 20.10m
- Day visits 2019: 23.93m
- Customer satisfaction: 80% **

*STEAM Review Figures 2019

** Visitor review Visit Wales – Gwynedd Council Beaufort Research 2019

The Skills and Employment Plan for North Wales 2023-2025 identifies the following when discussing the tourism and hospitality sector:

- The average salary across North Wales in all sectors is £24.8k
- 37% of people in the sector say that it is difficult to fill jobs

The information below provides the information for Gwynedd:

64.4% Welsh speakers* 2021 census (a decrease of 1% from 65.4% in 2011)

Considering the above and the information in the Case for Action (Appendix 1) we have identified comprehensive new measurements for measuring the impact of the visitor economy so that we have a much more balanced impression.

A number of the indicators are influenced by external matters - beyond the visitor economy - but they can offer important context when considering the action priorities of this Plan and partners' plans.

The Visitor Economy Partnership will be required to agree on a series of indicators to provide a more balanced image of the effects of the visitor economy on the area. The Action Plan will also set performance measurements to monitor delivery against the priorities of the Plan.

Examples of these new measurements could be:

1. Celebrate, Respect and Protect our Communities, Language, Culture and Heritage, for example:

- The percentage of residents who are satisfied with the effects of tourism on the community in general and the identity of the destination;
- The number of second homes (according to tax rates) and house price inflation;
- Number of Welsh speakers;
- The number of individuals and businesses who support the culture, protection, conservation and management of the area through the 'tourism ambassador' schemes for Gwynedd / Eryri.

2. Maintain and Respect our Environment for example:

- The numbers visiting / taking part in environmental / landscape activities i.e. coastal path, beach, Yr Wyddfa, paths;
- Biodiversity level (sampling some areas / species) marine and inland areas;
- Sea vessel registration - boats / jet skis;
- Number of public transport routes available (monthly);
- Number of electric car charging points;
- Number of reports / complaints about illegal camping.

3. Ensure that the advantages for the communities of Gwynedd and Eryri are greater than any disadvantages for example:

- Percentage of streets that are clean;
- Level of community deprivation;
- Parking numbers versus capacity;
- Number of road traffic incidents;
- Number of open public toilets / per 1000 of the total population;
- Number employed in the tourism industry;
- Average salary within the tourism industry;
- Number of tourism businesses / enterprises (or tourism-related businesses) in local or community ownership.

Establishing and Implementing the Principles for Gwynedd and Eryri

When adopting these Principles, it is necessary to establish new delivery arrangements in order to realise them in partnership, 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.

This 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.

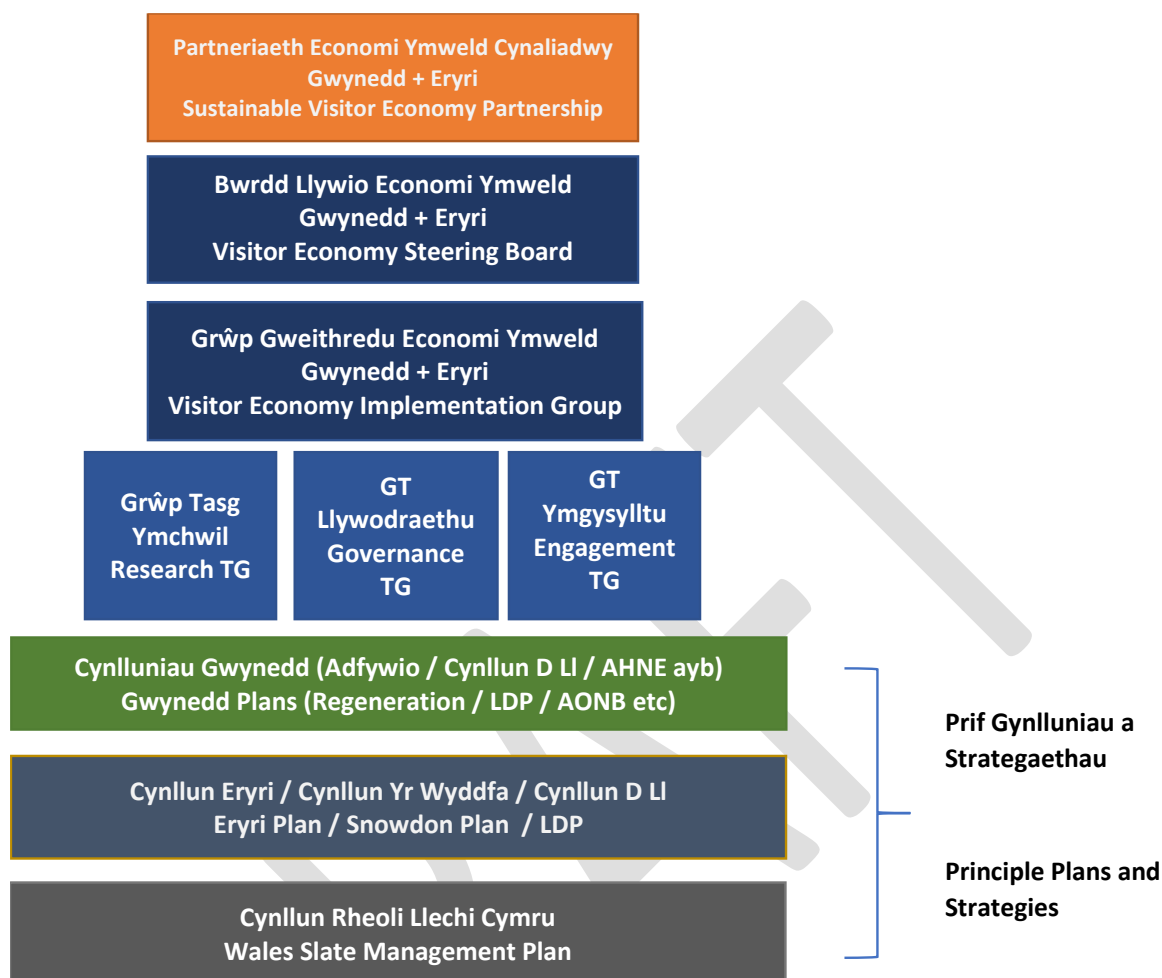
The new structure includes the following:

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.

The following structure will be adopted in order to monitor and realise the Plan:



The Sustainable Visitor Economy Partnership will adopt a formal Terms of Reference and it is expected that it will have a central role in advising the Steering Board and the Action Group and monitoring progress in delivering Plan and the relevant Action Plan. Membership of the Partnership will include:

- The two main partners
- Leaders from the private sector
- Community leaders and the third sector
- Public partners

Gwynedd and Eryri Sustainable Visitor Economy Action Plan 2035

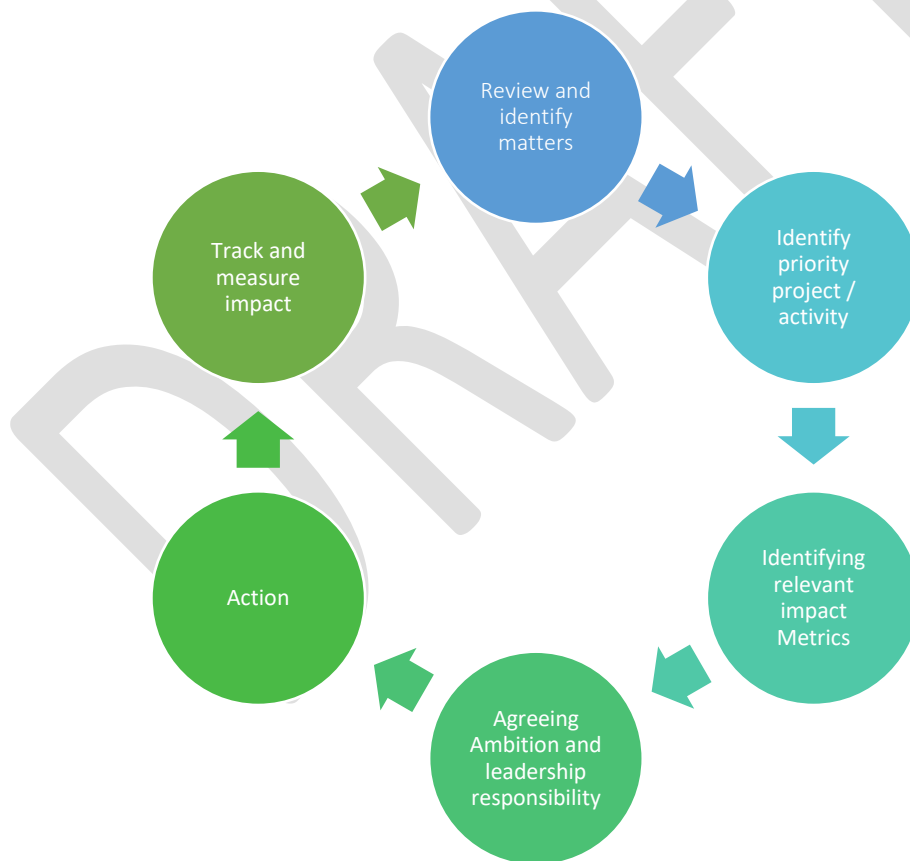
A number of actions are already taking place or have been scheduled by partners in order to respond to discussions on the development of this Plan and examples of these can be seen in the case studies.

One of the main responsibilities of the Sustainable Visitor Economy Partnership will be to develop and agree on an Action Plan to go along with this Strategic Plan. The objective of the Action Plan will be to ensure that we respond to the needs of the areas of Gwynedd and the National Park, the communities, businesses and the research that has been considered. The Action Plan will provide more detail of the practical steps and the priority projects and policies that we would like to see implemented in the area in the future.

The Action Plan will list priorities and identify a lead body for delivery. It will go hand in hand with this strategic overview and interweave with the 13 Area Regeneration Plans which have been jointly developed with all the areas of Gwynedd and Eryri in response to what is important to our communities and businesses.

The Action Plan will be a living document that will continuously develop in order to respond to the priorities of our communities and our businesses. It will be reviewed every 12 months by the Sustainable Visitor Economy Partnership.

It is expected that the Partnership will follow this procedure when reviewing priorities:



It is expected that an annual procedure will be followed, identifying issues, identifying the method of response and the method of measuring the impact of the response, before then agreeing the output of the action as seen below:



For example, issues arising in relation to motor homes:



Finance

Despite the serious financial forecasts that lie ahead, it is expected that this Plan will also influence the other policies relating to Gwynedd Council, Eryri National Park and partners in the planning, destination management, environmental management, training and skills, regeneration, business support, events fields etc, adding value by changing the emphasis of activities or policies. We are confident that the Strategic Plan and the prioritised Action Plan will open doors to the UK and Welsh Governments' funding and other sources of funding in the future.

During our discussions and consultations relating to the development of this Plan, the Tourism Levy was raised as a possible means of supporting the sector and our communities in the future. While the Welsh Government is consulting on this, and there is no guarantee that it will be adopted; the Sustainable Visitor Economy Partnership and its Action Plan could be an inclusive and fair way of identifying priority projects for investments from the Visitor Levy in the future, should it be established.

The main strategic actions

Below are the main strategic actions for Cyngor Gwynedd, Snowdonia National Park Authority and the new Sustainable Visitor Economy Partnership:

Action	Lead Body	By when?
Establishment of Gwynedd and Eryri Sustainable Visitor Economy Partnership	Cyngor Gwynedd with the support of Eryri National Park	Spring 2023
Develop and embed the formal collaboration arrangements between the Council and the Park	Cyngor Gwynedd and Eryri National Park	2023
Adoption of Balanced Indicators	Sustainable Visitor Economy Partnership	Spring 2023
Establish formal Monitoring Arrangements	Cyngor Gwynedd	Spring 2023
Approve an Action Plan that identifies a lead body to deliver priorities	Sustainable Visitor Economy Partnership	Summer 2023
Establishing Leaders within the communities of Gwynedd and Eryri	Sustainable Visitor Economy Partnership	Spring and Autumn 2023
Influencing partners' policies and strategies	Sustainable Visitor Economy Partnership	Continuous
Identify funding opportunities	Sustainable Visitor Economy Partnership	Continuous but during the annual review in December.
Continuous monitoring and review, but with an annual review of progress	Sustainable Visitor Economy Partnership with the support of Cyngor Gwynedd and Eryri National Park	Continuous but a report to be submitted every December.
Communicate with all stakeholders in the visitor economy	Cyngor Gwynedd and Eryri National Park	Continuous

Case studies

Although the Action Plan has not yet been adopted 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.

Care for Snowdonia Plan ✓✓✓



Caru Eryri / Care for Snowdonia 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 an increasing number of visitors is having on the National Park. Litter collections are organized across the National Park, focussing on the busiest paths, which include, all the main Yr Wyddfa, Ogwen, Cader Idris, and Llyn Tegid

routes.

Volunteers can join the volunteer shift by using our online system. There are shifts arranged every Wednesday, Friday, Saturday and Sunday. Over the summer of 2021, volunteers spent 134 days caring for Eryri and collected 1033kg of rubbish. This is a huge achievement for which we are extremely grateful. The plan has been very successful in 2022, and includes conservation workdays.



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 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 Ambassador Plans ✓✓✓

The Gwynedd and Eryri Ambassador Courses give people the opportunity to learn and improve their knowledge about the unique qualities of the area to explain what makes Gwynedd and Eryri a special area that indeed cannot be compared to anywhere else.



They are free online courses available for anyone to complete in their own time.

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.

Modules as part of the courses include:

Welcome to Gwynedd / Welcome to Eryri, Language and Culture, Communities, The Coast, Landscape, UNESCO Sites, Activities and Attractions, History and Heritage and Wales. 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.

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 Gwynedd Council 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.

Contact details and further information

[Sustainable Visitor Economy Gwynedd and Eryri 2035 | Drupal \(ymweldageryri.info\)](https://ymweldageryri.info)

Tourism, Marketing and Events Service	Partnerships Manager
Gwynedd Council	Snowdonia National Park Authority
Council Office	Head Office
Stryd y Jêl	Penrhyndeudraeth
Caernarfon	Gwynedd
Gwynedd	LL48 6LF
LL55 1SH	
 01766 771000	 01766 770274
 tourism@gwynedd.llyw.cymru	 parc@eryri.llyw.cymru

The case for action

Gwynedd and Eryri are home to iconic natural and heritage attractions, which include Mount Snowdon, the National Park, the Llŷn Area of Outstanding Natural Beauty (AONB), one of the longest sections of the Wales Coast Path, blue flag beaches and marinas, the largest forest in North Wales, over 100 lakes, World Heritage Sites and the Dyfi Biosphere.

There are 17 National Nature Reserves in Eryri; more than in any other national park in Wales; and 56 Sites of Special Scientific Interest. The vast biodiversity reflects the variety of the landscape, geology, the climate and the land management methods. The wealth of plants and animals is fundamental to the history, culture, language, economy and continual well-being of everyone who lives in and visits the area.

There are a number of high standard businesses, attractions and food and drink producers here that have invested heavily over the past decade providing unique experiences for residents and visitors. The outdoor and heritage sectors are two of the county's strongest sectors.

The area is a stronghold of the Welsh language with over 69% of the population speaking Welsh fluently according to the 2011 census.

For centuries, the area has attracted visitors who have been fascinated by our natural and built environment and our communities. Today, there is a need to review our priorities for the visitor economy in future, work differently and create a new plan.

The visitor economy has an important contribution to make to the economy and communities of Gwynedd and Eryri - this contribution needs to be balanced and sustainable in order to protect our communities, our environment, language and culture for future generations.

Data and research highlight the need for a better balance in the visitor economy and within the economy generally in the Gwynedd and Snowdonia National Park area.

The review¹ of Phase 1 of the Arfor programme funded by the Welsh Government highlights the following about the West Wales area:

The counties of Gwynedd, Anglesey, Ceredigion and Carmarthenshire are often referred to as strongholds of the Welsh language, although a number of counties or areas within other counties can be identified which share similar characteristics. There is a general consensus that these strongholds share similar social, economic and cultural characteristics, including:

¹ © Wavehill: social and economic research. Dr Dyfan Powel Endaf Griffiths and John Pritchard

1. A high percentage of Welsh speakers
2. Immigration of older people, young people who emigrate
3. Rural depending on agriculture, food and tourism
4. Market towns and University towns
5. High percentage of jobs in the public sector
6. Lowest wages in Britain, and among the lowest wages in Europe

In addition to the above, there is a consensus that the counties share the same challenge, and that there is a problem that needs to be responded to.

Although the development of this Plan has commenced since 2018, Covid-19 has put tremendous pressure on communities across Gwynedd and Eryri with unprecedented numbers of visitors to the area. This period has highlighted some issues that need to be addressed to support a sustainable visitor economy.

A climate change emergency was declared by Welsh Government, Gwynedd Council and the National Park in 2019. The nature and biodiversity crisis as a result of climate change forces us to change our lifestyle and behaviour.

The Eryri Plan identifies the need for a Sustainable Tourism Plan and the Gwynedd Council Plan places a priority to ensure that Gwynedd's businesses and communities benefit from the visitors who come to the area and develops a Regeneration Plan for Gwynedd.

The Slate Landscape of North West Wales World Heritage Site Management Plan recognises the need to develop a plan to manage visitors to the area and the Llŷn Area of Outstanding Natural Beauty gives priority to sustainable tourism management.

We have a duty to protect the area's communities, environment and culture for the benefit of future generations, and new collaboration opportunities arise and an opportunity to learn from the experiences of other areas.

In November 2021, Gwynedd Council and the National Park Authority signed an Agreement of Understanding. The Objective of the Agreement of Understanding is to *collaborate effectively and efficiently in partnership to realise the Vision and Principles of the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035 to protect and promote the area's special values.*

This Plan is relevant to the Gwynedd Council and Snowdonia National Park area - including the Conwy County Borough Council area which is part of the Park.

During the process of developing 13 Ardal Ni (Our Area) Plans as part of implementing the Gwynedd Regeneration Framework, 13 areas of Gwynedd were consulted. The need for sustainable tourism arose in 9 of the 13 areas. In the 3 areas where Sustainable Tourism was not identified as a specific need, the themes of second homes, environmental protection, infrastructure, sustainable transport and the need for clean and tidy places were identified.

Research and statistics

The development of this Plan has relied a great deal on research work and statistical analysis in order to draw up our principles and priorities for action.

The research and statistics include:

- Review of Local Tourism Accommodation (2018/19, Gwynedd Council)
- Visit Wales and Gwynedd Council Visitor Review (2019, Beaufort Research)
- Benefiting from Tourism Review - consideration of options to fund future priorities (May 2019, Blue Chip Tourism and RJS Associates Ltd).
- Review of the Destination Management Partnership (October 2019, Blue Chip Tourism and RJS Associates Ltd)
- Eryri Plan (2020, Snowdonia National Park)
- Yr Wyddfa and Ogwen Sustainable Parking and Transport Strategy (2020, Snowdonia National Park)
- Gwynedd Council Plan (2018, Gwynedd Council)
- Managing the use of dwellings as holiday homes (December 2020, Gwynedd Council)
- Research to the motor homes situation in Gwynedd (September 2021, Gwynedd Council)

The main statistics of the Visitor Economy in Gwynedd can be seen below*:

- Average Workforce in a year: 18,244
- Number of Attractions: 200
- Number of Outdoor Providers: 100
- Number of Visitors 2019: 7.8m
- Value to the Economy 2019: £1.35bn
- Overnight stays 2019: 20.10m
- Day stays 2019: 23.93m
- Customer Satisfaction: 80% **

*STEAM Review Figures 2019

** Visit Wales Visitor Review – Gwynedd Council Beaufort Research 2019

According to the review of the Destination Management Plan, these are the following headlines for 2013 - 2020 performance (2018 data unless noted differently):

- 11% increase in the number of visitors to 7.37 million

- Tourist nights and days have increased by 11%
- 23% increase in Economic value to £1.12 Billion
- 15,500 jobs supported by tourism spending
- 14% growth in the number of accommodation businesses to 3,194 (2011-2019)
- 6% increase in bed spaces to 132,611 (2011-2019)
- 47% increase in visitors to Snowdon Summit's Visitor Centre (2014-2017)
- 102 activities supported by Gwynedd Council, adding £34 million towards the local economy (2014-2018)
- 3.1 million users viewed the official website of Snowdonia Mountains and Coast during 4.1 million sessions (2015-2019)
- Average growth of 580% in official social media channels
- 1,925 AirBnB registered in Gwynedd in January 2019 (increase of 1,251 in August 2018 and 745 already on the accommodation research list)

The North Wales Skills and Employment Plan 2023-2025 states the following when talking about the tourism and hospitality sector:

- One of the most difficult sectors to fill employment gaps
- Average salary across North Wales in all sectors is £24.8k
- 37% of people in the sector say that it is difficult to fill jobs
- Retaining staff in the sector is difficult – as not enough people want jobs and as wages are lower compared to other sectors
- The sector shows high employment opportunities for the future and has seen steady growth since 2016 and shows growth beyond 2025
- Need to raise the profile of the sector in the future as a career
- Need to encourage employers to invest in their staff in order to retain them
- Need to encourage apprenticeship opportunities in the sector

Gwynedd Accommodation Review

The following provides information on the situation in Gwynedd:

Number of homes	61,645
Number of second homes	4,873
Number of self-catering Holiday units (non-domestic unit)	1,976
Merged Total	6,849
Merged total of holiday accommodation in Gwynedd (highest in Wales)	10.76%

According to the 2011 Census, the number of Welsh speakers in Gwynedd was 65.4 % and this varied from 87% in Llanrug to 36% in Bangor and 35.5% in Aberdyfi.

The main issues that arise in the area

In considering the case for action, the research and statistics the main issues affecting the area can be summarised as follows.

In some areas, there are exceptional pressures on communities and public services, for example on car parks, waste and recycling levels, roads, facilities and matters arising as a result of motor homes, pressure on emergency services, AirBnB and events. The Covid-19 period created tensions in some areas with unprecedented visitor numbers.

Include photographs here to highlight some issues - bins / motor homes etc.

Salary levels are traditionally low within the visitor economy sector, although there has been a slight increase in recent years but, traditionally, it is also a sector that offers seasonal employment and interest to pursue a career in the field is decreasing.

According to some, there is a lack of diversity in the rural economy and possible over-dependence on tourism and negative feelings within some communities and areas. Some are also concerned about the potential impact of the visitor economy on our language, environment, communities and culture - but there may be opportunities if different actions are taken and new principles and way of working are followed in order to ensure sustainable growth.

Developing better measures could offer a new and improved way of measuring any negative and positive impacts that derive from the visitor economy on our areas and there is an opportunity here to integrate a Sustainable Visitor Economy Plan into the development of Area Regeneration Plans across Gwynedd.

A review of the Gwynedd Destination Management 2013-2020 was undertaken in 2019 and more details about the conclusions can be found in the 'Developing the Plan and Consultation' section.

The Strategic Context and Good Practice

Well-being of Future Generations Act 2015

As a Council, we are committed to the principles within the Well-being of Future Generations Act (2015) in order to improve the economic, social, environmental and cultural well-being of communities in Gwynedd and Eryri. We will ensure that we consider the long-term by collaborating and considering people of all ages when resolving and preventing problems.

Our vision for the visitor economy in the area corresponds with the principles of the act.

The United Nations World Tourism Organisation (UNWTO)

The UNWTO defines sustainable tourism as:

"Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities."

UNWTO has three pillars that define sustainable tourism:

1. Make optimal use of environmental resources that constitute a key element in tourism development
2. Respect the socio-cultural authenticity of host communities
3. Ensure viable, long-term economic operations, providing socio-economic benefits to all

These pillars were redefined to respond to the needs and priorities of our area.

Welsh Governance Programme 2021-2026

The *Governance Programme* notes the commitments that Welsh Government will deliver over the next 5 years. These will address the challenges facing Wales and improve the lives of people across the country. The sustainable visitor economy principles respond to the priorities of the Governance Programme and the Co-operation Agreement with Plaid Cymru.



Our All Wales Plan

Following the Climate Emergency declared by Welsh Government in 2019, our first All Wales Plan was published alongside Net Zero Wales, Carbon Budget 2 (2021-25) - this involves a substantial change in the way we all live, work and visit other places.

Welcome to Wales

Visit Wales, Priorities for the visitor economy 2020-25 sets out the priorities of Welsh Government and Visit Wales for the tourism industry in Wales. It notes the need to collaborate in a way that supports the well-being of strengths that initially attract people here - our landscapes, culture and adventure, and notes that tourism that is good for our industry must also be good for Wales. The aim of the Government via the Plan, in future, is to use the visitor economy to obtain a broader benefit.

North Wales' Ambition

The Ambition Vision of North Wales is '*create a more vibrant, sustainable and resilient economy for North Wales*'. It hopes to see the region developing in a sustainable manner with opportunities for people to gain new skills for the future and have worthwhile careers. It hopes to see businesses growing and communities prosper and for this to take place while promoting our language, culture and heritage and in accordance with the well-being objectives for Wales.

The North Wales Skills and Employment Plan 2023-25

The three-year Skills and Employment Plan has been developed by the North Wales Regional Skills Partnership (RSP), in collaboration with businesses and employers across the region.

The vision within the Plan is that North Wales is a region where the people, and specifically their skills and abilities, are a key driver of economic development and well-being. Employers in the region are thriving, developing and growing because of the skills of the local population. Businesses want to move into the region because of the skills of the local population. At the same time, people can achieve their ambitions and maximise their potential within North Wales.

Eryri Local Development Plan 2016-2031 (adopted February 2019)

As a National Park, Eryri is required to have a development plan in place. The Park is within the Gwynedd and Conwy local authorities and the plan sets out the land use planning framework for the Snowdonia National Park area. The development plan encourages sustainable tourism which safeguards the Special Qualities of the National Park and the interest of local communities.

Gwynedd and Anglesey Joint Local Development Plan 2011-2026 (31 July 2017)

The joint development plan for both local authorities identifies the key role of the visitor economy and notes a positive and proactive method for its development and management.

Good practice

When developing this Plan, we received support and advice from Professor Terry Stevens, an expert in the field of sustainable tourism. We have also considered the following good practice:

- New Zealand - Tiaki Promise
- Isle of Arran, Scotland
- Triglav National Park, Slovenia - an area that has twinned with Eryri
- Vadehavskysten, Denmark (Coastal Area of Wadden)
- Jackson Hole, USA
- Park City, USA
- Dolan (Ogwen Partnership, Siop Griffiths and Cwmni Bro Ffestiniog)

Developing the Plan and Consultation

Work to develop this Plan commenced in 2018 during a workshop that reviewed our Destination Management Plan 2013-2020 and examined our priorities for the future. This occurred at the same time as the consultation with stakeholders across the area to develop the Eryri Plan and the Gwynedd Plan.

Since then, a large number of workshops have been held to discover how a Sustainable Visitor Economy would look in Gwynedd and Eryri. These workshops have included the visitor economy sector, Gwynedd Destination Management Partnership, Members of Gwynedd Council and Snowdonia National Park, community councils and individuals.

As part of the Plan's development, our Destination Management Plan was reviewed in 2019 by the Blue Chip company and RJS Associates. The key outcomes of the review of the Destination Management Plan were as follows:

- A great investment had been achieved in the Gwynedd visitor economy since 2013 and there was a possibility that a number of strategic projects would deliver substantial impacts.

- Against the objectives of the Plan, strategic projects scored best in terms of visitor experience and extending the season; and more moderate against increasing spending and improving the environment.
- They have not scored as well in terms of skills and jobs and community integration. Partially, this was because delivering against these objectives would be a by-product of the strategic projects rather than their primary aim, and partially as the projects delivering these aims, in general, were purely local or small and, therefore, they were not categorised as strategic.

The review also identifies the following as potential objectives for the future:

- ✓ Extending the tourist season
- ✓ Increasing visitor spending per visit
- ✓ Improving the quality of the visitor experience
- ✓ Managing tourism for the benefit of Gwynedd communities and environment. This may include, e.g. marketing sites that receive fewer visitors, managing busier sites, dealing with second home ownership and AirBnB matters
- ✓ Promoting responsible, sustainable practice among the sector and its customers
- ✓ Developing a sense of place in Gwynedd (including its culture, heritage and Welsh language)

The above matters have also been raised during the work of developing the Eryri Plan, as well as the need to develop a brand marketing strategy for Eryri based on the Special Qualities and implement it regularly across the public and private sectors - i.e. that there is consistency across the area with branding and marketing. The need was also noted to encourage visitors to visit at different times of the year and to different areas in order to reduce pressures during the busiest period and to help businesses to overcome seasonal difficulties.

Despite Covid-19 restrictions, the Council and the Park managed to engage with a vast number of people and bodies by holding events and workshops on Zoom and using 'Jamboard' software.

The main messages from these workshops are summarised below with feedback from other workshops in [Appendix A](#).

What are the main challenges and opportunities for achieving a sustainable visitor economy in the future?

Resources challenge.	An opportunity to extend the season.	Language, culture, heritage - an opportunity to bring benefits to communities. The challenge of protecting them.
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An opportunity to educate and develop skills among local people - create a career.	The challenge of an excess in some areas.	An opportunity to strike a balance if we operate sustainably. An opportunity for communities.
Climate change challenges.	A challenge and an opportunity to coordinate partners.	Opportunities for the third sector and communities.
An opportunity/challenge to change Planning policies and for homes for local people.	An opportunity to disperse people from areas that are too busy.	Avoid punishing communities, e.g. through additional parking measures.
A need to educate visitors about the special qualities of the area.	An opportunity for visitor management rather than marketing the area.	An opportunity for better infrastructure, e.g. transport/toilets/bins, etc. for all.

What policies/activities need to be developed and prioritised?

A policy to bring tourism benefits to communities.	Twinning communities with attractions.	Policies needed to develop sustainable transport from tourism revenue.
Promote the use of the language, culture and history of the area.	World Heritage Site.	Responsible destination marketing and visiting responsibly.
Training to develop a career in the field.	Planning policies that support local communities and regulate second homes/Airbnb.	Regulate motorhomes.
A need to tax visitors to the area.	A tourist tax to support communities and infrastructure.	A need to develop a destination management plan and establish an accountable body/partnership.

A need to put sustainability at the heart of everything - language, culture, environment, heritage and community.		
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Which partners need to hold discussions?

A strong voice for communities is needed.	Social enterprises.	Mountain/sea safety organisations, etc.
National organisations, e.g. Ramblers.	A need for schools and education to be involved in this.	It is important that this includes everyone - public, community, private.
Local companies need to have supply chain opportunities.	A need for clear leadership and a representative body.	Champions to promote the visitor economy.

DRAFT

Main Challenges and Opportunities deriving from Workshops with Members of Gwynedd Council and Snowdonia National Park

February 25 and 27, 2020

Theme	Challenges	Opportunities
Marketing	<ul style="list-style-type: none"> • Attracting more visitors from Wales • A sustainable level of 'adventure holidays' • Quality assurance • Extend the season • Effective marketing • Too much marketing? • Accurate research and evidence • A risk of developing into one big play area • Developing the area's brand • Lack of vision • Marketing in a competitive world • Encourage more overnight stays • Conscientious marketing - no marketing of houses as second homes • Need to invest in the asset before marketing 	<ul style="list-style-type: none"> • Unique cultural experiences • Unique Landscape and Heritage • A market for local produce • Open air and adventure (broad) • Targeting higher spending markets • A greener brand • More marketing and using technology • Enhanced packaging of the offer • Area and location for film and television
Infrastructure	<ul style="list-style-type: none"> • The switch to electric vehicles 	<ul style="list-style-type: none"> • Community transport and wi-fi

	<ul style="list-style-type: none"> • Relevant infrastructure for an ageing population • Too much pressure on the infrastructure from visitors • Coast path attracts people all year round – who is responsible for maintenance – is there enough money? • The impact of airbnb on local infrastructure e.g. litter • Improving paths • Attracting good standard hotels to the area • Road sizes in rural areas • Car parks / toilets / public transport • Improve the 'small things' e.g. litter / furniture etc • Too much emphasis and the 'big things' • Impact on the environment • Lack of public transport options • Erosion of paths • Improving infrastructure without affecting the environment • Supply chain • Cost to the Park and Council of maintenance • Creation of new cycle lanes (Dolgellau to Bala) • Speeding • Lack of control of second homes • Road condition • Development of area / town plans 	<ul style="list-style-type: none"> • Improved public transport • Upgrading facilities for all • Water bottle filling resources • Electric charging points • Charging a fee to drive into the Park • Tourism tax to pay for community services • Better routes to connect communities with their local attractions • Charging for parking and toilets • Associated transport network
Local Area	<ul style="list-style-type: none"> • Lack of properties for local people – Holiday Homes and house price increases for local people • Sustainable job development • Lack of visitor balance and management of this • Airbnb growth • Too many visitors • Maintain and manage any growth in visitors to communities • Pressures on local services 	<ul style="list-style-type: none"> • Promoting the development of social enterprises • Improved diversity of accommodation • Keeping the benefits local more • Local enterprise • Do more 'ordinary' things e.g. livestock markets • Airbnb is an opportunity for locals if properly managed • Connecting producers and providers • Local ownership • Creating a buzz by connecting communities and businesses

	<ul style="list-style-type: none"> • Preserving the character of communities • Tourism tax • Quality deteriorating due to lack of investment • Pressure on mountain rescue teams and emergency services • Moving people away from Snowdon • High taxes and VAT • Outsiders running the sector • How to spread the benefit to all? • Loss of hotels to be flats / self-catering 	
Planning	<ul style="list-style-type: none"> • Enforcement of planning conditions • Lack of Government planning policy • Developments in the right places • Limiting the numbers of holiday homes • Encourage 'appropriate' accommodation • Increase stock without disrupting local communities • Changing planning arrangements 	<ul style="list-style-type: none"> • Improving the planning system • Improved management of holiday accommodation and second homes • Licensing? • Encourage more serviced accommodation • Larger self-service accommodation to attract families
Economic Development and Employment	<ul style="list-style-type: none"> • Need benefit balance Vs local impact • Get quality work in the sector • How to include the community in the industry? • Improving salary levels and seasonal • Difficult to recruit locally to the sector • The impact of Brexit on the industry • Training not in line with needs • Lack of a career in the industry – for young people • Want to keep tourism money in the local economy • Improving visitor spend in the local economy • Extending the season • How to encourage local people to venture • Lack of capital for local businesses • Improving opportunities locally for businesses 	<ul style="list-style-type: none"> • Attracting new markets • Local produce and seafood • Use of new technology • Improving local supply chains • Improved education and skills provision • Good employment for local people • Diversification opportunities in rural areas in the wake of Brexit • Creating unique opportunities for young people in the sector • Improving economic flow to 'local' businesses • Indoor facilities – weather! • Tourism tax • Serviced accommodation • Developing quality jobs • Creating 'suitable' tourism

	<ul style="list-style-type: none"> • Raising industry standards • Lack of quality experiences – food • Global issues: Coronavirus / climate change • Improving the standard of hotels • Visiting pattern changing • VAT and taxes a challenge • Review of touring caravan regulations April – October • Get more local producers supplying • Lack of tourism groups • Improve training for staff about local history and sense of place 	<ul style="list-style-type: none"> • Renewable energy • Outdoors • Businesses to open later hours in summer • Extending the season • Sustainable tourism • Developing a tourism career facilitator • Packaged guides and tours • Supporting Welsh communities with good jobs
Culture and Language	<ul style="list-style-type: none"> • Lack of profile to the language • How to benefit from Welsh Slate status? • Reducing negative impacts on the language and culture • Risk of anglicising communities as older people move here. Impact on the demographics of the county • How to get local ownership of the industry? • Ensure that development improves and is not detrimental to the area • Protect villages and towns from becoming holiday towns • Need to promote enterprise and unique experiences by local people to promote language and culture • Ensuring RESPECT for language, culture and communities • Having Welsh-speaking workers • Loss of local names • How do businesses be persuaded to use Welsh? • Need to better connect the sector with communities • How to better link the local market (products and services) with the sector? 	<ul style="list-style-type: none"> • History of the area • Regeneration of slate areas • Setting up 'Paradores' as in Spain? • Increasing Cultural holidays • Selling the culture • Promoting the Welsh Language • Events • Mabinogi and legends • Sense of Place • The sector as a career in Welsh
Sustainability	<ul style="list-style-type: none"> • What is sustainable tourism and how? • A challenge where there is insufficient public transport • Carbon footprint increases due to cars visiting 	<ul style="list-style-type: none"> • The natural environment • Health • Connecting people and communities with the outdoors

	<ul style="list-style-type: none"> • How do we improve local supply chains etc.? • Promote more on Gwynedd's 'quieter' areas as places to visit. • Decline of community life leads to lack of 'authentic' tourism • How do we protect the landscape and the environment? • Risk of losing what makes us unique in terms of landscape and nature • Adverse impact on nature • Agricultural challenges • Reducing reliance on cars • Developing sustainable tourism that promotes health 	<ul style="list-style-type: none"> • Reducing carbon footprint • Development of the Gwynedd quality mark • Filling water bottles • Green and eco-tourism • Nature and paths • Electrification
Other	<ul style="list-style-type: none"> • Ensuring reliable research and statistics • Improved collaboration between the Council, Park and Government • Lack of collaboration within the sector • Lack of collaboration between community / town councils with the sector and the third sector • Lack of information sharing between businesses 	<ul style="list-style-type: none"> • One vision for tourism - a balance between the economy, environment, community

DRAFT



MEMORANDWM O DDEALLTWRIAETH ECONOMI YMWELD CYNALIADWY GWYNEDD AC ERYRI 2035 AR GYFER DATBLYGU A HYRWYDDO CYDWEITHIO YN Y MAES RHWNG CYNGOR GWYNEDD AC AWDURDOD PARC CENEDLAETHOL ERYRI

PARTNERIAID

Cyngor Gwynedd
Awdurdod Parc Cenedlaethol Eryri

pAR

AMCAN

Cydweithio'n effeithiol ac effeithlon mewn partneriaeth i wireddu Gweledigaeth ac Egwyddorion Cynllun Economi Ymweld Cynaliadwy Gwynedd ac Eryri 2035 i warchod a hyrwyddo gwerthoedd arbennig yr ardal.

Gweledigaeth Cynllun Economi Ymweld Cynaliadwy Gwynedd ac Eryri 2035:

"Economi Ymweld er budd a lles pobl, amgylchedd, iaith a diwylliant Gwynedd ac Eryri"

Egwyddorion:

Dathlu, Parchu a Gwarchod ein Cymunedau, Iaith, Diwylliant a Threftadaeth

- Economi ymweld ym mherchnogaeth ein cymunedau ac sy'n hybu balchder bro
- Economi ymweld sy'n arwain mewn Treftadaeth, Iaith, Diwylliant ac Awyr Agored

Cynnal a Pharchu ein Hamgylchedd

- Economi ymweld sy'n parchu ein hamgylchedd naturiol ac adeiledig ac yn ystyried goblygiadau datblygiadau'r economi ymweld a'r ein hamgylchedd heddiw ac i'r dyfodol
- Economi ymweld sy'n arwain mewn datblygiadau ac isadeiledd cynaliadwy a charbon isel.

Sicrhau bod cymunedau Gwynedd ac Eryri'n cael mwy o fantais nac anfantais

- Economi ymweld sy'n sicrhau bod isadeiledd ac adnoddau'n cyfrannu at les y gymuned trwy'r flwyddyn
- Economi ymweld sy'n ffynnu er lles pobl a busnesau Gwynedd ac Eryri ac sy'n cynnig swyddi da i bobl leol trwy'r flwyddyn
- Economi ymweld sy'n hyrwyddo perchnogaeth leol, yn cefnogi cadwyni cyflenwi a chynnyrch lleol

I gychwyn, bydd blaenoriaeth yn cael ei roi i:

- Gytuno trefniadau a strwythurau cydweithio ffurfiol rhwng y ddau gorff;
- Sefydlu trefniadau cydweithio gyda phartneriaid ehangach;
- Datblygu cynlluniau gweithredu;
- Datblygu mesuryddion priodol;
- Rhannu arfer da; a
- Chytuno ar Gynllun Economi Ymweld Cynaliadwy 2035.

EGWYDDORION CYFFREDINOL

Er mwyn gweithredu ar ein amcan, mae'r Partion yn cytuno i:

- ◆ Weithio i hyrwyddo perthynas weithio dda er budd yr holl bartneriaid a rhan ddeiliaid eraill fydd yn cefnogi gweithrediad y Memorandwm hwn.
- ◆ Cydweithio'n rhagweithiol i gytuno ar gyfeiriad strategol a gweithredol y cydweithio ac i sicrhau cyflawni effeithiol y rhaglen waith gytunedig.
- ◆ Gweithio mewn partneriaeth gwir, agored a thryloyw i rannu arbenigedd ac i ymgymryd â unrhyw dasgau allweddol a gytunir fel rhan o'r Memorandwm.
- ◆ Ymgymryd i ddarparu penderfyniadau neu gyfraniadau di-duedd mewn cyfarfodydd i sicrhau budd i'r holl bartneriaid o'r cydweithio.
- ◆ Ymrwmo i weithio mewn partneriaeth i adnabod, datblygu, gweithredu a chwblhau prosiectau cydweithredol sy'n cyfateb i'n amcanion cytunedig ac yn ddibynnol ar flaenoriaethau partneriaid.
- ◆ Rhannu gwybodaeth a deallusrwydd sy'n berthnasol i'r cydweithio allai effeithio ar bartneriaid neu'r Memorandwm; yn cynnwys gwersi a ddysgwyl ac arfer da.
- ◆ Lle bydd gwybodaeth gyfrinachol yn cael ei rannu; yn ddarostyngedig i ddyletswyddau a chyfrifoldebau'r partio'n sy'n derbyn o dan Ddeddf Rhyddid Gwybodaeth 2004, y Rheoliad Diogelu Data Cyffredinol 2016 a Rheoliadau Gwybodaeth Amgylcheddol 2004, i barchu natur gyfrinachol gwybodaeth o'r fath.
- ◆ Cyfathrebu trwy gynrychiolwr penodol a enwir.

CYFARFODYDD

Mae pob Parti yn ymrwmo i gyfarfod yn rheolaidd fel Bwrdd Llywio a Grŵp Gweithredu Economi Ymweld Cynaliadwy Gwynedd ac Eryri i weithredu a chyflwyno'r egwyddorion cyffredinol a amlinellir yn y Memorandwm hwn. Bydd cyfarfodydd y Bwrdd Llywio a'r Grŵp Gweithredu'n cael eu trefnu a'u gweinyddu gan Gyngor Gwynedd yn y lle cyntaf. Bydd unrhyw Grwpiau Tasg yn cael eu trefnu, eu cadeirio a'u gweinyddu gan y sefydliad arweiniol perthnasol ar gost y sefydliad hwnnw.

CYLLID

Bydd unrhyw gostau o gynnal cyfarfodydd neu ddatblygu cynlluniau i'w cytuno gan y ddau bartner.

STATWS Y MEMORANDWM O DDEALLTWRIAETH

Mae'r Partïon yn cydnabod nad yw'n fwriad i'r memorandwm gael effaith gyfreithiol rwymol. Yn hytrach mae'n ddatganiad o'u bwriad i weithio gyda'i gilydd mewn ysbryd o gydweithredu er mwyn datblygu a gweithredu Cynllun Economi Ymweld Cynaliadwy i'r ardal.

Ar gyfer unrhyw benderfyniadau ffurfiol, bydd y ddau gorff yn atebol i'w strwythurau a'u trefniadau penderfynu democrataidd eu hunain, ond yn cyd-gordio cyflwyno adroddiadau i'r gorau o'u gallu.

YMGYNGHORI A CHYFNEWID GWYBODAETH

Mae pob Parti dan sylw yn cadarnhau ei ymrwymiad i ymgynghori a chyfnewid gwybodaeth am faterion sydd o ddiddordeb i'r ddwy ochr mewn ffordd amserol a defnyddiol.

Mae'r Partïon yn cadarnhau eu hymrwymiad i roi i'w gilydd fynediad mor llawn ac agored â phosib i wybodaeth polisi gan gynnwys ystadegau ac ymchwil a, lle bo hynny'n briodol, sylwadau gan drydydd parti.

ADOLYGU

Bydd y Memorandwm o Ddealltwriaeth hwn yn cael ei adolygu flwyddyn wedi ei gychwyn. Gall partneriaid ofyn am adolygiad yn dilyn hyn os ydynt yn ystyried ei bod yn angenrheidiol. Bydd angen cytundeb y ddau Bartner ar gyfer unrhyw newidiadau i'r memorandwm.

Mae'r Memorandwm o Ddealltwriaeth hwn wedi ei gytuno gan yr isod ar 26 Tachwedd 2021:

Cyngor Gwynedd



**Y Cyng. Dyfrig Siencyn
Arweinydd Cyngor Gwynedd**

Awdurdod Parc Cenedlaethol Eryri



**Y Cyng. Wyn Jones
Cadeirydd Parc Cenedlaethol Eryri**



MEMORANDUM OF UNDERSTANDING FOR THE GWYNEDD AND ERYRI SUSTAINABLE VISITOR ECONOMY 2035

TO DEVELOP AND PROMOTE COOPERATION IN THE FIELD BETWEEN CYNGOR GWYNEDD COUNCIL AND THE SNOWDONIA NATIONAL PARK
AUTHORITY

PARTNERS

Cyngor Gwynedd Council
Snowdonia National Park Authority

AIM

Cydweithio'n effeithiol ac effeithlon mewn partneriaeth i wireddu Gweledigaeth ac Egwyddorion Cynllun Economi Ymweld Cynaliadwy Gwynedd ac Eryri 2035 i warchod a hyrwyddo gwerthoedd arbennig yr ardal.

To work effectively and efficiently in partnership to implement the Vision and Principles of the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035 to protect and promote the special qualities of the area.

The Gwynedd and Eryri Sustainable Visitor Economy 2035 Vision:

"A Visitor Economy for the benefit and wellbeing of the People, Environment, Language and Culture of Gwynedd and Eryri".

Principles:

Celebrating, Respecting and Protecting 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

Maintaining and Respecting 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 future
- A visitor economy that leads in sustainable and low carbon developments and infrastructure.

Ensuring that the advantages for Gwynedd and Eryri's 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 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

Initially, priority will be given to:

- Agreeing formal collaboration structures and arrangements between both partners;
- Establish cooperation arrangements with wider partners;
- Develop implementation plans;
- Develop appropriate indicators;
- Share good practice; and
- Agree on the Sustainable Visitor Economy Plan 2035.

GENERAL PRINCIPLES

In furtherance of the stated aim the Parties agree to:

- ◆ Work to promote good working relations for the mutual benefit of all parties and other stakeholders who will assist in implementing this Memorandum.
- ◆ Proactively collaborate to agree the strategic and operational direction for the collaboration and to ensure the effective implementation of the agreed work programme.
- ◆ Work in a genuine, open and transparent partnership to share expertise and to undertake the key tasks agreed as part of this Memorandum.
- ◆ Undertake to provide impartial decisions and contributions to discussions and meetings to ensure that all partners benefit from the collaboration.
- ◆ Commit to working in partnership on the identification, development, implementation and closure of collaborative projects relating to our stated aims and subject to Partners' priorities.
- ◆ Share relevant information and intelligence relating to the collaboration which might impact on the partner organisations and on the Memorandum itself; including lessons to be learnt and best practice.
- ◆ Where confidential information is shared; subject to the receiving parties' duties and responsibilities under the Freedom of Information Act 2000, the General Data Protection Regulation 2016 and the Environmental Information Regulations 2004, to respect the confidential nature of such information.
- ◆ Communication through identified named staff.

MEETINGS

All Parties commit to meeting on a regular basis as the Gwynedd and Eryri Sustainable Visitor Economy Steering Board and Implementation Group to implement and deliver the general principles outlined within this Memorandum. Meetings of the Steering Board and Implementation Group will be arranged and organised initially by Gwynedd Council. Any Task Groups will be organised and chaired by the relevant lead organisation at that organisation's expense.

FUNDING

The cost of holding meetings or developing projects will be agreed by both partners.

STATUS OF THE MEMORANDUM OF UNDERSTANDING

The Parties acknowledge that it is not their intention for this memorandum to have a binding legal effect. Rather it is a statement of their shared intention to work together in a spirit of co-operation to develop and implement a Sustainable Visitor Economy Plan for the area.

Any formal decisions will need to follow the democratic structures and processes of each partner, but the presentation of reports will be coordinated to the best of their ability.

CONSULTATION AND EXCHANGE OF INFORMATION

All Parties concerned confirm their commitment to consult and exchange information on matters of mutual interest in a timely and helpful manner.

Parties confirm their commitment to provide each other with as full and open as possible access to policy information including statistics, finance and research and where appropriate representations from third parties.

REVIEW

This Memorandum of Understanding will be reviewed one year after coming into operation. Partners may request an additional review if they consider it necessary. Any changes to the memorandum will need the agreement of all Parties.

This memorandum of understanding is agreed by the following on 26 November 2021:

Gwynedd Council



Cllr Dyfrig Siencyn
Leader, Cyngor Gwynedd Council

Snowdonia National Park Authority



Cllr. Wyn Jones
Chair Snowdonia National Park

Partneriaeth Economi Ymweld Cynaliadwy Gwynedd ac Eryri

Cylch Gorchwyl Drafft

Mae Partneriaeth Economi Ymweld Cynaliadwy Gwynedd ac Eryri'n cyfarfod i:

- Fod yn lais i sicrhau perchnogaeth o Gynllun Economi Ymweld Cynaliadwy Gwynedd ac Eryri gan randdeiliaid yr economi ymweld;
- Trafod, rhoi barn a monitro gweithrediad Cynllun Economi Ymweld Cynaliadwy Gwynedd ac Eryri 2035, ei fesuryddion a'i Gynllun Gweithredu;
- Goruchwyllo'r Cylch Gorchwyl hwn ac Aelodaeth y Bartneriaeth gan ei addasu fel yr angen gyda chymeradwyaeth y Bwrdd Llywio;
- Rhoi llais i'r sector ar y i Grŵp Gweithredu a Bwrdd Llywio Economi Ymweld Cynaliadwy Gwynedd ac Eryri pan yn briodol er mwyn sicrhau gweithrediad llwyddiannus y Cynllun a'i strwythurau gweithredu.

Bydd y Bartneriaeth yn annibynnol i Gyngor Gwynedd a Pharc Cenedlaethol Eryri ond yn ran ffurfiol o'r strwythur gweithredu gan adrodd i'r Bwrdd Llywio.

Bydd disgwyl i'r Bartneriaeth wneud sylwadau ac argymhellion ar weithrediad y Cynllun a'i strwythurau gweithredu i'r Bwrdd Llywio trwy'r Cadeirydd neu'r is-gadeirydd.

Gweledigaeth Cynllun Economi Ymweld Cynaliadwy Gwynedd ac Eryri:

"Economi Ymweld er budd a lles pobl, amgylchedd, iaith a diwylliant Gwynedd ac Eryri"

Egwyddorion:

Dathlu, Parchu a Gwarchod ein Cymunedau, Iaith, Diwylliant a Threftadaeth

Cynnal a Pharchu ein Hamgylchedd

Sicrhau bod cymunedau Gwynedd ac Eryri'n cael mwy o fantais nac anfantais

Aelodaeth

Bydd y canlynol yn aelodau o Bartneriaeth Economi Ymweld Cynaliadwy Gwynedd ac Eryri:

Cyhoeddus	Amgylchedd	Iaith	Cymuned	Busnes	Llais y Sector
<ul style="list-style-type: none">• Cyngor Gwynedd• Awdurdod Parc Cenedlaethol Eryri• Croeso Cymru• Grwp Llandrillo• Partneriaeth Sgiliau• Gwasanethau Brys• Gwasanaeth Ieuenctid	<ul style="list-style-type: none">• Cymdeithas Eryri• Cyfoeth Naturiol Cymru	<ul style="list-style-type: none">• Hunaniaith• Prifysgol Bangor	<ul style="list-style-type: none">• Dolan• Unllais Cymru	<ul style="list-style-type: none">• Cadeirydd Fforwm Twristiaeth Gogledd• FSB• Arloesi Gwynedd Wledig• Eryri 360• Prifysgol Bangor	<ul style="list-style-type: none">• Cymdeithasau twristiaeth lleol• Unigolion allweddol o'r sector• Rhwydwaith Busnes Gwynedd

Bydd swyddogion a sefydliadau eraill yn cael eu gwahodd i gyfarfodydd yn ôl yr angen.

Bydd Cadeirydd ac is-gadeirydd y Bartneriaeth yn cael ei ethol am gyfnod o 2 flynedd o'r is-sectorau a nodir uchod. Ni fyddant yn cynrychioli'r un is-sector a fel rheol bydd un yn cynrychioli'r gymuned ac un yn cynrychioli busnes.

Amllder Cyfarfodydd

Cynhelir cyfarfodydd bob 3 – 4 mis – i'w adolygu fel yr angen. Ni fydd cyfarfodydd yn parhau am fwy na 2 awr.

Lle'n bosib bydd cyfarfodydd yn cael eu cynnal yn rhithiol.

Bydd cyfieithu ar y pryd o'r Gymraeg i'r Saesneg.

Ysgrifenyddiaeth, Gweithredu a Chyfathrebu

Cyngor Gwynedd fydd yn gweithredu fel ysgrifenyddiaeth i'r Bartneriaeth.

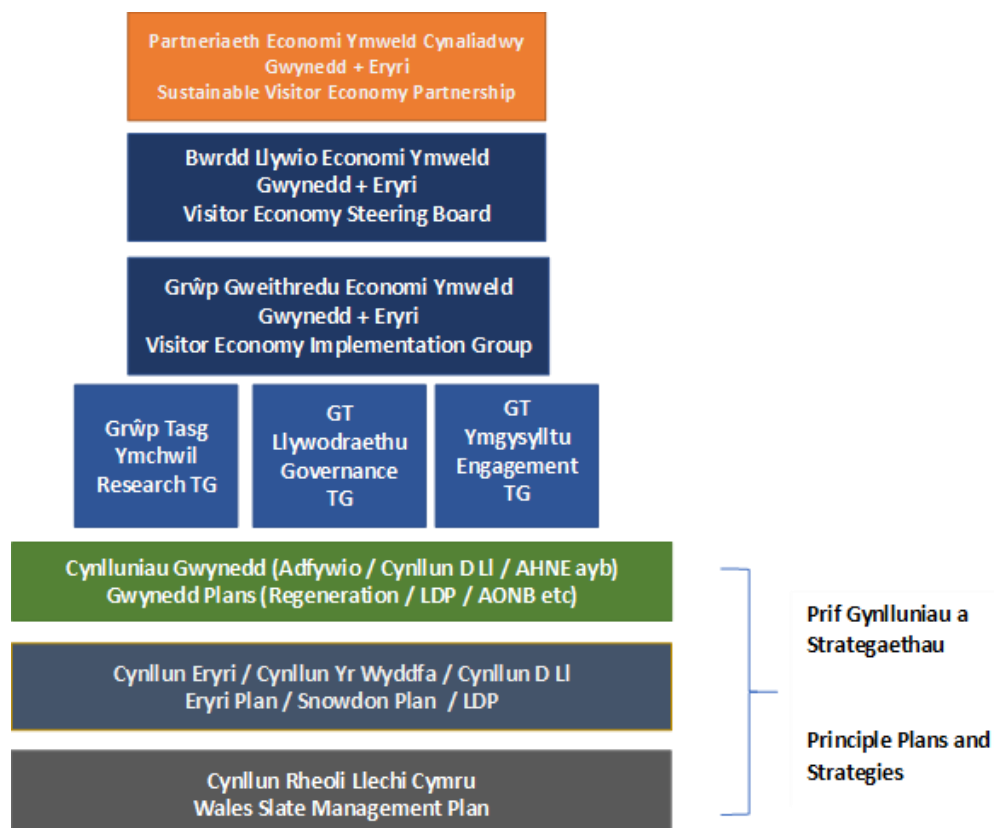
Lle'n ymarferol bosib, bydd rhaglen a phapurau cyfarfodydd yn cael eu cylchredeg at aelodau 7 diwrnod cyn cyfarfod.

Lle'n ymarferol bosib, bydd Pwyntiau Gweithredu cryno'n cael eu cylchredeg at aelodau o fewn 7 diwrnod i gynnal cyfarfod.

Bydd cyfathrebu ehangach efo'r Bartneriaeth a rhanddeiliaid yn cymryd lle trwy ddiwyddiadau a sesiynau gwybodaeth, bwletinâu gwybodaeth cyson, tudalennau gwybodaeth ar wefan Eryri Mynyddoedd a Môr a thrwy gynlluniau Llysgenhadon Cyngor Gwynedd a Pharc Cenedlaethol Eryri.

Strwythur cyd-weithio

Isod amlinellir y strwythur cydweithio ar gyfer gwireddu Cynllun Economi Ymweld Cynaliadwy Gwynedd ac Eryri.



Gwynedd and Eryri Sustainable Visitor Economy Partnership

Draft Terms of Reference

The Gwynedd and Eryri Sustainable Visitor Economy Partnership meets to:

- Be a voice to ensure ownership of the Gwynedd and Eryri Sustainable Visitor Economy Plan by visitor economy stakeholders;
- Discuss, comment and monitor the implementation of the Gwynedd and Eryri 2035 Sustainable Visitor Economy Plan, its indicators and Action Plan;
- Oversee these Terms of Reference and Partnership Membership, revising where necessary with the approval of the Steering Board.
- Provide a voice for the sector to give opinions and make recommendations to the Gwynedd and Eryri Sustainable Visitor Economy Implementation Group and Steering Board when appropriate to ensure the successful implementation of the Plan and its implementation structures.

The Partnership is independent to Gwynedd Council and the Snowdonia National Park, but is a formal part of the implementation structure and reports to the Steering Board.

The Partnership is expected to provide comments and recommendations on the implementation of the Plan and implementation structures to the Steering Board through the Chair or Vice-chair.

Gwynedd and Eryri Sustainable Visitor Economy Vision:

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

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 communities outweigh any disadvantages

Membership

The following will be members of the Gwynedd and Eryri Sustainable Visitor Economy Tasg and Finish Group:

Public	Environment	Language	Community	Business	Sector Voice
<ul style="list-style-type: none"> • Gwynedd Council • Snowdonia National Park Authority • Visit Wales • Grwp Llandrillo • Regional Skills Partnership • Emergency Services • Youth Service 	<ul style="list-style-type: none"> • Snowdonia Society • Natural Resources Wales 	<ul style="list-style-type: none"> • Hunaniaith • Bangor University 	<ul style="list-style-type: none"> • Dolan • Unllais Cymru 	<ul style="list-style-type: none"> • Chair of North Wales Forum • NWT • FSB • Arloesi Gwynedd Wledig • Snowdonia 360 • Bangor University 	<ul style="list-style-type: none"> • Local Destination Group • Key individuals from sector • Gwynedd Business Network

Officers from other organisations may be invited to meetings as necessary.

A Chair and Vice-Chair for the Partnership will be elected every 2 years from the sub-sectors noted above. They should not be representing the same sub-sector. As a general rule they should represent the community and business sub-sectors.

Frequency of Meetings

Meetings will be held every 3 - 4 months - to be reviewed as required. Meetings shall not exceed 2 hours.

Where possible, meetings will be held virtually.

Translation will be available in all meetings from Welsh to English.

Secretariat, Implementation and Communication

Gwynedd Council will act as secretariat to the Partnership.

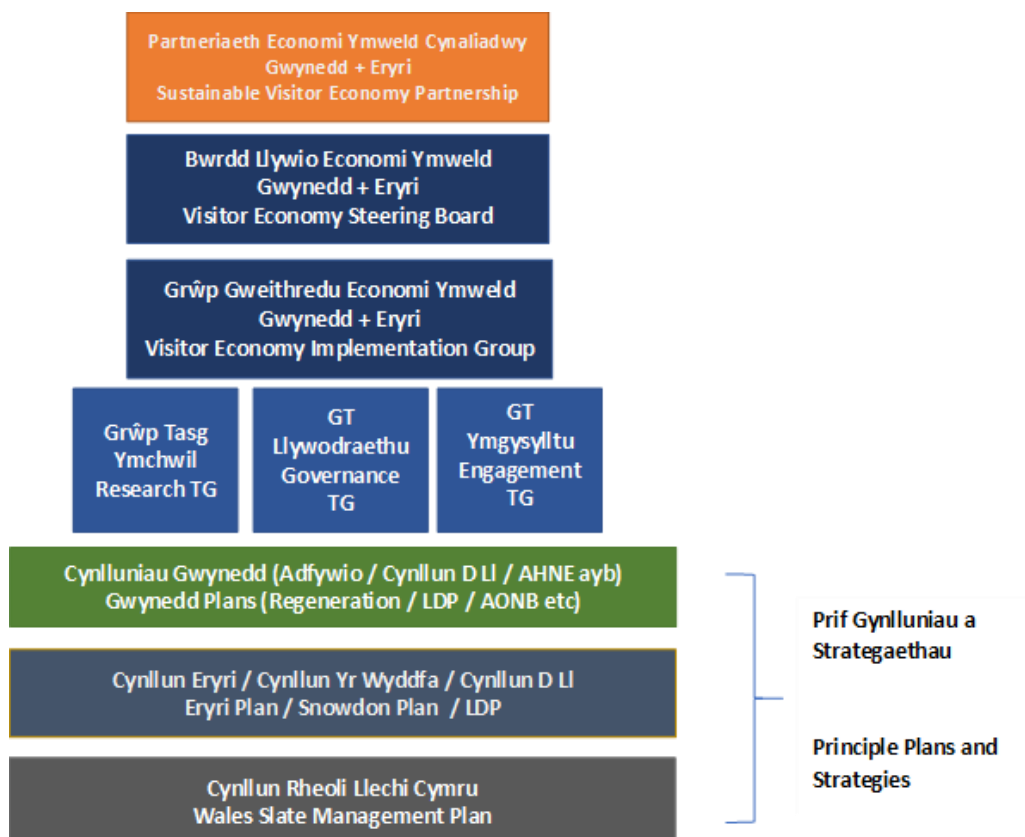
Where practicable, the agenda and papers for meetings will be circulated to members 7 days before a meeting.

Where practicable, summary Action Points will be circulated to members within 7 days of a meeting taking place.

Wider communication with the Partnership and stakeholders will take place through information events and sessions, regular information bulletins, information pages on the Snowdonia Mountains and Coast website and through the Gwynedd Council and Snowdonia National Park's Ambassador schemes.

Structure of collaboration

Below is an outline of the collaboration structure for realising the Gwynedd and Eryri Sustainable Visitor Economy Plan.



Agenda Item 6

MEETING	EDUCATION AND ECONOMY SCRUTINY COMMITTEE
DATE	2 February 2023
TITLE	Gwynedd Category 3 Secondary Schools Scrutiny Investigation Brief
PURPOSE OF THE REPORT	To adopt the investigation's brief and to elect members
AUTHOR	Bethan Adams, Scrutiny Advisor

1. Education and Economy Scrutiny Committee members have identified the need to give attention to the Welsh-medium provision in the County's Secondary Schools.
2. At the Committee's informal meeting on 8 December 2022, a draft brief for a scrutiny investigation was considered. A scrutiny investigation looks in depth into a subject and gathers evidence which includes listening to people's experiences over a period of around 6 to 9 months. The Committee members welcomed the intention to carry out an investigation and to do so in a constructive manner making useful recommendations based on evidence.
3. The Scrutiny Forum (meeting of scrutiny chairs and vice-chairs) has a role to advise on the prioritization of scrutiny investigations in the context of the resources available. At the Forum's meeting on 11 January 2023, consideration was given to the draft brief and the investigation was prioritized.
4. See attached to the report, as an appendix, the investigation's draft brief.
5. The main question the investigation will address is:

'What is the Welsh medium provision in our secondary schools and what plans are in place to increase provision at Key Stage 3, Key Stage 4, and Key Stage 5 in Gwynedd?'
6. The investigation will consider the implementation of the Authority's Language Education Policy in three category 3 secondary schools (1 school from Arfon, Dwyfor and Meirionnydd). The Education Department suggests the following schools, as post-16 considerations could be included in 2 out of the 3 schools, namely:
 - Ysgol Dyffryn Nantlle
 - Ysgol Eifionydd
 - Ysgol Godre'r Berwyn
7. At the Committee's informal meeting on 8 December 2022, members were invited to express an interest in being members of the investigation. Expressions of interest were received from Councillors Cai Larsen, Paul Rowlinson and Rhys Tudur following the meeting.
8. A maximum of 5 members can be part of the investigation and in accordance with the Council's Constitution, the membership must include representation from no less than two different political groups.
9. **The Committee is asked to:**
 - (i) **adopt the brief.**
 - (ii) **elect members to undertake the work of the investigation.**

**GWYNEDD CATEGORY 3 SECONDARY SCHOOLS SCRUTINY INVESTIGATION
DRAFT BRIEF**

A	<p><u>What is the matter being considered?</u></p> <p>A general principle that has been noted in terms of education medium in the Gwynedd Welsh Education Strategic Plan 2022-32 is:</p> <p><i>"All the county's schools should operate in a way that contributes to the aims and objectives of the Welsh in Education Strategic Plan, to increase and improve Planning for Welsh-medium education provision."</i></p> <p>One of the outcomes set out in the Welsh in Education Strategic Plan is:</p> <p><i>"More learners study for assessed qualifications in Welsh (as a subject) and subjects through the medium of Welsh."</i></p> <p>Education and Economy Scrutiny Committee members have identified the need to give attention to the Welsh-medium provision in the County's Secondary Schools.</p> <p>The investigation will consider the implementation of the Authority's Language Education Policy in three category 3 secondary schools (1 school from Arfon, Dwyfor and Meirionnydd). The Education Department suggests the following schools based on the fact that post-16 considerations could be included in 2 out of the 3 schools, namely:</p> <ul style="list-style-type: none">➤ Ysgol Dyffryn Nantlle➤ Ysgol Eifionydd➤ Ysgol Godre'r Berwyn
B	<p><u>The Investigation's Aim</u></p> <p>The main question to address is:</p> <p>'What is the Welsh medium provision in our secondary schools and what plans are in place to increase the provision in Key Stage 3, Key Stage 4 and Key Stage 5 in Gwynedd?'</p> <p>It is intended to do this by asking the following questions:</p> <ul style="list-style-type: none">• How are the key elements of the Authority's Education Language Policy applied in the different schools' policies and especially within the School Development Plan?• To what extent do category 3 schools in Gwynedd ensure a solid Welsh ethos that enables the learners to use the Welsh language in every social context in the school?• What are the opportunities to make progress in terms of the schools' Welsh medium provision across the curriculum in KS3, KS4 and KS5?• To what extent is it ensured that learners continue to improve their Welsh skills from one key stage to another?

**GWYNEDD CATEGORY 3 SECONDARY SCHOOLS SCRUTINY INVESTIGATION
DRAFT BRIEF**

	<ul style="list-style-type: none"> • What are the obstacles to being able to make progress in terms of the schools' Welsh medium provision across the curriculum in KS3, KS4 and KS5 and what support is needed to overcome those obstacles? • What opportunities/obstacles does the Curriculum for Wales offer as secondary schools prepare to implement the new curriculum from September 2023 onwards?
C	<p><u>Background</u></p> <p>Details of the current situation in Gwynedd</p> <ul style="list-style-type: none"> - Current provision and plans in progress - Policies
CH	<p><u>Collect Evidence</u></p> <ul style="list-style-type: none"> - Leaders of Gwynedd Council <ul style="list-style-type: none"> o Education Cabinet Member o Head of Education - Officers <ul style="list-style-type: none"> o Assistant Head of Department: Secondary - In three category 3 secondary schools <ul style="list-style-type: none"> o Head Teacher o Curriculum Coordinator o Cluster Coordinator (in the context of Welsh Language Cluster Schemes) o Learner's Language Forum o Focus Groups with Learners o Parent Representatives on the Governing Body o The Immersion Education System - Focus Groups with learners who are newcomers
D	<p><u>Analysis</u></p> <ul style="list-style-type: none"> - Consider the evidence received from those interviewed - Consider research information and background information
DD	<p><u>Create Report</u></p> <ul style="list-style-type: none"> - Note main observations supported by evidence - Make recommendations for short term improvements - Make recommendations for longer term improvements - Discuss and agree draft report with leaders of the work within the Council - Present draft final report to the Scrutiny Committee for comments and agreement - Publish final report
E	<p><u>Action Plan</u></p> <ul style="list-style-type: none"> - Cabinet Member/Education Department to produce an action plan in response to the recommendations. - Invite the Education Cabinet Member and officers to discuss the Action Plan with the Scrutineers.
F	<p><u>Track Progress</u></p> <ul style="list-style-type: none"> - An update to enable the scrutineers to assess progress.

**GWYNEDD CATEGORY 3 SECONDARY SCHOOLS SCRUTINY INVESTIGATION
DRAFT BRIEF**

FF	<u>TIMETABLE</u>		
	What	Lead	Date
1	Agree Brief	Lead Officer Cabinet Member Head of Department	January 2023
2	Adopt the Brief	Education and Economy Scrutiny Committee	2 February 2023
3	Investigation Members' First Meeting - Context – Education Cabinet Member, Head of Education and Assistant Head of Department: Secondary - Formulate Questions	Investigation Members and Lead Officer	February 2023
4	Interviews - Hold Interviews - Minute Three category 3 secondary schools: o Head Teacher o Curriculum Coordinator o Cluster Coordinator (in the context of Welsh Language Cluster Schemes) o Learner's Language Forum o Focus Groups with Learners o Parent Representatives on the Governing Body o The Immersion Education System - Focus Groups with learners who are newcomers	Investigation Members and Lead Officer	March 2023 March / April 2023 April / May 2023
5	Meeting to formulate draft recommendations	Investigation Members and Lead Officer	May 2023
6	Analysis and draft reports	Investigation Members and Lead Officer	May / June 2023
7	Final Report	Cabinet Member Investigation Members Head of Department Lead Officer	July 2023