

COMMITTEE	Llŷn AONB Joint Advisory Committee
DATE	March 29 th 2023
TITLE	Gwynedd and Eryri 2035 – Strategic Plan for the Visitor Economy
PURPOSE	Inform members
AUTHOR	Llŷn AONB Officer
RECOMMENDATION	Accept the information

1.0 INTRODUCTION

- 1.1 Recently 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 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.
- 1.2 In November 2021, Cyngor Gwynedd and the National Park Authority signed a 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 qualities.*

2.0 THE MAIN ISSUES

- 2.1 As work on the Plan began it became apparent there were various issues that caused concern:
- Pressure on areas and public services, e.g. car parks, bins, roads, rural areas.
 - Covid created tensions in some areas with unprecedented visitor numbers.
 - Salary levels and seasonal employment within the tourism sector.
 - Lack of diversity in the rural economy and possible overdependence on tourism.
 - Negative feelings within some communities and areas, but there may be opportunities if different actions are taken.
 - Potential impact on the language, communities and the environment.
 - Better means of measuring are needed to measure any negative and positive impacts.
 - An opportunity to integrate a Sustainable Visitor Economy Plan into the development of Area Regeneration Plans across Gwynedd.

3.0 PRRPARING A DRAFT PLAN

- 3.1 During 2022 five events were held via Zoom to discuss the visitor economy in Gwynedd and Eryri. Sessions were also held with councillors across Gwynedd. Following feedback from these workshops in addition to other held in the past,

Cyngor Gwynedd and Eryri National Park developed the Gwynedd and Eryri Sustainable Visitor Economy Strategic Plan. Also good practice from other areas in Europe and internationally were considered.

- 3.2 Also 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 AONB Unit had a representative on this group. The feedback of the Task and Finish Group, which included representatives from communities, businesses and potential partners, has been incorporated in the final draft Plan and action models.
- 3.3 In addition an Impact Assessment was carried out in order to assess any impact on the characteristics of equality, the Welsh language and Socio-Economic Disadvantage. That Assessment recognises that there are gaps in the development of the Strategic Plan and consultation with groups with protected characteristics - but it is intended to specifically engage with representatives on behalf of people and protected characteristics in order to gain a better understanding of their needs and respond to them through the agreed Action Plan. The Assessment recognises that this Plan can have a positive impact if it is implemented and monitored effectively and efficiently by the operating structures that will be adopted.

4.0 THE STRATEGIC PLAN

- 4.1 The Vision Cyngor Gwynedd and the National Park have developed for the Gwynedd and Eryri 2035 Plan is as follows: *A visitor economy for the benefit and well-being of the people, environment, language and culture of Gwynedd and Eryri.*
- 4.2 Also a series of principles and objectives have been agreed. The principles can be seen below:
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
- 4.3 **Finance** - Despite the 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., It is hoped that the Strategic Plan and Action Plan will open the doors to funding from the UK and Welsh Governments as well as other future funding sources.
- 4.4 The Gwynedd ac Eryri 2035 Strategic Plan for the Visitor Economy has been adopted by the Eryri National Park and also by Gwynedd Council's Cabinet (14th of February 2023).

4.5 It has also been decided to establish the Gwynedd and Eryri 2035 Partnership to develop, implement and monitor the Strategic Plan, The Gwynedd and Eryri 2035 Action Plan and its relevant indicators.

4.6 A copy of the whole Plan can be seen by following the link:
[Layout 1 \(llyw.cymru\)](#)

5.0 RECOMMENDATION

5.1 Accept the information.