Gwynedd & Eryri 2035

Cynllun Economi Ymweld Cynaliadwy
Sustainable Visitor Economy Plan

# Croeso

# Welcome

#GwyneddEryri35

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Sustainable Visitor Economy Plan

#GwyneddEryri35

# Bethan Williams Price

Mae Bethan bellach yn gweithio fel Ymgynghorydd Cyfathrebu a hynny wedi gyrfa lwyddiannus gyda BBC Cymru. Yn gyn Bennaeth BBC Cymru yng Ngogledd Cymru, bu hefyd yn newyddiadura am dros chwarter canrif. Mae hi bellach yn canolbwyntio'n bennaf ar feysydd Cyfathrebu, Ymgysylltu a Hwyluso o'i chartref yng Nghricieth.

Bethan currently works as a Communications Consultant after a successful career with BBC Wales. The former Head of BBC Wales in north Wales, Bethan also worked as a journalist for over 25 years. Now freelance, she concentrates mainly on Communication, Consultation and Facilitation from her home in Cricieth.

@bethanport

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# Jonathan Cawley

Prif Weithredwr - Awdurdod Parc Cenedlaethol Eryri

Chief Executive - Eryri National Park Authority

eryri.llyw.cymru

PARC CENEDLAETHOL ERYRI NATIONAL PARK

eryri.gov.wales

#GwyneddEryri35

Gwynedd & Eryri 2035

Cynllun Economi Ymwelwyd Cynaliadwy
Sustainable Visitor Economy Plan


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Rheolwr Twristiaeth, Marchnata a Digwyddiadau, Economi a Chymuned, Cyngor Gwynedd

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CYNGOR GWYNEDD

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# Gwynedd & Eryri 2035

## Cynllun Economi Ymwelyd Cynaliadwy
## Sustainable Visitor Economy Plan

# Cefndir a Chyd-destun
## Background and Context

- Sut wnaethom ni gyrraedd yma?
- Y Cynllun Strategol
- Partneriaeth Gwynedd ac Eryri 2035
- Mesuryddion
- Arolygon Trigolion a Busnes
- Casgliadau a Blaenoriaethau

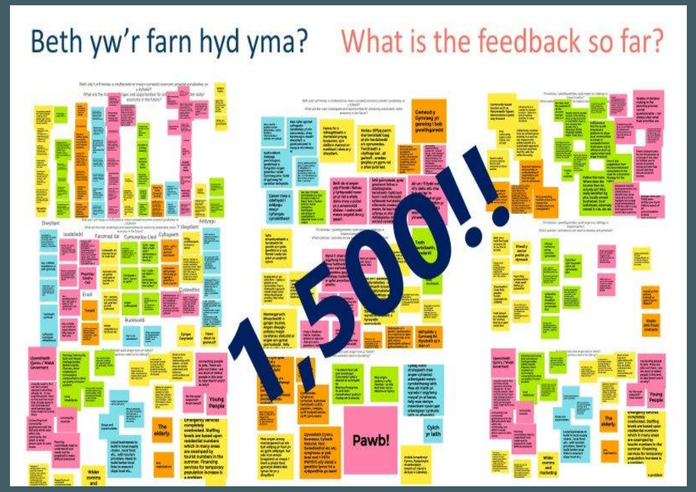
- How have we got here?
- The Strategic Plan
- Gwynedd and Eryri 2035 Partnership
- Indicators
- Resident and Business Surveys
- Conclusions and Priorities

# Sut wnaethom ni gyrraedd yma?

## How did we get here?

- Adolygiad Cynllun Rheolaeth Cyrchfan
- Cynllun Eryri
- Covid-19
- Cynllun Cyngor Gwynedd
- Ymgynghori
- Gwrando
- Cydweithio a Chyd-gynhyrchu

- Review of Destination Management Plan
- Covid-19
- Cyngor Gwynedd Plan
- Cynllun Eryri
- Consultation
- Listen
- Cooperation and Co-creation



# Cynllun Strategol Gwynedd ac Eryri 2035

## The Gwynedd and Eryri 2035 Strategic Plan

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

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

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

**Celebrate, Respect and Protect our Language, Culture and Heritage**

**Cynnal a Pharchu ein Amgylchedd**

**Maintain and Respect our Environment**

**Sicrhau bod manteision i gymunedau yn fwy nac anfanteision**

**Ensure advantages to communities outweigh any disadvantages**

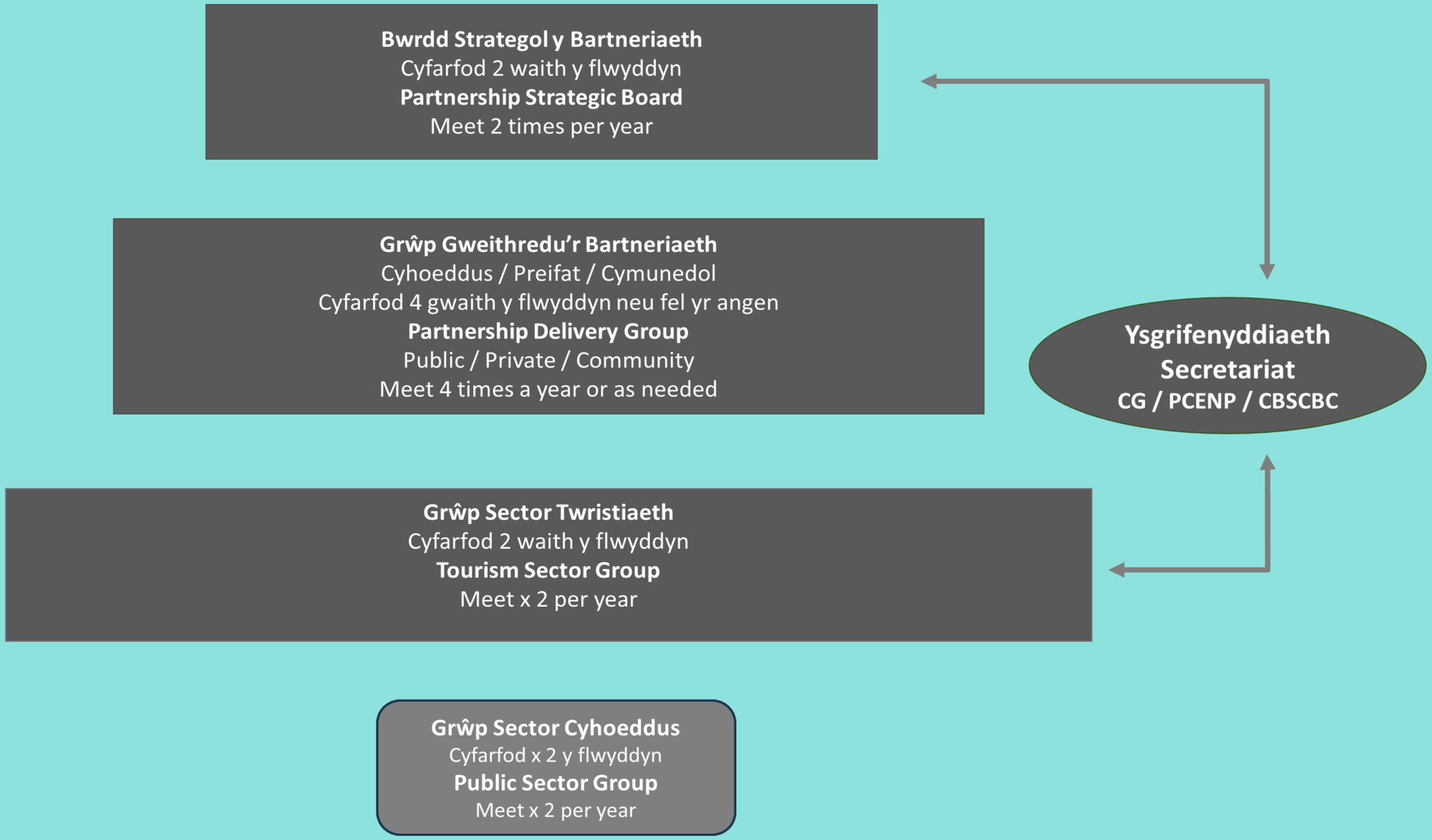
PARC CENEDLAETHOL ERYRI NATIONAL PARK | CYNGOR GWYNEDD

# Partneriaeth Gwynedd ac Eryri 2035

## Gwynedd and Eryri 2035 Partnership

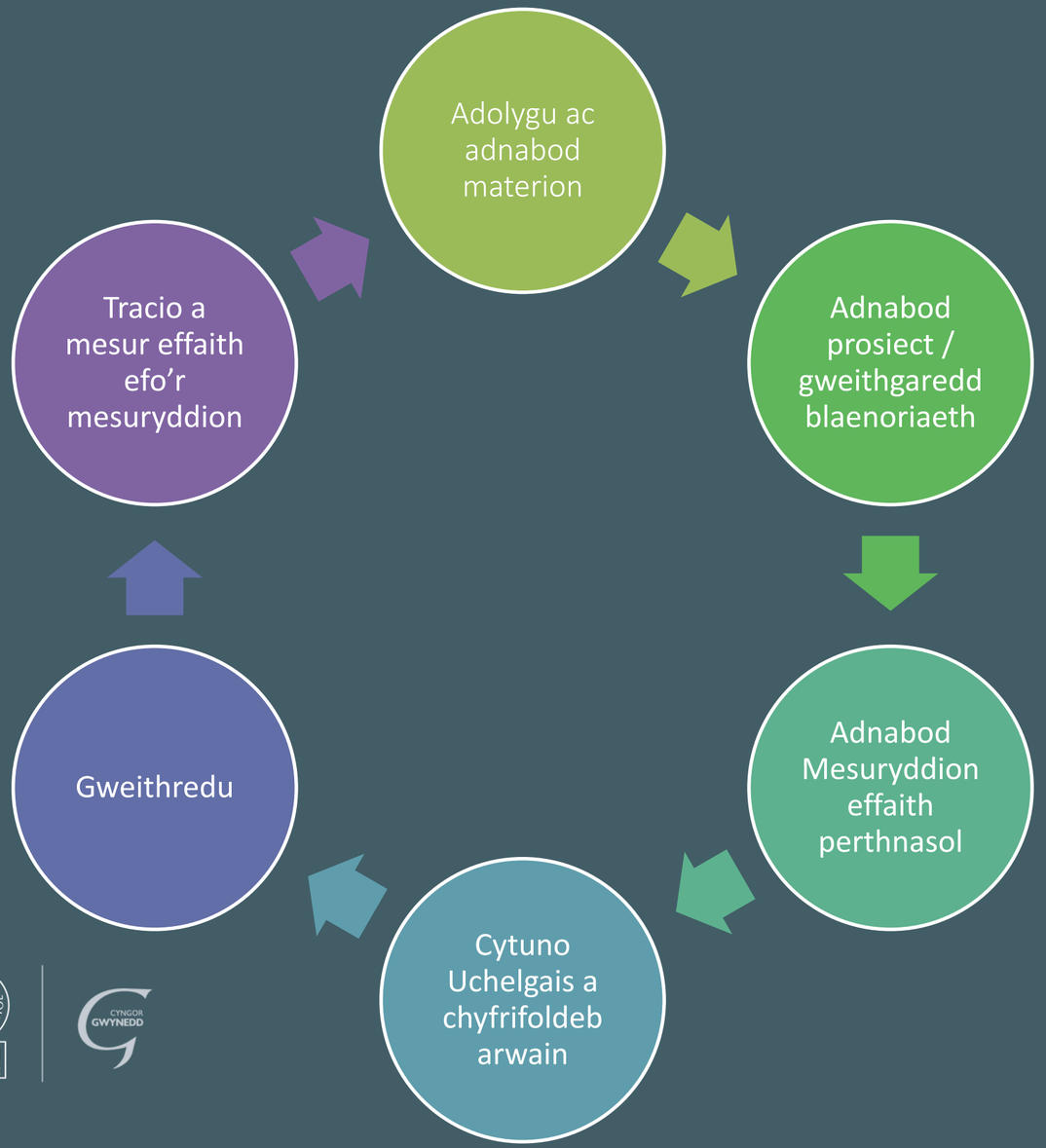
# Partneriaeth Gwynedd ac Eryri 2035

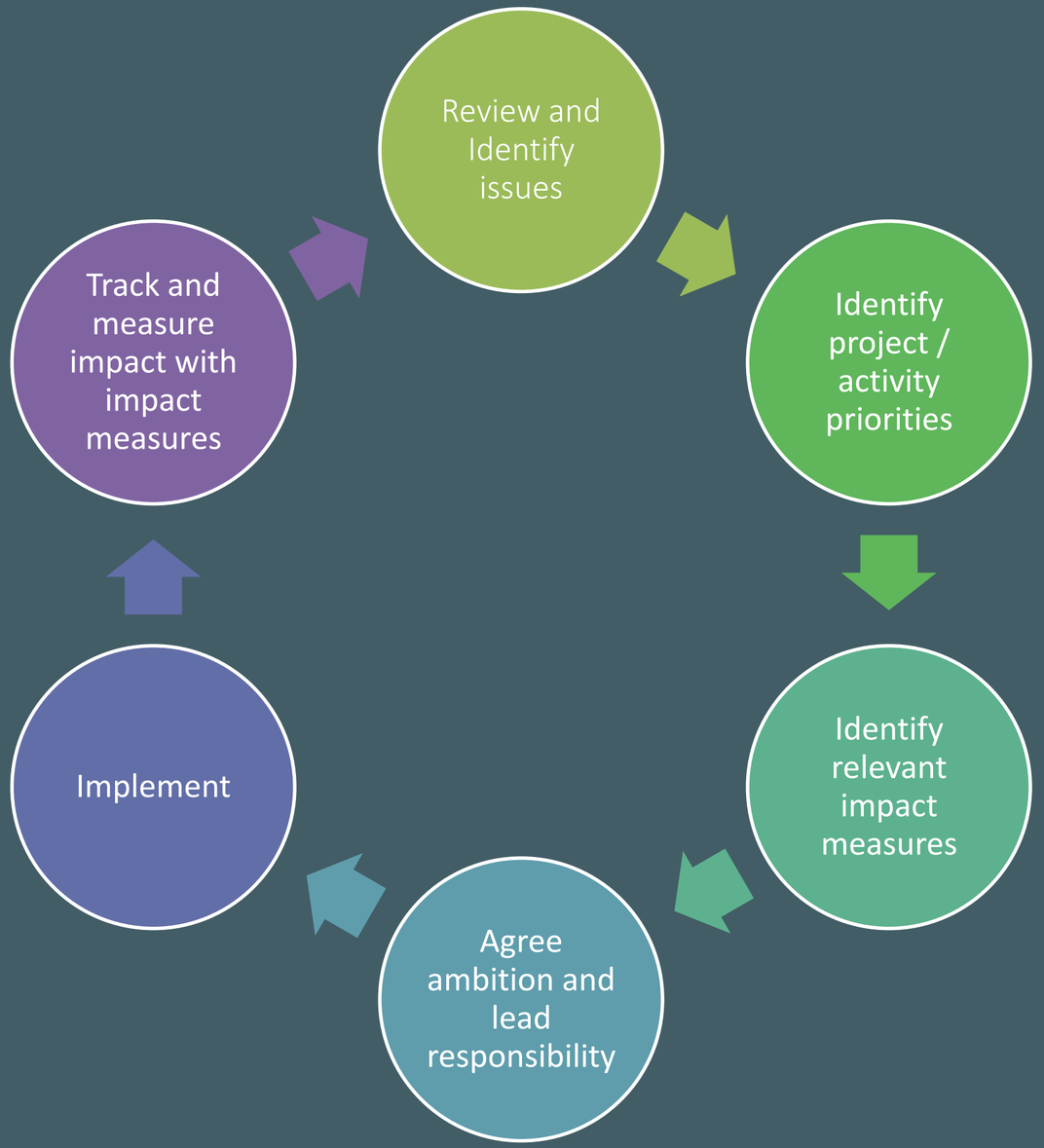
## Gwynedd and Eryri 2035 Partnership



# Egwyddorion Gweithredu

## Implementation Principles



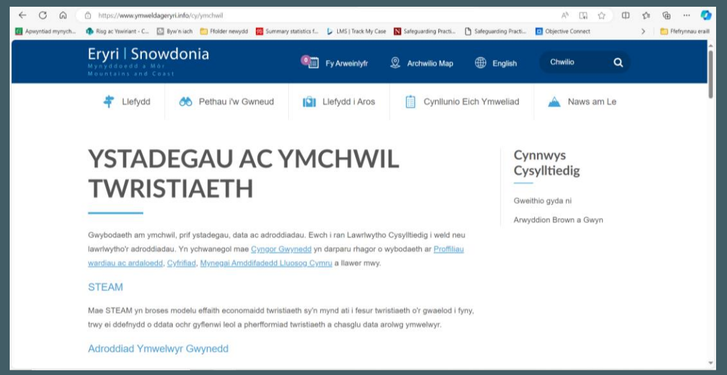



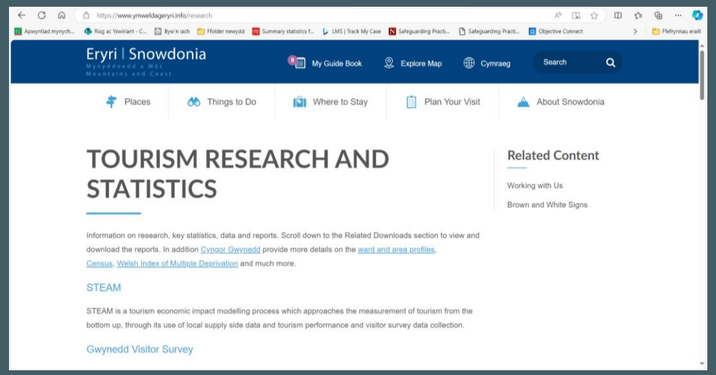
# Mesuryddion Newydd a Chyfathrebu

## New Indicators and Communication

- 26 mesurydd newydd yn y ‘dashfwrdd’
- 9 mesurydd craidd i’r Cynllun
  - Cymuned, Iaith a diwylliant
  - Amgylchedd
  - Budd i gymunedau
- Rhaglen ymchwil
- Arolygon
- Papurau Briffio
- Anoddau ar gael yn gyhoeddus

- 26 new indicators in the ‘dashboard’
- 9 core indicators for the Plan at present:
  - Community, Language and Culture
  - Environment
  - Benefit to communities
- Research Programme
- Surveys
- Briefing Papers
- Resources publicly available



# Casgliadau a blaenoriaethau
## Conclusions and priorities

- Strwythur newydd wedi sefydlu a'n gweithredu
- Cynllun Gweithredu 2024-25 mewn lle
- Dysgu ac addasu wrth weithredu
- Mesuryddion i'w craffu a'u haddasu'n barhaol
- Arolygon yn rhoi cip-olwg pwysig - rhan o'r jig-so tystiolaeth
- Angen parhau i ddysgu gan eraill
- Datblygu'r Bartneriaeth
- Cyd-Ddatblygu Cynllun Gweithredu 2025-26
- Cynnal y drafodaeth i lywio gweithredu ar draws yr ardal
- Cyfathrebu
- Cyllid

- New structure in place and operational
- 2024-25 Action Plan adopted
- Learning and adapting as we implement
- Indicators continuously scrutinised and adapted
- Surveys provide and important snap-shot – important part of the evidence jig-saw
- Need to continue to learn from others
- Develop Partnership
- Co-Develop 2025-26 Action Plan
- Maintain the conversation to steer action across the area
- Communication
- Funding

# Ystadegau Gwynedd

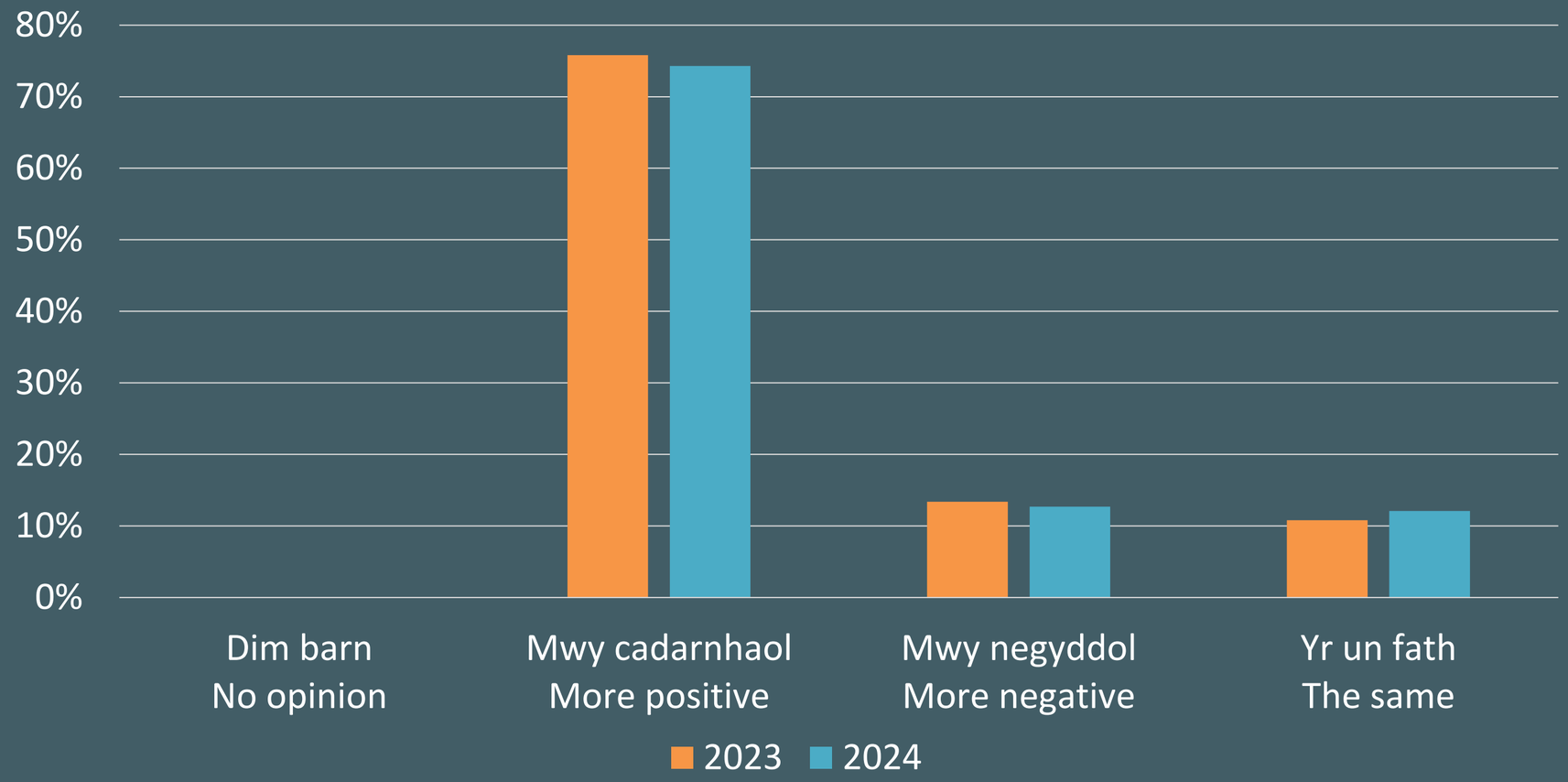
## Gwynedd Statistics (*STEAM)

| | 2022 | 2023 |
|---|---|---|
| | £1.52bn | £1.72bn |
| | 17,737 | 17,538 |
| | 4.11m | 4.07m |
| | 3.77m | 3.95m |

# Arolwg Trigolion 2024 (1,506 wedi ymateb)

## 2024 Resident Survey (1,506 respondents)

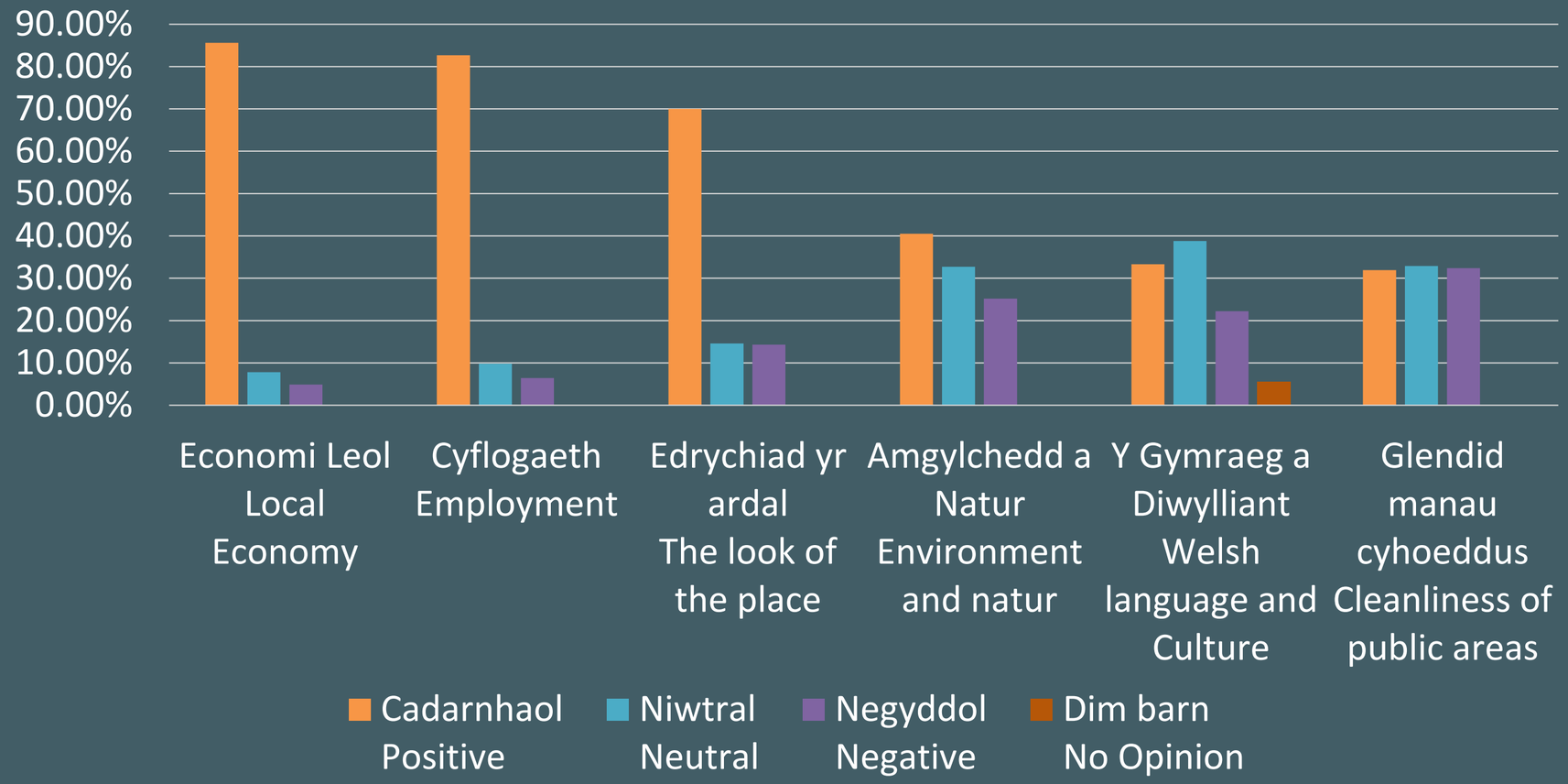
**Yn gyffredinol, fyddech chi'n dweud bod twristiaeth yn eich cymuned chi'n achosi canlyniadau...**
**Generally, would you say that tourism in your community generates consequences that are...**



# Arolwg Trigolion 2024 (1,506 wedi ymateb)

## 2024 Resident Survey (1,506 respondents)

**Ar gyfer y canlynol pa ganlyniad fyddech chi'n ddweud mae twristiaeth yn ei gael?**
**For the following, which consequences do you feel tourism has?**



# Arolwg Trigolion 2024 (1,506 wedi ymateb)

## 2024 Resident Survey (1,506 respondents)

Yn eich barn chi ydi twristiaeth yn achosi canlyniadau negyddol yn eich cymuned chi?
In your opinion, does tourism generate negative consequences in your community?

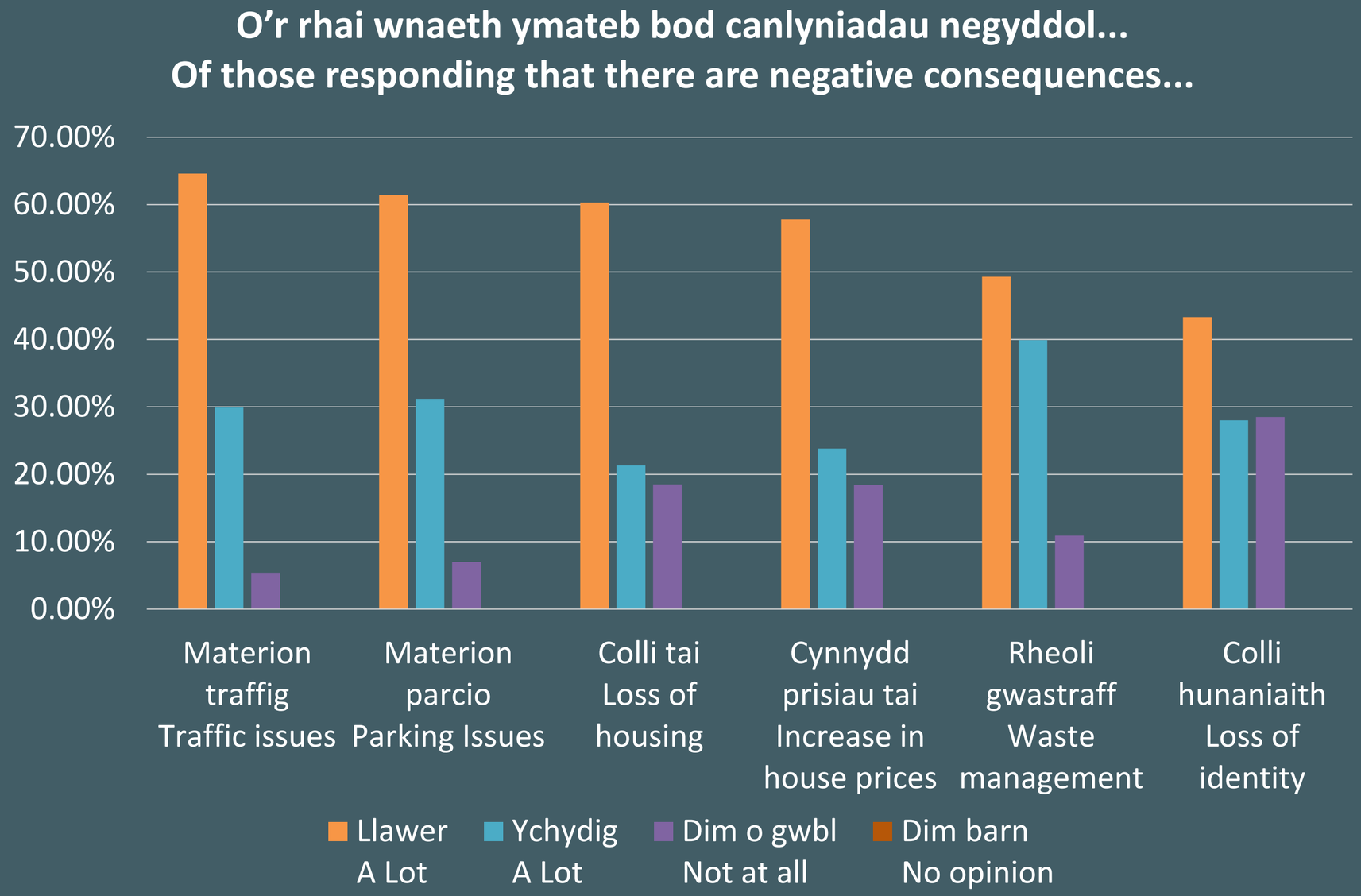
Na
No

Ydi ar adegau penodol
Yes at certain times

Ydi trwy'r flwyddyn
Yes throughout the year

# Arolwg Trigolion 2024 (1,506 wedi ymateb)

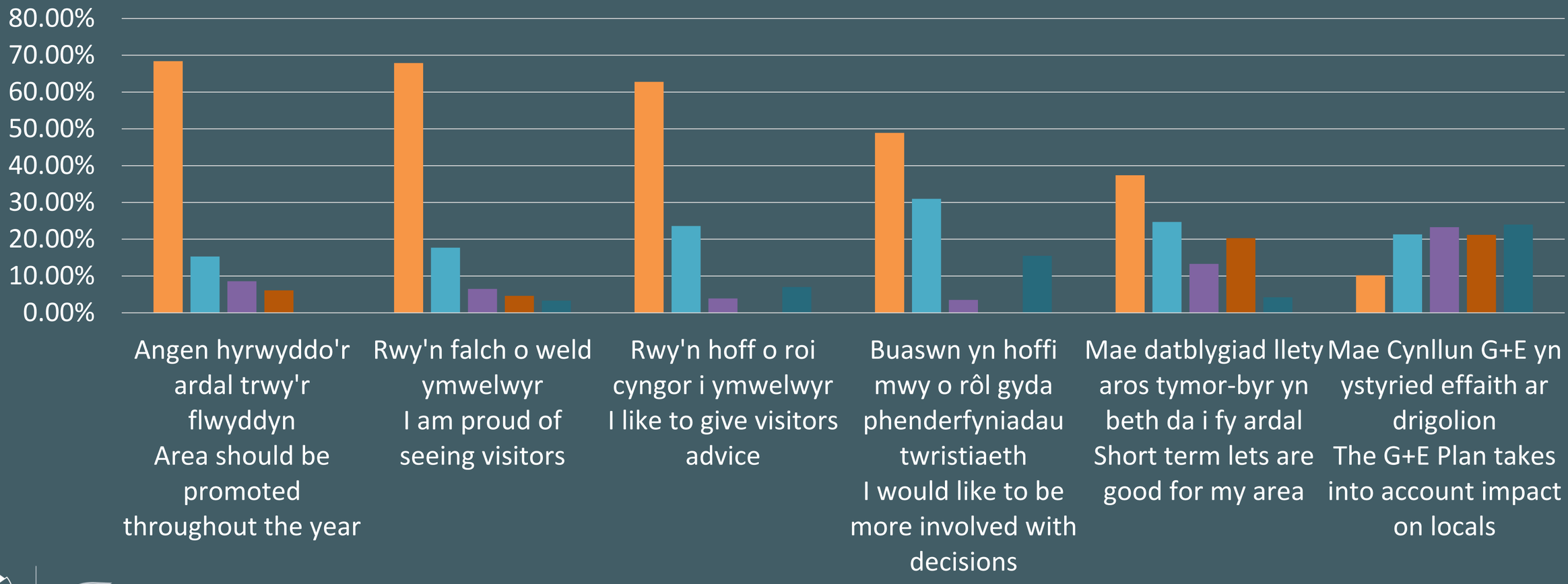
## 2024 Resident Survey (1,506 respondents)



# Arolwg Trigolion 2024 (1,506 wedi ymateb)

## 2024 Resident Survey (1,506 respondents)

**Nodwch os ydych yn cytuno neu'n anghytuno efo'r datganiadau isod**
**Note whether you agree or disagree with the following statements**

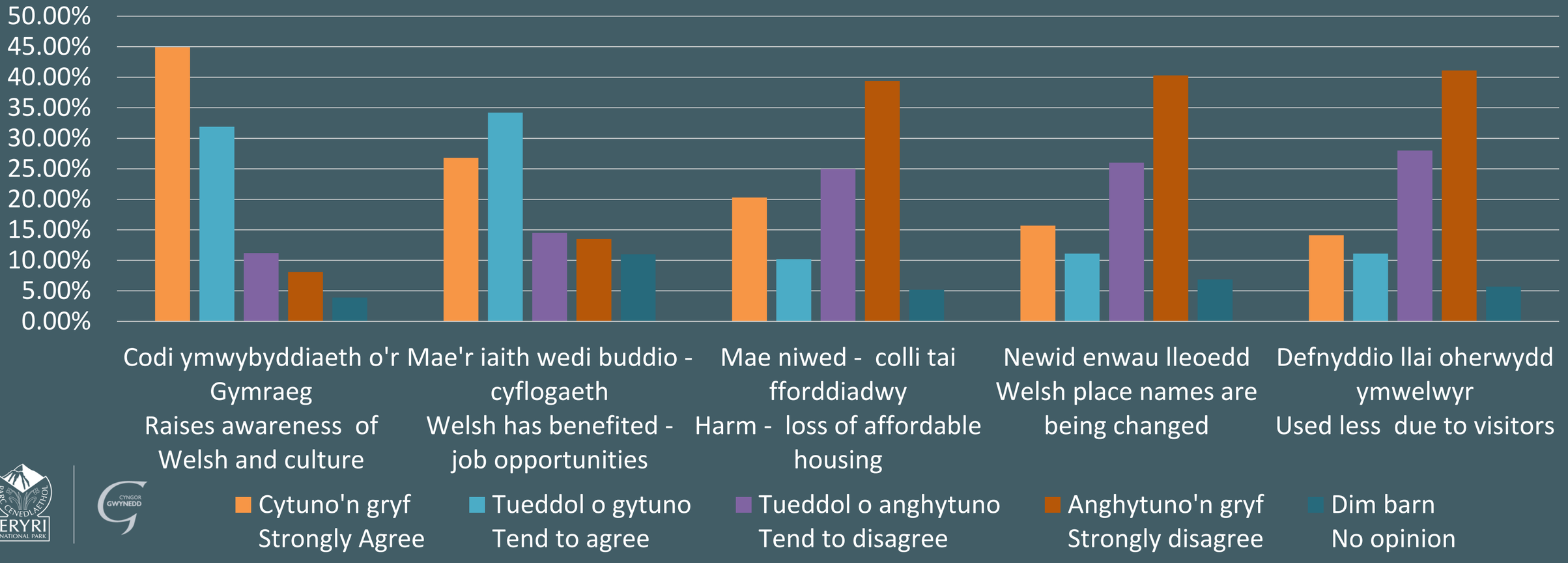


# Arolwg Trigolion 2024 (1,506 wedi ymateb)

## 2024 Resident Survey (1,506 respondents)

**Mynegwch i ba raddau yr ydych yn cytuno neu'n anghytuno â phob un o'r datganiadau canlynol am effaith twristiaeth ar yr Iaith Gymraeg**

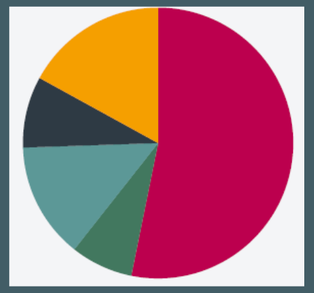
**Please express the extent to which you agree or disagree with each of the following statements on the effect of tourism on**



# Arolwg Busnes Tachwedd 2024 (130 busnes)

## November 2024 Business Survey (130 businesses)

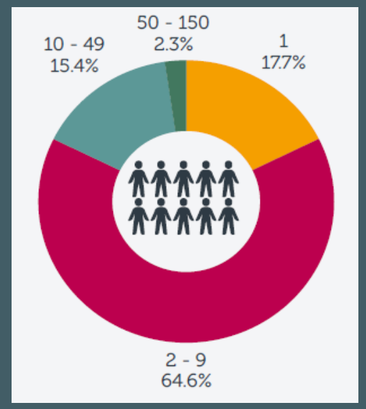
**Ymatebwyr / Respondents**



- Lletygarwch / Hospitality
- Manwerthu / Retail
- Bwyd a Diod / Food and Drink
- Proffesiynol / Professional
- Llesiant / Wellbeing

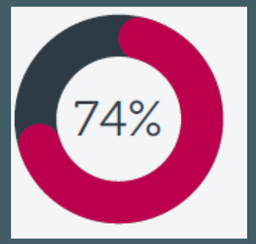
**Nifer Staff**

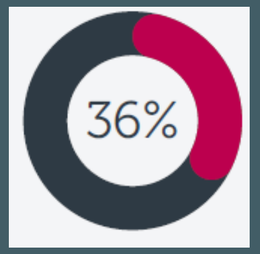
**No. Staff**



**56% staff yn gweithio rhan amser**
**56% staff work part time**

**74% yn talu cyflog byw**
**74% paying Living Wage**




**36% yn nodi heriau recriwtio – profiad / sgiliau**
**36% have recruitment challenges – experience / skills**

**43% cynllunio tyfu eu busnes. 13% ystyried cau**
**43% plan to grow business. 13% considering closure**

**Prif Heriau: costau ynni, gostyngiad mewn galw, effaith rheoliadau newydd**
**Main Challenges: energy costs, less demand, effect of new regulations**

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