

Gwynedd
& Eryri 2035

Cynllun Economi Ymweld Cynaliadwy
Sustainable Visitor Economy Plan

Croeso
Welcome

#GwyneddEryri35

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& Eryri 2035

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Sustainable Visitor Economy Plan

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

#GwyneddEryri35

Jonathan Cawley

Prif Weithredwr - Awdurdod Parc Cenedlaethol Eryri

Chief Executive - Eryri National Park Authority

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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**

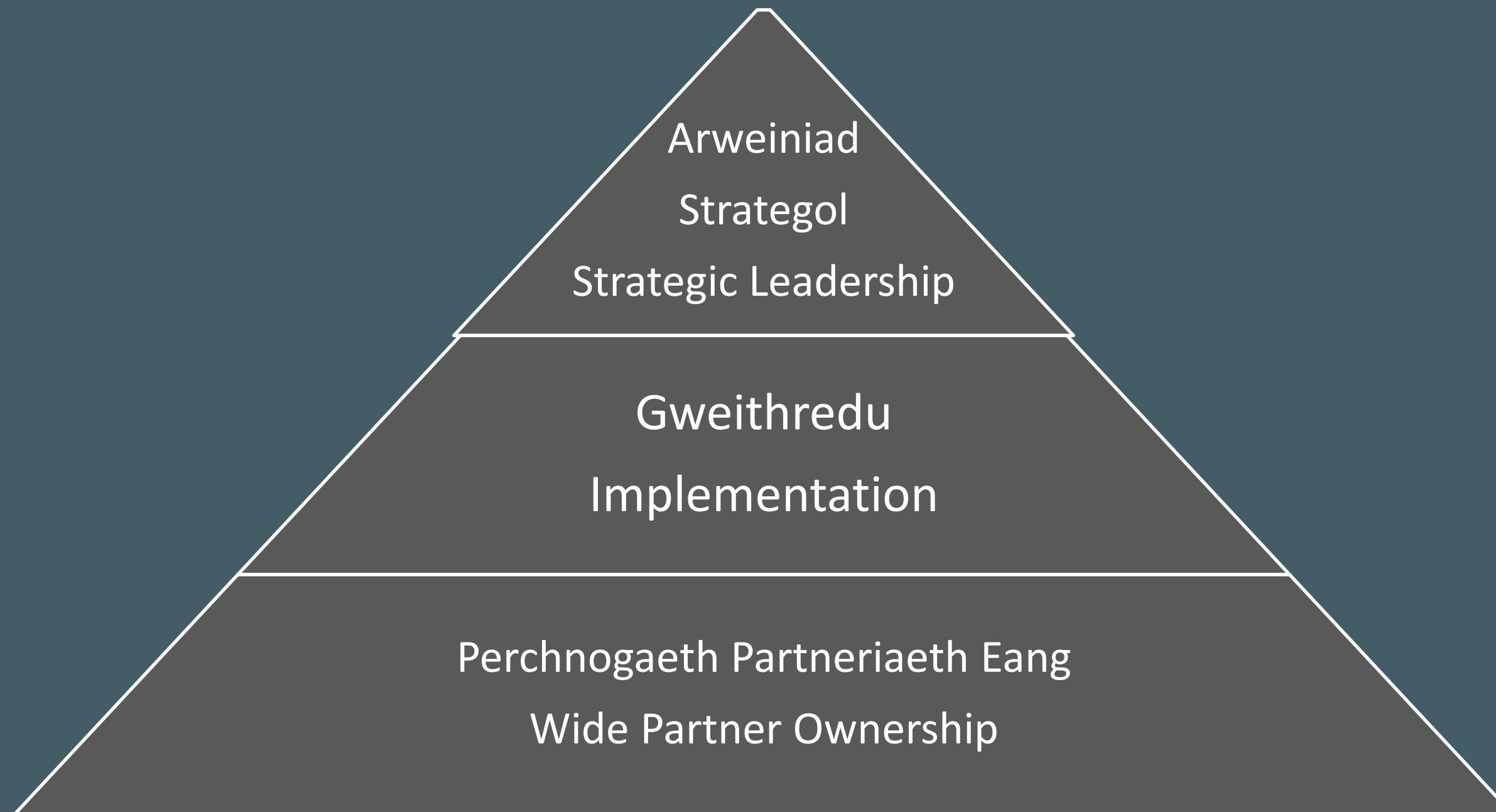
**Sicrhau bod manteision i
gymunedau yn fwy nac
anfanteision**

**Ensure advantages to
communities outweigh any
disadvantages**



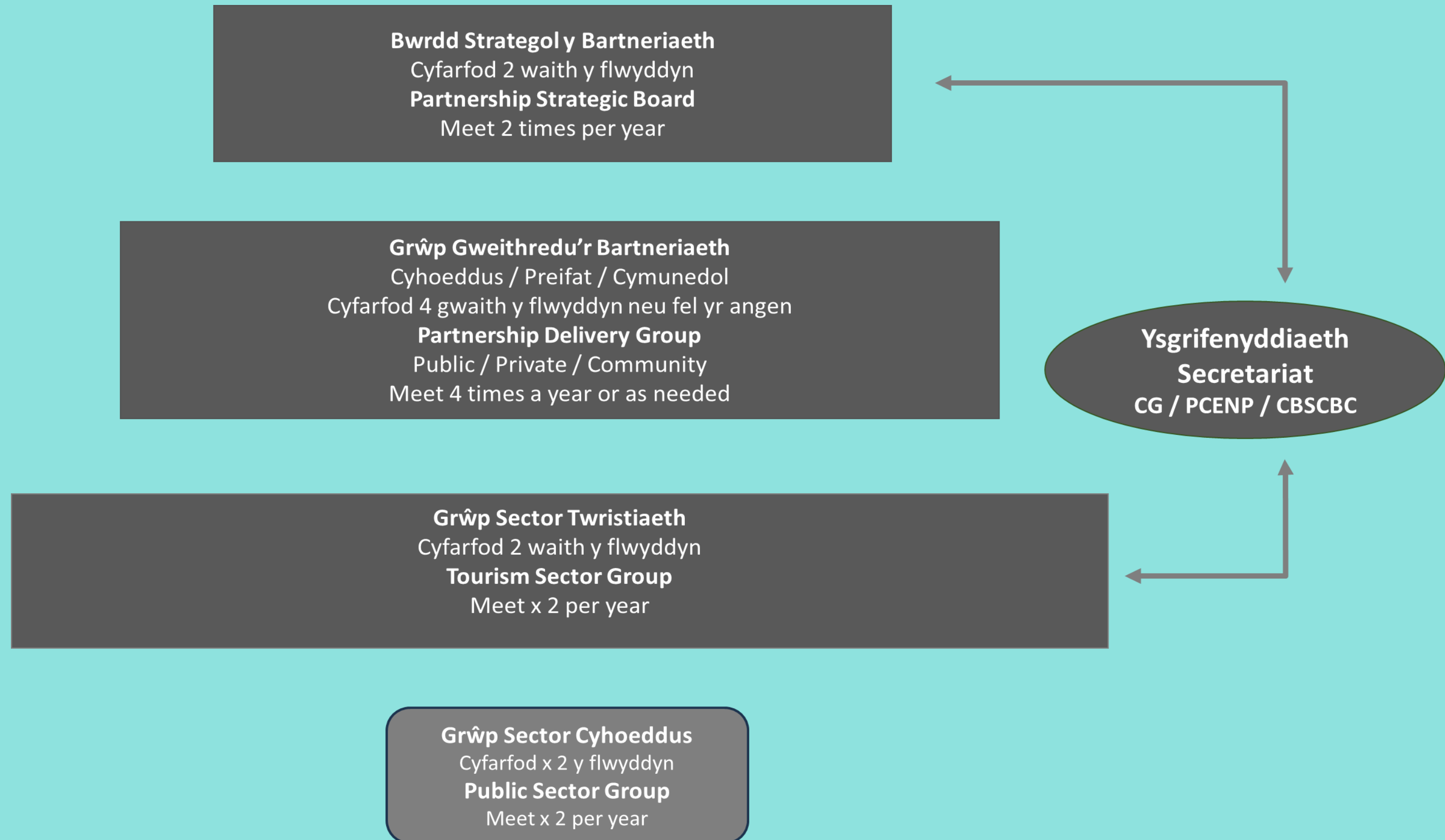
Partneriaeth Gwynedd ac Eryri 2035

Gwynedd and Eryri 2035 Partnership



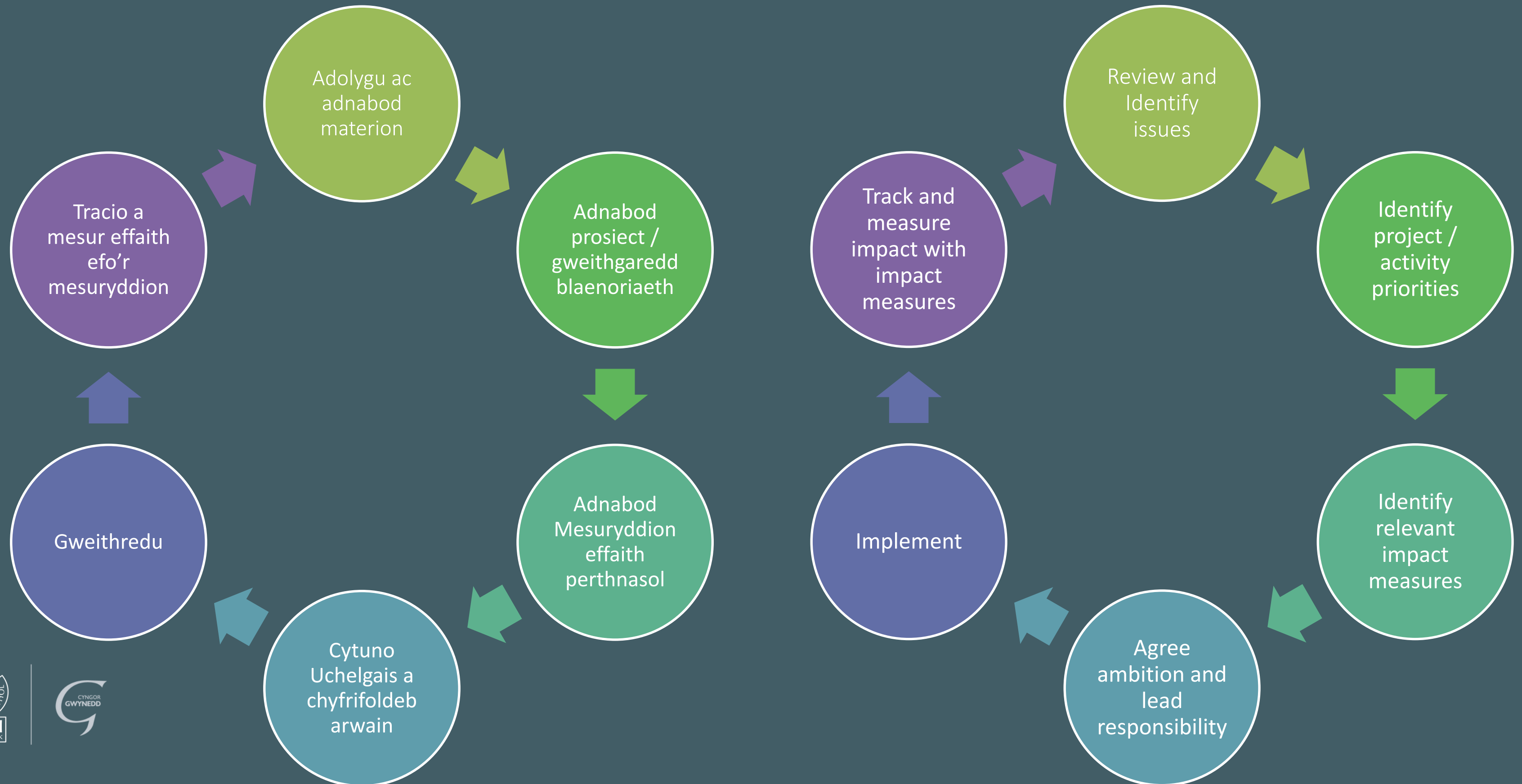
Partneriaeth Gwynedd ac Eryri 2035

Gwynedd and Eryri 2035 Partnership



Egwyddorion Gweithredu

Implementation Principles

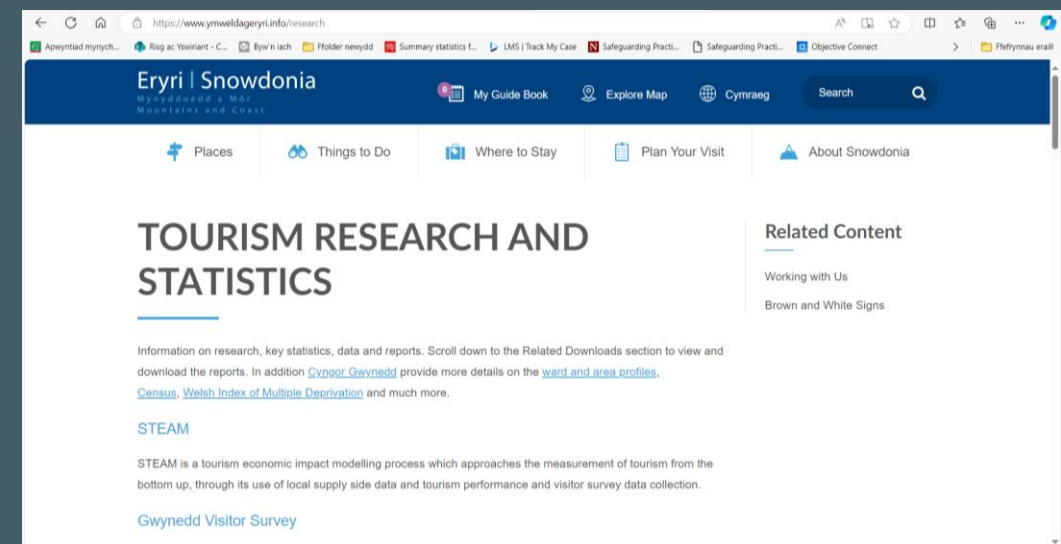
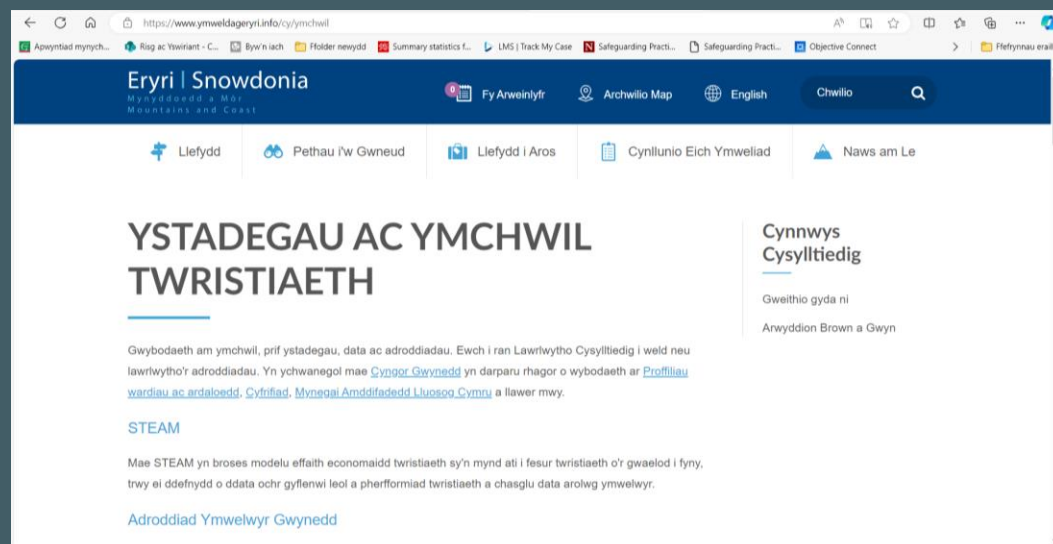


Mesuryddion Newydd a Chyfathrebu

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 an 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)

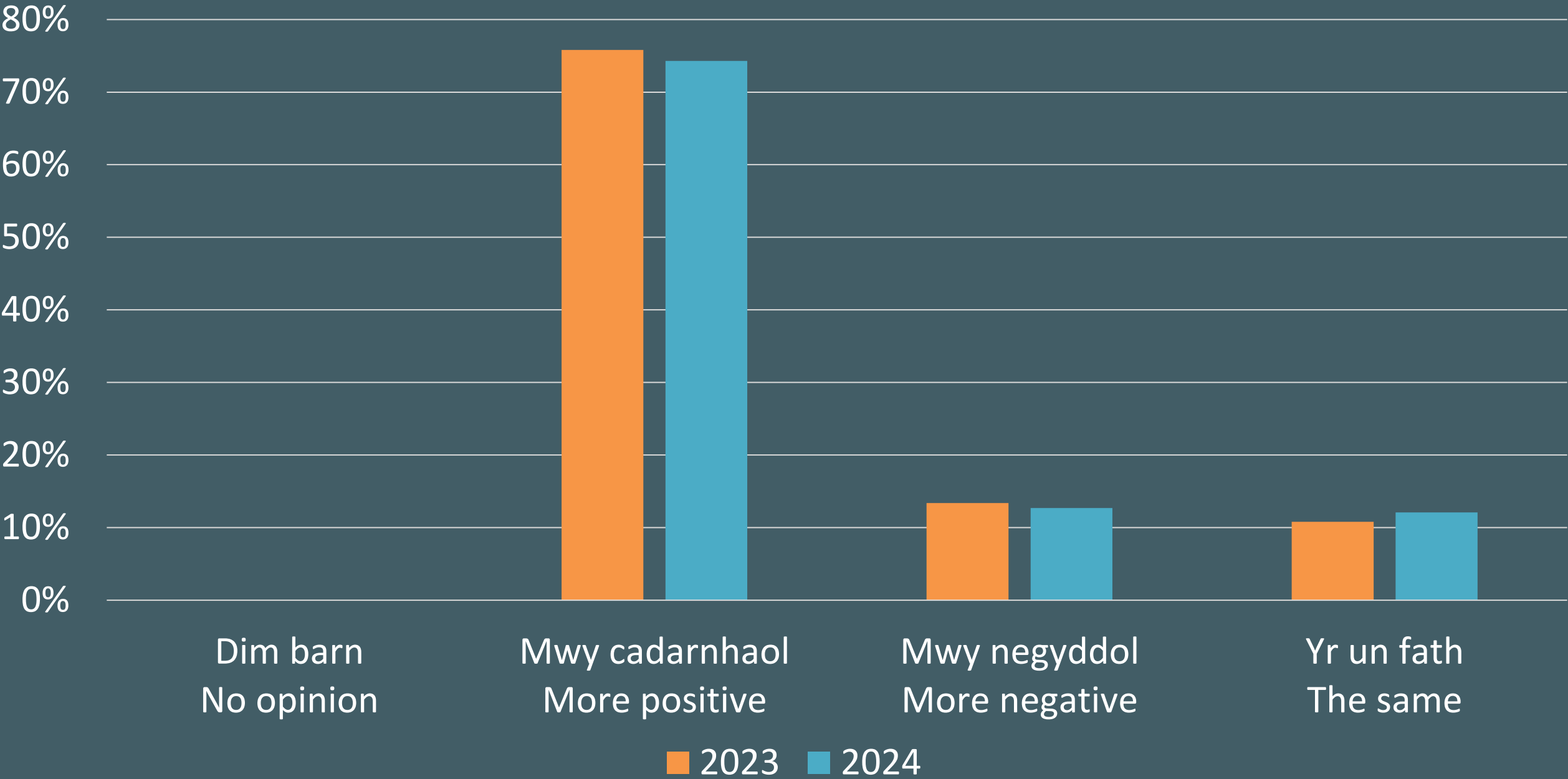
	2022	2023
	£1.52bn	£1.72bn
	17,737	17,538
	4.11m	4.07m
	3.77m	3.95m

Arolwg Trigolion 2024 (1,506 wedi ymateb)

2024 Resident Survey (1,506 respondents)

Yn gyffredinol, fydddech 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...

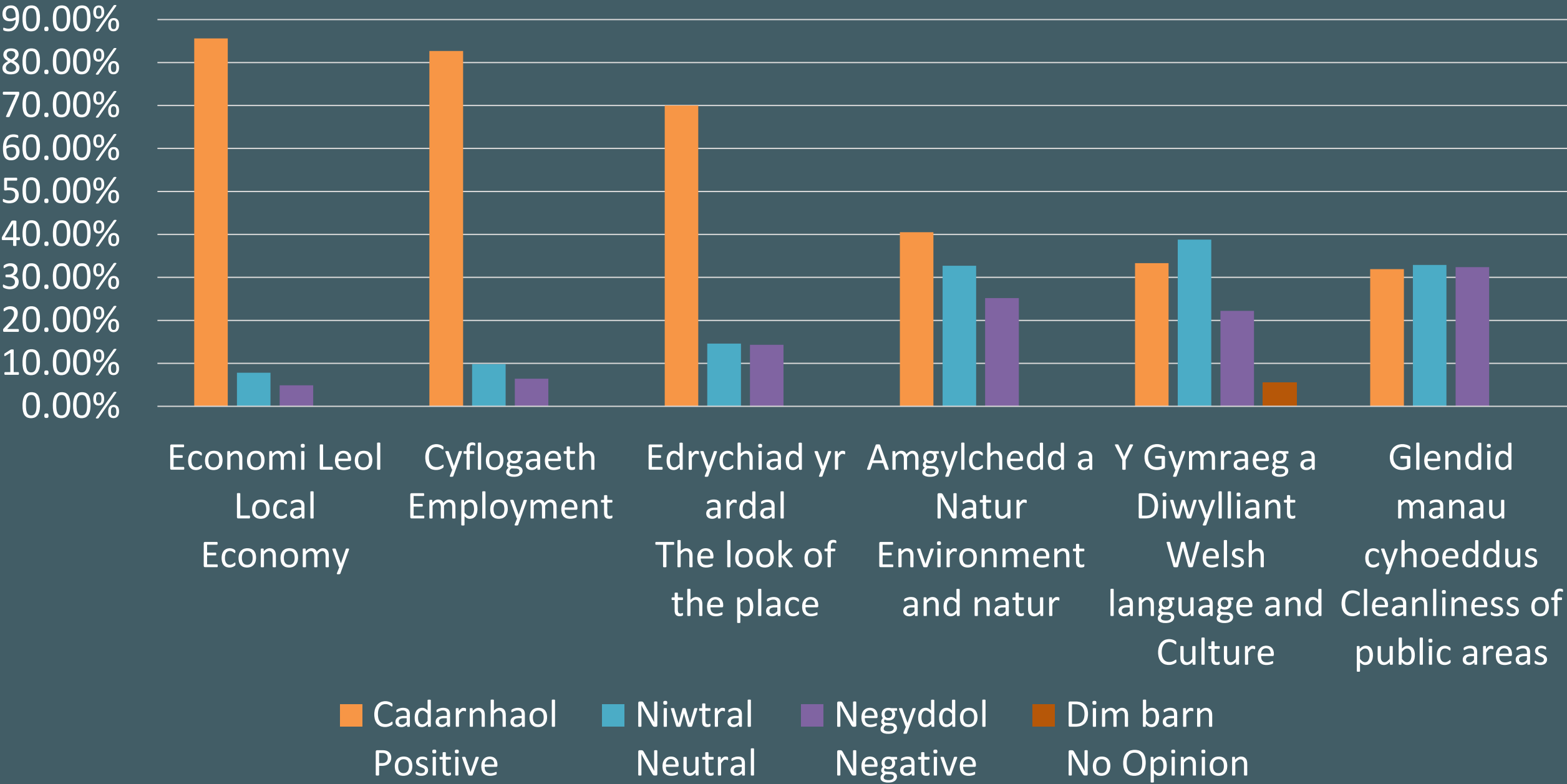


Arolwg Trigolion 2024 (1,506 wedi ymateb)

2024 Resident Survey (1,506 respondents)

Ar gyfer y canlynol pa ganlyniad fydddech chi'n ddweud mae twristiaeth yn ei gael?

For the following, which consequences do you feel tourism has?

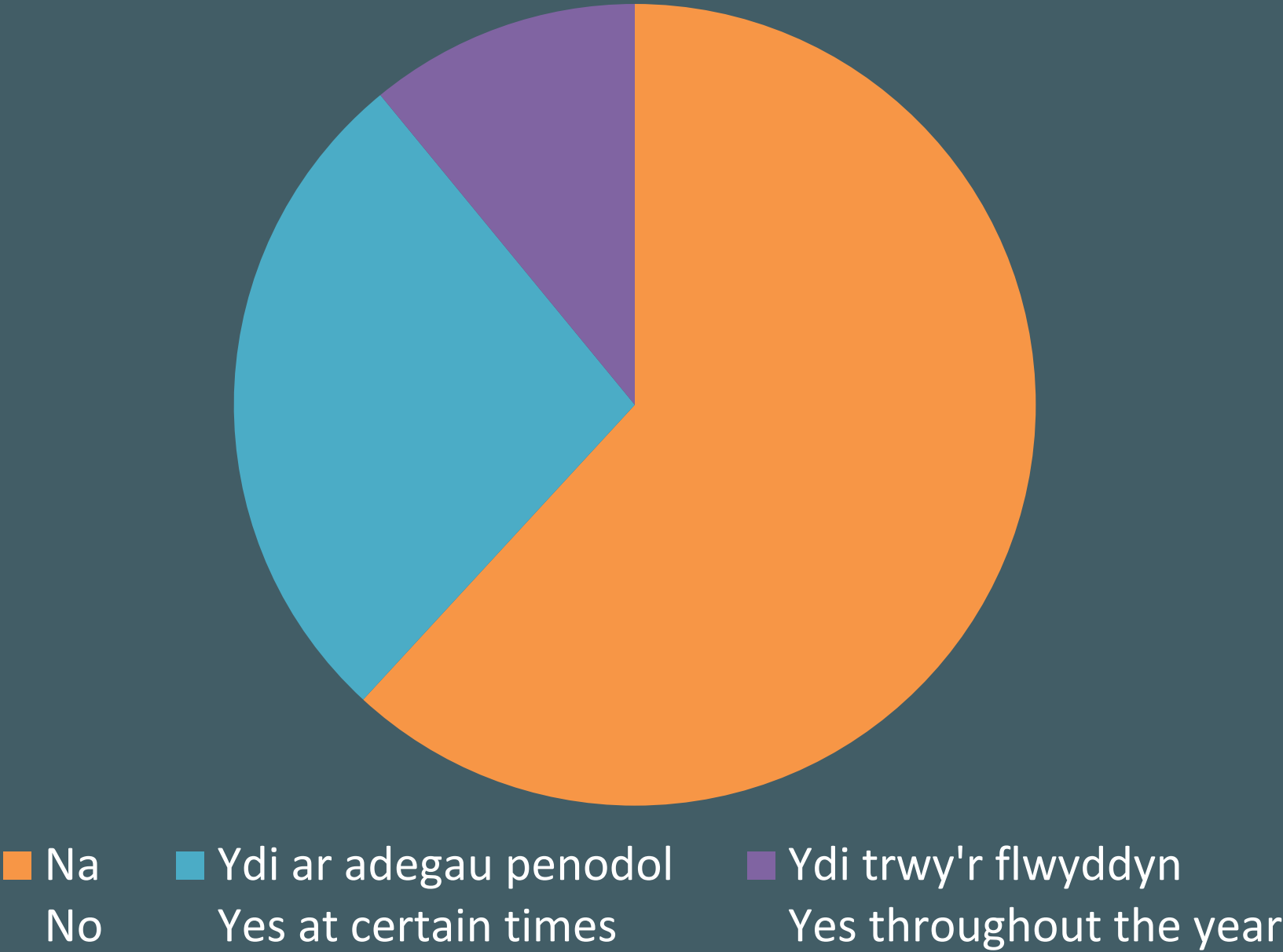


Arolwg Trigolion 2024 (1,506 wedi ymateb)

2024 Resident Survey (1,506 respondents)

Yn eich barn chi ydi twristiaeth yn achosi canlyniadau negyddol yn eich cymuned chi?

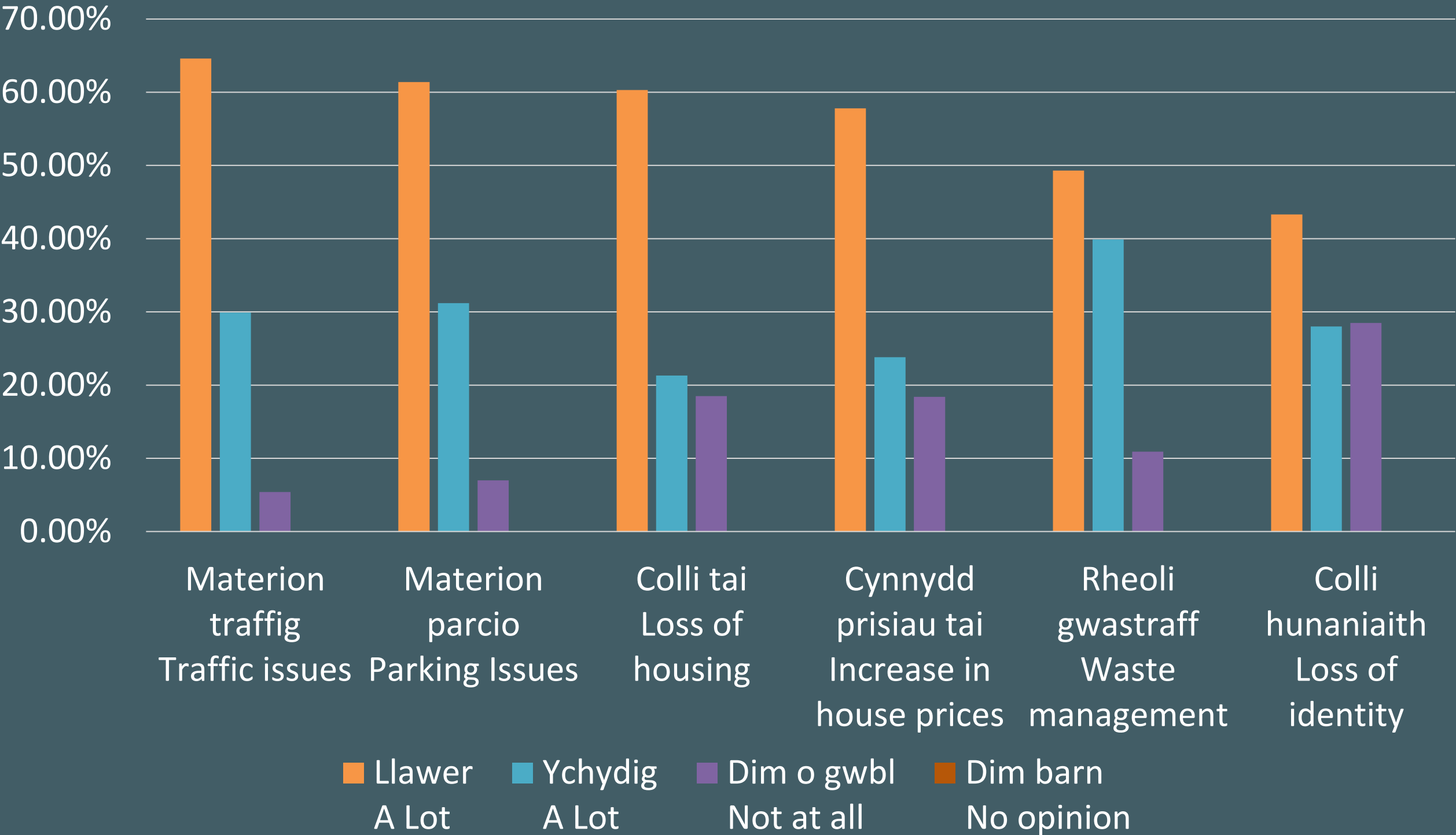
In your opinion, does tourism generate negative consequences in your community?



Arolwg Trigolion 2024 (1,506 wedi ymateb)

2024 Resident Survey (1,506 respondents)

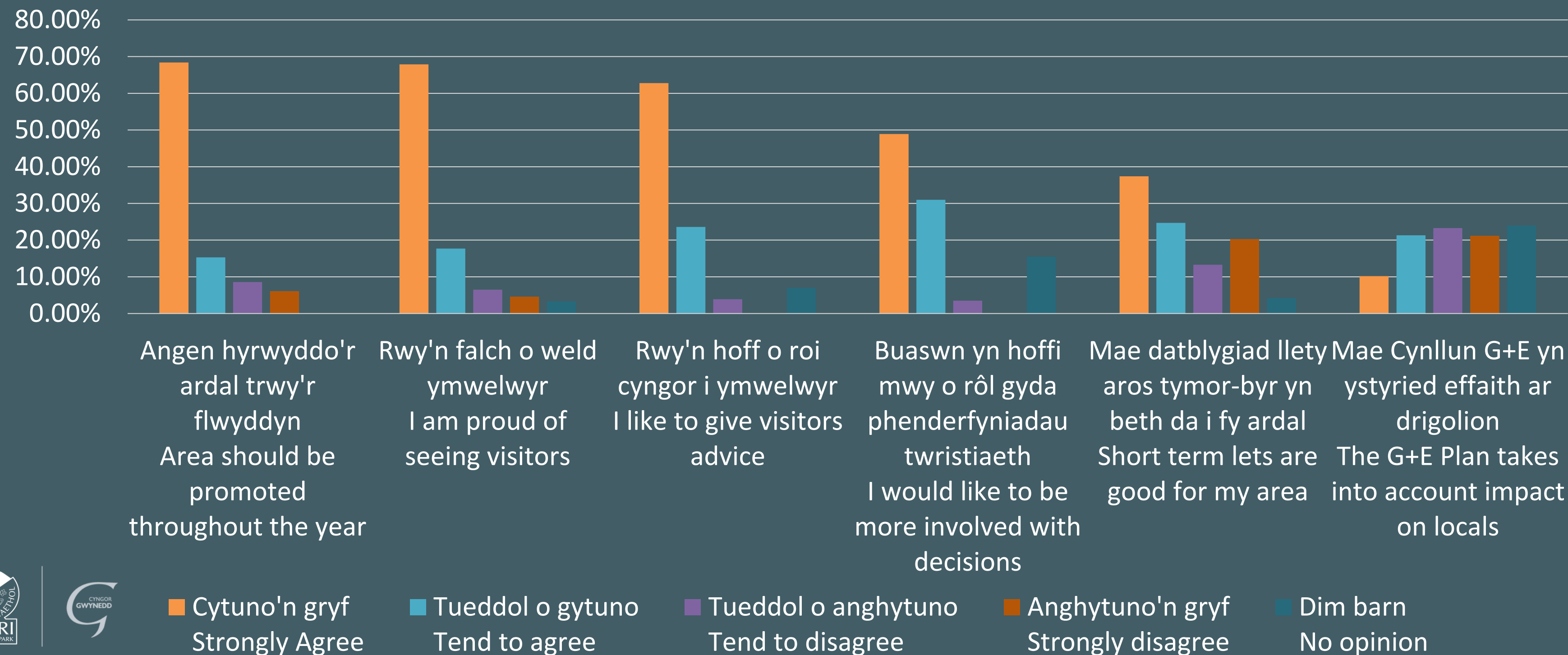
O’r rhai wnaeth ymateb bod canlyniadau negyddol...
Of those responding that there are negative consequences...



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

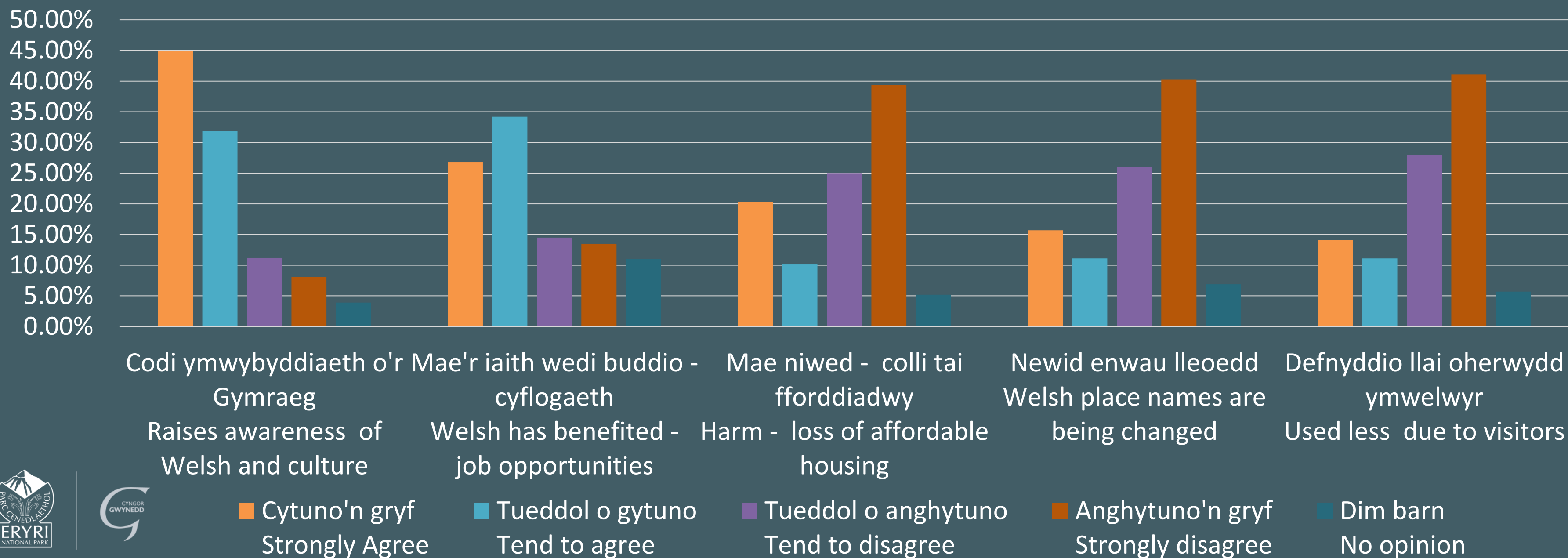


Arolwg Trigolion 2024 (1,506 wedi ymateb)

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

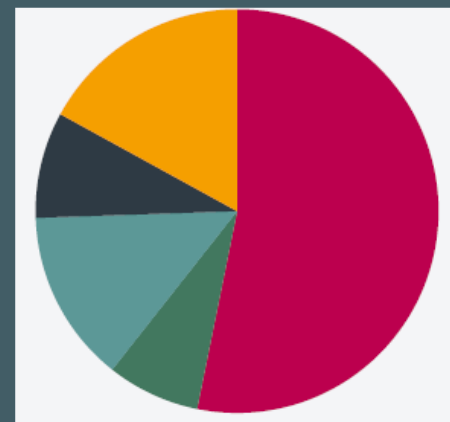
Please express the extent to which you agree or disagree with each of the following statements on the effect of tourism on



Arolwg Busnes Tachwedd 2024 (130 busnes)

November 2024 Business Survey (130 businesses)

Ymatebwyr / Respondents



Lletygarwch / Hospitality

Manwerthu / Retail

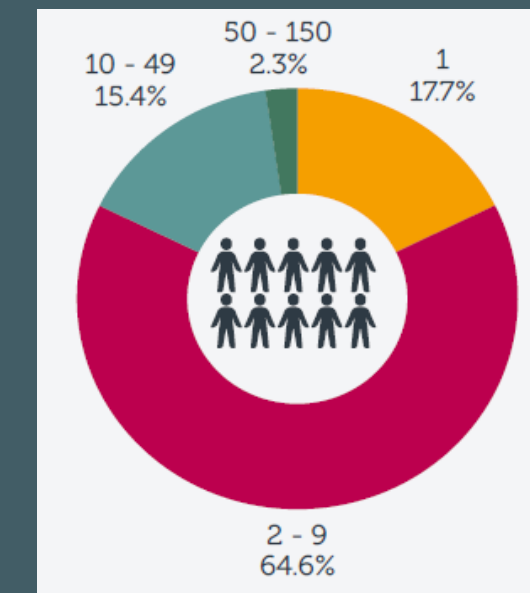
Bwyd a Diod / Food and Drink

Proffesiynol / Professional

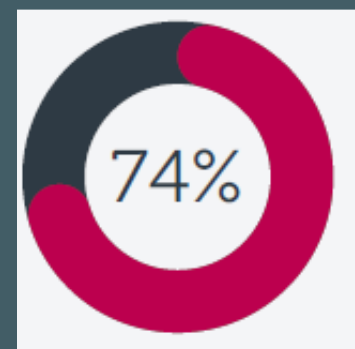
Llesiant / Wellbeing

Nifer Staff

No. Staff

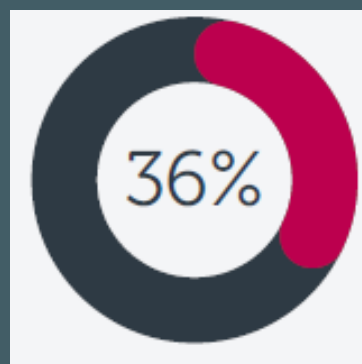


74% yn talu cyflog byw
74% paying Living Wage



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

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



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



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

A stylized map of Gwynedd & Eryri is composed of a grid of small shapes. The top half of the map is filled with dark grey dots, while the bottom half is filled with white triangles. Scattered throughout the map are various small icons in orange, green, red, and purple, including symbols for a castle, a heart, a leaf, a person, and a mountain. A white dotted line representing a coastline is located above the title.

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