

Gwynedd & Eryri 2035

Cynllun Economi Ymweld Cynaliadwy
Sustainable Visitor Economy Plan



Cynllun Gweithredu Drafft 2024-25
Draft Implementation Plan 2024-25

Cynllun Gweithredu 2024-25

Implementation Plan 2024-25

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

The Strategic Plan sets out principles and objectives for 2035:

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

- A visitor economy in the ownership of our communities with an emphasis on pride in one's area
- A visitor economy that is world-leading in Heritage, Language, Culture, and the Outdoors

Possible long-term measurements of success:

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

2. Maintain and Respect our Environment:

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

Possible long-term measurements of success:

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

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

- A visitor economy that ensures infrastructure and resources contribute towards the well-being of the community all year round
- A visitor economy that thrives for the well-being of Gwynedd and Eryri residents and businesses and that offers quality employment opportunities for local people all year round

- A visitor economy that promotes local ownership and supports local supply chains and produce

Possible long-term measurements of success:

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

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

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

Key:

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

Projects highlighted in blue – Confirmed funding

Projects that aren't highlighted - Subject to funding

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

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

Research, skills and development

	Action	Leading Partner (s)	Resources	By when?	Measurement(s) of success	Outcomes	End of year update	Status
1	Aros-fan Piloting a network of 'aires' Arosfan sites in Gwynedd for motorhome short-term stays: Cricieth; Pwllheli; Llanberis; Caernarfon	CG	CG and WG (Brilliant Basics) £390,000	All Arosfan sites open by summer 2024.	Number of complaints about illegal motorhome parking, percentage of residents reporting positive tourism impact, and a review of the pilot, including site usage and feedback.	Reduction in the illegal parking of motor homes	Four Arosfan sites are operational. Limited service available at Caernarfon Motorhomes / Arosfan (llyw.cymru)	On track

2	<p>Gwynedd and Eryri Ambassadors Scheme</p> <p>To provide consistent visitor information and help the sector identify gaps, such as Eryri's legends, special qualities, and culture.</p>	CG Eryri NPA	WG fund of £10,000 staff time CG and NPA	Different modules are online and are being updated regularly	Annual number of qualified Ambassadors and the percentage of qualified visitor economy businesses/org anisations.	<p>Eryri Ambassadors 2/4/25</p> <p>Gold: 872 Silver: 991 Bronze: 1275</p> <p>Requalification 2023 - 239 2024 – 274 2025 - 359</p> <p>Gwynedd Ambassadors March 2025:</p> <p>420 Total Registered Ambassadors</p> <p>Bronze – 227 Silver – 142 Gold - 123</p>	<p>Eryri Continuing to develop the provision of diverse training that promotes the special qualities of the National Park e.g. rainforest assessment training.</p> <p>Continue to collaborate with schemes across Wales e.g. Ambassadors Week in November.</p> <p>Gwynedd Ongoing progress with monthly updates, including Business Bulletin coverage to promote the scheme. Joint promotion will take place during Wales Ambassador Week (November 11-15), with an ambassador presence at Busnes @ Gwynedd events and Gwaith Gwynedd Job Fairs.</p>	Complete. Will continue into 2025-26
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							Ambassador Wales – Wales Ambassador Scheme	
3	Plastic Free Yr Wyddfa pilot project Pilot in behavioural science	Eryri NPA BU	Officer appointed for 2 years - ENPA	Pilot ends October 2024	Project specific measures in detailed report – see General measurement - has the Yr Wyddfa zone reached Plastic Free status by October 2024	<ol style="list-style-type: none"> 1. Caru Eryri reports 37% less litter on Llanberis Path and 34% less on Watkin Path (2024 vs 2022). 2. Network of 36 plastic-free businesses in the area. 	<p>The project created a plastic-free business network and engaged mountain users, youth, and media on litter.</p> <p>Research with Bangor University and 2022-24 pilots developed new strategies and</p>	<p>Progress made but won't finish by April 2025.</p> <p>Litter on Yr Wyddfa has decreased, but a 'Plastic Free Zone' wasn't achieved due to the scale of the issue and ongoing</p>

						<p>3. Engaged 21 primary and 12 secondary schools through live sessions, with the COPA1 event and competition as a highlight.</p> <p>4. Collaboration with Bangor University on psychological experiments to change behaviour.</p> <p>5. Bin removal pilot.</p> <p>6. Re-fill taps.</p> <p>7. Single-use Plastic Policy and internal audit.</p>	<p>evidence to reduce litter in Eryri.</p> <p>Plastic Free Yr Wyddfa Eryri National Park</p>	<p>infrastructure and social challenges.</p> <p>Awaiting footpath data and final project report.</p>
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						8. Public information campaigns (Mabinogion, Bananacam)		
						9. Establish a litter monitoring process.		
4	Shared Prosperity Fund Reinterpreting the site and the story of Lloyd George	CG	£360,000 Shared Prosperity Fund	End of March 2025	Visitor and volunteer numbers, site feedback.	Completion of new exhibition Measurements will be captured on reopening Evaluation of project completed	The site is currently closed. Company have been appointed to reinterpret and work completed by March 2025.	Completed and opening to the public on April 14, 2025
5	Contemporary Art Gallery Project Develop Storiell in Bangor City Centre and Plas Glyn-y-Weddw, Pwllheli as part of the Contemporary Art Gallery	CG BU	Arts Council of Wales Storiell - £344,484 Plas Glyn-y-Weddw £420,000	End of March 2025	Number of visitors Number of events Number of activities Capturing feedback on site	Completion of art galleries upgrade and being a part of the CELF (Contemporary Art Gallery project) network. Two exhibition loans in place for 2025.	Work programme completed including audience development and marketing commissions. Capital works to improve the security of the exhibition spaces to receive national loans has been actioned.	Completed and first CELF exhibition opening April 11 th , 2025

6a	RESEARCH: Reviews STEAM research 2024, Gwynedd Resident sentiment review into tourism & Gwynedd events review	CG Eryri NPA BU	CG ,NPA & BU staff time	End of April 2025	Agreed indicators tracking progress on the Sustainable Visitor Economy Plan principles.	Final reports completed and findings reviewed	STEAM report 2024 awaiting release 1500 have completed the Gwynedd Residents Survey . Final report being developed. Findings to be reviewed. Gwynedd Events review conducted in partnership with Bangor University completed. Awaiting final report and summary of findings.	On track
6b	RESEARCH: Llwybr Llechi Eryri - Slate Trail: Research into facilities and walker needs. Business Survey. Specific research in three slate valley areas RE: Community engagement and promotion of Welsh language. Research into bringing up to	SST Cymune doli Cyf	Initial £9,400 funding agreed from Grymuso Gwynedd.	Facilities/Walker needs: Initial research report September 2024 National Trail Standard Research: Final survey report completed by July 2024	Facilities/ Walker needs: The data forms a foundation for work funded by UKRI and carried out by other organisations National Trail Standard Research: Development of a strategy to implement work to bring the Trail up to	Facilities/Walker needs: Develop strategy to improve benefits for small businesses and Communities National Trail Standard Research: Comprehensive report on the work required to upgrade the Eryri Slate Trail to National Trail standard.	Facilities/ Walker needs: 237 responses logged as part of the 2024 'Llwybrau Llechi' Walkers surveys. Bilingual report has been widely distributed. Business Survey: 73 responses received. Community Engagement/Promotion of Welsh language: 9 members of the Nantlle, Bethesda,	Facilities and walker needs Completed Oct 2024 Business Survey Completed Oct 2024 Community Engagement/ Promotion of Welsh Language Completed Oct 2024 National Trail Standard

	National Trail standard.				National Trail standard	Councils, agencies and the Senedd recognise the great advantages relating to cost when the Path becomes a National Path	and Blaenau Ffestiniog communities have spoken to the public and carried out desk research. National Trail Standard Research: Survey and costs completed. https://www.amazon.co.uk/Snowdonia-Slate-Trail-Investigation-Report/dp/B0DMWL9X26	Research Completed September 2024.
6c	RESEARCH: Promotion Promote the Trail's heritage to young people and strengthen community and business links for greater impact.	SST Cymune doli Cyf	£3,200 funding for a digital primary school pack and a walking app for children and families.	Completed by December 2024	Children and adults come to appreciate out landscape and slate heritage.	Introducing the package and app to schools and users others	The project created prototype materials, including a GPS app, guided routes, a Teachers' Resources Booklet, an online repository, and publications like <i>History Detectives</i> and <i>Llechi 101</i> , all licensed under Creative Commons. Originally designed for short site visits, feedback from Llanllyfni School suggests they could support full-day	Work still ongoing, final report imminent.

							visits, shaping Phase 3. Strong interest, especially from the LleCHI LleNI Education sub-group, will help guide the project's future.	
6d	RESEARCH: Community led sustainable projects	SST Cymune doli Cyf NT	Major submission to UKRI £ tbc	UKRI is a 5 year project	Confirmed funding and research to begin		<p>Llwybr Llechi Eryri has received nearly £1M over five years from UKRI to research and develop community-led sustainable tourism projects.</p> <p>The Llwybr Llechi Eryri Trust has recruited eight community researchers to gather information, attend training events, and develop ideas. They will work alongside researchers from other valleys. The project will evolve significantly over five years with great potential for community benefits in tourism.</p>	<p>We are 6 months into the project.</p> <p>Eight community researchers recruited.</p>

6e	Llwybr Llechi Eryri - Slate Trail: Comms Strategy Submission to UKRI to be completed to develop an appropriate development, marketing and communications strategy.	SST Cymunedoli Cyf CCBC Eryri NPA	Not confirmed	Submission and approval dates TBC	Application and funding approved from UKRI	Approved	£1 million over 5 years from UKRI funding has been received. Now in the 6th month of training for community researchers along with desk research.	On track
6f	Llwybr Llechi Eryri Slate Trail: Interpretation boards Installing interpretation boards at each end of the Trail	NT SST	Seeking funding of £4600 for production and installation	Late Summer 2025	Pedestrians understand more about the route and the area	One more step on the journey to National Path status	Grant of £3,750 were secured, with Llwybr Llechi Eryri Trust covering the funding gap. The board design was completed on 20/03/25, with installation expected by June/July.	Grant secured and information boards will be installed by June/July 2025.

Marketing and Communications

	Action	Leading Partner (s)	Resources	By when?	Measurement(s) of success	Outcomes	End of year update	Status
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7	Innovative Marketing and Communications - SPF Culture and Wellbeing Scheme Diwylliesiant Implement a campaign to promote and encourage a sustainable visitor economy in Gwynedd and Eryri – Gwynedd and Eryri Ni campaign	CG Eryri NPA	SPF fund £30,000 Staff time CG & NPA	2023 – 2024/25	Project specific indicators	3 sustainable tourism business and community support events held. 35 community/ business groups attended. Gwynedd and Eryri Ni campaign outputs 1.2m campaign reach 23.3k link clicks 162,2k video views	Awareness raising sessions with business and community networks conducted during September 2024 A joint CG-ENPA Sustainable Visitor Economy communications programme implemented - Gwynedd and Eryri Ni	Completed. Similar campaigns planned for 2025/6
8	Gwynedd and Eryri sustainable tourism module- Gwynedd and Eryri Ambassador programme. Visitor and business pledge. Part of the Gwynedd & Eryri Ni project	CG Eryri NPA	Staff time and SPF	2023/24- 2025	<i>Project specific indicators</i>	Project outcomes reached	Part of the Gwynedd and Eryri Ni project. Visitor code of conduct and business pledge developed. The Gwynedd and Eryri Visitor Pledge Visit Snowdonia The Gwynedd and Eryri Business	Completed

							Pledge Visit Snowdonia Gwynedd and Eryri Sustainable tourism module developed as part of the Eryri and Gwynedd Ambassadors programme Gwynedd Ambassador Course – Ambassador Wales	
9	Develop 'Lleol i ni' campaign SPF funded Create and promote experiences local to this area. Increasing awareness of our unique heritage, culture and language, local landscape, produce and communities.	CG Eryri NPA	Staff time and SPF £100k	2024-2025	<i>Project specific indicators</i>	Project outcomes reached re spend generated, audience target and views reached	Lleol i Ni project established. Highlight increased cost / spending, year-round and proposal packaging Make this year's summer holiday in Eryri (Snowdonia) one to remember Visit Snowdonia	Complete and outcomes received The 'Lleol i Ni' Digital Marketing Campaign generated 120,609 website clicks, 9,800 additional visits to the area and £2million in

	Increasing spend and extending the season						Exploring Eryri (Snowdonia) and Pen Llŷn Visit Snowdonia	additional visitor spend.
10	Cwm Idwal Interpretation Room New panels and short films on Cwm biodiversity, local myths, legends, and history. Ongoing updates and maintenance of the Cwm Idwal website and educational pages.	NT, NRW, Eryri NPA Led on by partnership officer. NT, NRW, Eryri NPA Led on by partnership officer	Funded through NRW £17,400, TAIS and Staff time NRW, NT, Eryri NPA funding	Completed 2024 Ongoing	Visitor Numbers Number of customer interaction/engagement (video plays) Number of users interpretation room for events Website visits	Questionnaires reported positive comments about the interpretation room and new work.	New panels installed in the toilets, plus a safety panel on map-reading added to the center.	Work in progress to develop additional panels conveying safe visitation messaging following challenges due to an increase in visitor numbers.

Collaborative projects

	Action	Leading Partner (s)	Resources	By when?	Measurement (s) of success	Outcomes	End of Year Update	Status
11	Caru Eryri Further develop the Caru Eryri programme to	Eryri NPA CESS NT OP	Staff across all organisations	March 2025 and beyond	Number of local people who are on the volunteering programme.	2024 Number of local people (Postcode): 34	Six volunteer-led projects received positive feedback, strong summer shift	Delivered for the season

	involve local people and visitors		Lottery Fund and WG funds		Number of visitors registered to volunteer.	Number of visitors: 96 2023 Number of local people (LL postcode): 101 Number of visitors: 32	attendance. Half-day sessions were successful, volunteers helped make the scheme more sustainable. Number of Volunteers: 177 Number of Volunteer Days: 211	
12	Sherpa'r Wyddfa Extension of existing service to include the S4 T10 Extend the T10 Pilot to hourly buses from Bangor – Corwen – Bangor	TfW CG CCBC Eryri NPA	TfW CG CCBC Eryri NPA	Summer timetables 23/3/24 – 2/11/24	Number of Sherpa'r Wyddfa users Number of hourly buses	Number of Sherpa'r Wyddfa and T10 users increase Feedback from local people about the services	Sherpa users increased to over 70,000 in August. The S4 schedule pilot was reviewed over winter. The T10 timetable pilot was successful, and the summer service will now run hourly.	Complete and will continue into 2025-26
13	Eryri Communities Fund	Eryri NPA WG Cymunedoli Cyf	SLSP fund from WG of £102k administer	Until the end of March 2025	The number and variety of funded projects completed,	Ten projects funded across Eryri, including community	Several successful community-led and green	Complete

			ed by Eryri NPA		with a review of 2024-25 project scope and locations.	development and green energy.	energy projects complete. Preparation underway for 2025-26 application process.	
14	Llanberis and Yr Wyddfa events register Extend the approach county-wide. Promote sustainable event organisation. Form a partnership for sustainable event management.	CG Eryri NPA NRW NT CCBC	CG & NPA staff time Llanberis development group	March 2025	Number of event organisers registering their event on the register Partnership formed to agree key sustainability messages	TBC	Continued collaboration with ENPA regarding 2024/25 season review Two risk management workshops conducted for county events. Funded by SPF	Complete – further development work will continue into 2025-26
15	Levelling Up Fund and Shared Prosperity Fund Projects 'Prosperity of Slate' Improving the infrastructure of the area for locals and visitors.	CG	Levelling Up Fund - £27m NLHF - £2m SPF - £550,000 CG Cwmni Bro Partneriaeth Ogwen Amgueddfa Cymru	End of March 2025 (SPF) End of March 2026 (LUF)	Project-specific indicators	Project-specific measurements	Coverage given to schemes in the Llanberis, Bethesda and Blaenau Ffestiniog area including investment in the Museum at Llanberis. Lottery bid has achieved equivalent of £1.7m to extend	On track

							LleCHI LLeNI scheme	
16	Glynllifon Park infrastructure development including the old mill, paths and business units resulting in increasing visitors to the site and improving the experience for visitors and the local community.	CG	SPF £200,000 Diwylliesian t	December 2024	Increasing visitor numbers	Monitor work ongoing	EOI for £2.6m to the National Lottery Heritage Fund has been successful. Used SPF feasibility studies to make the application. A full application to be submitted at the end of May 2025.	On track
17	Gwynedd Events support fund.SPF funded Events support package	CG	SPF Fund £132,000	May 2023 until - March 2025	Number of events supported	54 events supported Currently reviewing the outputs delivered and geographic spread & community and economic benefits	2023- 21 events supported. 2024 /2025 – 33 events supported via the Gwynedd SPF events support package. 154,928 attended the events. With an approx economic benefit of £4.069 million to the local economy	Complete
18	Town centre improvement	CG	CG NPA	March 2025	Project-specific indicators	Project-specific measurements	Several schemes are operational /	Town centre improvement

	projects Implementing local prosperity and shared prosperity projects Heritage and Arts Hub Dyffryn Nantlle Yr Orsaf are employing someone until the end of December 2024 to develop a business plan		SPF fund £1.8 million Yr Orsaf £11,000				being developed through SPF fund, Lottery and WG e.g in Caernarfon, Llanberis, Bala Pwllheli and Bangor	projects: On track and will continue into 2025-26 Heritage and Arts Hub Dyffryn Nantlle: Project not completed
19	Gwynedd visitor infrastructure Upgrade of infrastructure at Dinas Dinlle beach. Upgrade of toilet facilities at key locations in Gwynedd.	CG	CG & Visit Wales Brilliant Basics fund resource Dinas Dinlle £375k Toilets upgrade £175k	End of March 2025	Project-specific indicators	Project measurement targets met	This year significant work was completed on upgrading Dinas Dinlle car park with the help of Visit Wales' Brilliant Basics fund. Upgrade for Criccieth Toilets completed	Completed
20	Parc Padarn Community Volunteering Hub Snowdonia Society to manage a regular programme of volunteering events	Parc Padarn/NRW /Snowdonia Society	TBC	Currently being piloted with a view to being fully functional by summer 2024	Numbers of people engaging in volunteer events at Parc Padarn		Update?	Update?

	that can be advertised locally to provide people with a valuable and enjoyable learning opportunity.				Number of events			
21	Bwthyn Ogwen E-bike charging point and bike maintenance stand at Bwthyn Ogwen (extension of those at Yr Hen Bost, Bethesda) and improve infrastructure along Lon Las Ogwen.	NRW Eryri NPA NT Partneriaeth Ogwen	SLSP funding through Eryri NPA £4000	December 2024	Project has been funded and completed	n/a	Charging units and bike racks have been installed at Bwthyn Ogwen and are available for public use.	Further interpretation work will be carried out on site and will be installed shortly.

22	Cymunedoli Cyf Promotion and co-marketing ideologies to support the Cymunedoli plan. Events focused on the Welsh language. Organise an event/fair to spread the message. Next steps: Develop the Cymunedoli tourism plan.	Future Leaders Cymunedoli Cyf	SPF Funding Grymuso Gwynedd	April-December	The number of Enterprises operating within Community Tourism Meeting regularly within the period		Cymunedoli groups have shared good practices and lessons. Community Enterprises formalised to create a collaborative network.	Waiting for final update from Cymunedoli (they were contacted Feb 2025).
23	Gwynedd Business development grants SPF funded	CG SPF funds	CG / staff time	March 2025	Number of businesses supported	43 business were awarded the SPF business	Ceisiadau grant llwyddiannus	completed

	Transforming towns Property grants Transformation grants					development grant - Sbarduno a Trawsfurfio (a total of £1,330,659.95) 15 business were awarded the SPF property improvement grant (a total of £632,145.86) 14 business were awarded the Trawsnewid Trefi grant (a total of £312,930.01) (For business details ref to links)	Successful grant applications Astudiaethau Achos Grantiau Cymorth Busnes Am mnaylion y busnes	
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