

## **Gwynedd & Eryri 2035: Summary from the 2024-25 implementation plan**

- A network of 4 'aires' arosfan for motorhome short-term stays are operational in Cricieth, Pwllheli, Llanberis and Caernarfon.
- A network of 36 plastic-free businesses in the Eryri area as a result of the Plastic Free Yr Wyddfa pilot project.
- 35 community and business groups attended 3 social media training events.
- 43 business were awarded the SPF Business Development Fund (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 Transforming Towns Grant (a total of £312,930.01).
- Llwybr Llechi Eryri, Cwmni Bro Ffestiniog, Siop Griffiths and Partneriaeth Ogwen have received nearly £1M over 5 years from UKRI to research and develop community-led sustainable tourism projects.
- 3630 ambassadors across both the Eryri and Gwynedd ambassador scheme by April 2025.
- Significant upgrades to Gwynedd infrastructure and amenities at Dinas Dinlle and Cricieth through the Visit Wales ,Brilliant Basics fund.
- 1500 responses collated for the Gwynedd Residents Survey into tourism sentiment.
- Sherpa'r Wyddfa bus users increased to over 70,000 in August 2024.
- 33 schools engaged with via the COPA1 competition and conference.
- 211 days spent caring for Eryri through the Caru Eryri volunteer programme.
- 154,928 people attended 33 events supported during 2024/5 through the events support fund contributing approximately £4.069 million into the local economy.
- 'Lleol i Ni' Digital Marketing Campaign generated 120,609 website clicks, 9,800 additional visits to the area and £2million in additional visitor spend.