



Llywodraeth Cymru
Welsh Government

BRECON BEACONS NATIONAL PARK Brecon Beacons National Park – Sustainable Tourism Partnership

Minutes of meeting on 17th April 2013 held at the NPVC

Present:

David Morgan (The Canal & River Trust)	Gary Evans (Chair – SWOAPG & Hawk Associates)
Gwenllian Jones (ADTA)	Julian Atkins (BBNPA)
Julie Lewis (Powys County Council)	Mark Soanes (BBT, SWOAPG & Cwm Tawe Cluster)
Nicola Edwards (Monmouthshire County Council)	Nicola Williams (BBNPA)
Peter Cole (Capital Region Tourism)	Punch Maughan (Brecon Beacons Tourism)
Richard Tyler (BBNPA)	Ryland Jones (Sustrans)
Stephen Marsh-Smith OBE (Wye & Usk Foundation)	Wayne Lewis (BBNPA)

Apologies:

Jeff Calligan, John Cook, Joe Daggett, Paul Dann, Annie Lawrie, Mark Lloyd, Jillie Gardner, Catrin Parish-Marks, Huw Parsons, Richard Poole, Dee Reynolds, Jan Roche, Carol Williams and Gillian Wright

1. **Minutes of last meeting on 17th October 2012:** Approved.

2. **Action Points from last meeting :**

- AP1** Monmouthshire Marketing Plan
[This was approved in November 2012.](#)
- AP2** Carol Williams to give information to Ryland Jones at Sustrans on Warden's work in area
Completed.
- AP3** Final version of Strategy Implementation Monitoring Report sent by email
[Completed.](#)
- AP4** To consider how best to bring Visitor Centres into Destination and Brand Planning
[A workshop was run in November 2012 to engage with Tourist Information Staff. They also attended the Tourism Conference in March 2013, where some tourism businesses offered visits to the staff. This is moving in the right direction.](#)
- AP5** Sunita Welch to be invited to have an input into Destination and Brand Planning
[Completed.](#)
- AP6** Deliver the Visitor Centre Plan at next meeting on 17th April 2013
[Wayne gave a brief update. The design of a new Visitor Centre has been parked until 2015. A new outdoor play centre is planned. An observatory telescope will hopefully be installed \(subject to planning consent\). There are also plans to develop a wildlife garden. Inside - the centre are working with local craft suppliers. A new manager, Andrea Mansfield, has been in post for two weeks.](#)
- AP7** Rural Alliance building paper to contain more references to the Sustainable Strategy
[Completed.](#)



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- AP8** Richard Tyler to set up meeting with Ryland Jones to see how they can get involved with the Visitor Transport Plan
Completed.
- AP9** Follow through on recommendations of the Europarc Charter report
See item 3. Chairman's Report.
- AP10** Contact Dee Reynolds with any ideas/thoughts for categories for the National Tourism Awards
PM is sending an email out to BBT members this week. Last day for entries is 15th May 2013.
www.ntawales.com
- AP11** Regional Tourism Awards – have discussions about ideas for Regional Awards
JA will arrange a meeting AP1.
- AP12** Final comments on Terms of Reference to be emailed by 23rd November 2012
One comment received. Terms of Reference completed.
- AP13** Change of name for Tourism Strategy to incorporate 'destination plan' to be taken to next Executive Group Meeting
Completed. See item 6.
- AP14** Discussion about the future of quality grading in the Brecon Beacons
Not actioned as not ready at this stage. RT will have something to report at the meeting in October AP2.
- 3. Chair's Report:** The executive group has undergone some restructuring. There are 4 meetings a year and 2 Categories are looked at in detail at each meeting. Not enough people know about the Tourism Strategy and it was thought that the web would be useful for promoting this. Information will also be included in the next Action for Tourism Newsletter **AP3**. The partnership membership will be reviewed annually. It was agreed that the Visitor Management Plan, Branding and talking to National Park members will all be brought to the full partnership meetings.
- 4. Executive Report:** The Strategy Delivery Report has undergone some changes. New actions are in purple. An Actions Level guidance sheet has also been created. It was also agreed that it would be useful to see the comments on progress and so 8 new tabs giving comments have been added. There is also a 'links' page at the end. A working group has been to ensure improved links with the Europarc findings. Following some discussion on different methods of making the report available to everyone it was agreed that JA will investigate the extranet that the Canal and River Trust have just developed. **AP4**
- 5. Brecon Beacons Marketing Co-ordination Group Report:** The main work has involved getting the destination website live. They are still working with a PR company, Alexandra Marr & Assoc., who have been contracted for another year. The Dark Skies status has led to an explosion of press coverage. Alexandra Marr produce monthly reports, which PM can forward on if required. Green Tourism has received funding and a PR evening event was held in the Welsh Office in London which was very well attended by journalists. The online visitor survey



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has received over 520 responses since last year. BBT want to keep this going and need to find the funding for it. The Marketing Co-ordination Group is also considering investing some of its annual budget by recruiting a freelance marketing planner to support the strategic co-ordination role.

6. **Partnership Name Change:** to 'Brecon Beacons Sustainable Destination Partnership' approved with 12 in agreement and 1 abstention.
7. **Web Project – practical implementation and legal agreement:** there is a fair amount still left to do. JA is getting a list together to sign things off once completed **AP5**. Mapping is still an issue with the longitude and latitude having been the wrong way around. Some of the pages don't work properly on some browsers. The legal agreement between BBT and the NPA is at the final draft stage. It also involves this partnership. There are termination clauses in the agreement and if it was terminated the decision would come back to this partnership. A Web Management Board has been set up and GE has agreed to chair it. The funders will also be invited onto the Web Board. The next meeting is in early June.
8. **Branding Project:** This has received money from Collabor8 Interreg IVB NW project and match funding from the Welsh Government. Interviews are being held on Friday for a consultant. Workshops will be organised and members of this partnership will be invited. The project should be completed by 22nd July 2013.
9. **Visitor Management Plan Project:** This is also funded from the Collabor8 Interreg IVB NW project. Land Use Consultants have been appointed to implement this. They are a third of the way through the project. There was some discussion about this project and RT advised that they need the views of all stakeholders and a workshop is planned for 9th May in Brecon **AP6**.
10. **Report to Brecon Beacons National Park Authority Members:** This is more of a progress update than a report. It was approved (unanimously) to send an update to the members once a year in September. RT to provide exact date of meeting. **AP7**
11. **Extra-ordinary meeting:** the Visitor Management Project and Branding Project Consultants reports will need to be looked at by the whole partnership before the next planned meeting in October. Therefore it was agreed to hold an extra-ordinary meeting on 9th July 2013 at 2pm in the Visitor Centre.



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12. AOB:

- JA advised that the National Park is undertaking a residents survey, which is going to every household this week. The deadline for responses is 20th May. He asked that everyone encourage people to respond.
- John Griffiths is opening the cycle track along the canal at Goytre next Thursday.
- Welsh Government new tourism strategy for Wales - there are courses running across Wales starting on 23rd April. [Welsh Government | Tourism 2020](#)
- GE advised that his chairmanship comes to an end at the end of the Calendar Year and this needs to be looked at in the October meeting.

13. Date of next meetings – 9th July 2013 and 23rd October 2013 at 2pm in the National Park Visitor Centre.

Action Points from Meeting

- AP1** Regional Tourism Awards – Arrange a meeting to have discussions about ideas for Regional Awards – **JA**
- AP2** Report on the future of quality grading in the Brecon Beacons in October meeting – **RT**
- AP3** Information on Tourism Strategy included in the next Action for Tourism Newsletter – **RT**
- AP4** Investigate the extranet that the Canal and River Trust have just developed – **JA**
- AP5** Web project – put list together of items to sign things off as they are done – **JA**
- AP6** Visitor Management Plan - workshop is planned for 9th May in Brecon – **ALL**
- AP7** Update National Park members on work of partnership in September 2013 – **RT to provide exact date**