



Llywodraeth Cymru  
Welsh Government

## BRECON BEACONS NATIONAL PARK Brecon Beacons Sustainable Destination Partnership

### Minutes of meeting on 25<sup>th</sup> October 2013 held at the NPVC

#### Present:

Gary Evans (Chair – SWOAPG & Hawk Associates)	Dee Reynolds (TPMW)
Julian Atkins (BBNPA)	John Cook (BBNPA)
Nicola Edwards (Monmouthshire County Council)	Nicola Williams (BBNPA)
Punch Maughan (Brecon Beacons Tourism)	Anthony Lydall (Strategic Marketing)
Richard Tyler (BBNPA)	Joe Daggett (National Trust)
Wayne Lewis (BBNPA)	Val Hawkins (MWT)
Helen Jones (TPMW)	Malcolm Dodds (Talgarth Town Council)
Jeff Calligan (Mountain & River Activities SWOAPG)	Carol Williams (BBNPA)
Alan Bowring (BBNPA)	Suzanne Pritchard (Strategic Marketing)

#### Apologies:

Paul Dann, Gill Billsborough, James Hitchings, Gwenllian Jones, Ryland Jones, Annie Lawrie, Julie Lewis, Hannah McDonald, David Morgan, Joanne Nicholas and Mark Soanes

#### 1. Minutes of last meeting on 17<sup>th</sup> April 2013: Approved.

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

- AP1** Regional Tourism Awards – Arrange a meeting to have discussions about ideas for Regional Awards -  
*Julian Atkins needs to re-arrange in New Year. AP1*
- AP2** Report on the future of quality grading in the Brecon Beacons in October meeting.  
*Punch is gathering the information and will do a paper before Christmas. AP2*
- AP3** Information on Tourism Strategy included in the next Action for Tourism Newsletter  
*The deadline for the next Newsletter is 8<sup>th</sup> November and this information will be included.*
- AP4** Investigate the extranet that the Canal and River Trust have just developed.  
*JA investigated this but it is more complicated than we need. RT will investigate the external access issue AP3, but in the meantime GE to speak with NW about web site.*
- AP5** Web project – put list together of items to sign things off as they are done.  
*Completed.*
- AP6** Visitor Management Plan – workshop planned for 9<sup>th</sup> May in Brecon.  
*Workshop was well attended by partnership members.*
- AP7** Update National Park members on work of partnership.  
*GE will speak to the members on 13<sup>th</sup> December 2013.*

#### 3. Chair's Report: The focus has been on delivering the strategy. A workshop this morning reviewed the partnership structure/role. It was agreed to set up a working group in a month or so to agree on what to review the strategy and agree on what to take forward.



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4. **Executive Group Delivery Report:** Rural Alliances tab to be added to the report. It was agreed that the report gives enough information. RT to bring the indicators to the April meeting **AP4**. There are still actions with no identified deliverer against them. Sometimes if there is no name against an action it falls to the person responsible for the key action. However, GE will chase through the ones that are missing. **AP5**. The deadline for reporting to GE with any updates is 20<sup>th</sup> November 2013. **AP6**.
5. **2012/13 Visitor Survey – presentation from Strategic Marketing:** Suzanne and Anthony presented their findings from the open survey. There is a need to increase the quantity of visitors, especially day visitors, to fill in the survey next year. There needs to be a better understanding of source of feedbacks. More work on advocacy is necessary, as per the National Trust approach. The survey also needs to go to the people using canal boats. It would also be good to capture people coming to festivals. The ability to drill down into Villages would be useful for future surveys. People still prefer to pick up leaflets when visiting an area; they see it as part of the holiday experience. Leaflets need to be kept up to date. PM will circulate the full report when it is ready. **AP7**.
6. **Branding Project:** PM updated the partnership. The new Branding was well received by Brecon Beacons Park members. The final steering group meeting is this Friday. Some key businesses have agreed to incorporate the brand in their brochures. It also needs to be reflected on the new website.
7. **LAND – a possible New Interreg Project:** RT went through the outline of a new Interreg project looking at the relationship between communities and the land managers. The focus would be on economic development and creating closer positive economic relationships. The cultural dimension of how rural people impact on the landscape also needs to be considered. Natural Resources Wales are leading on this in the Cambrian Mountains and their experience could be drawn on. Concerns were raised about who would carry this project forward; however reassurance was given that the right people would be brought to the table. There may also be issues around cross compliance, with landowners receiving funds from elsewhere. Landowners and graziers need to be consulted from the start. Agreement to proceed was given in principle.
8. **Visitor Management Plan:** no comments.
9. **Europarc Report:** This will be added into the delivery plan. **AP8**.
10. **Residents Survey:** This survey had a 21% response rate. The importance of protecting/conserving the special qualities of the National Park was recognised as being important. Areas for improvement are to engage with the communities more. It needs to be weighted with the census returns. The question was raised whether there would be value in surveying schools? This will be discussed with the Education Manager. **AP9**



**11. Future Chair of SDP:** A new Chair is needed for next year. There are rules surrounding the appointment and remuneration of public sector chairs. The position will be advertised after Christmas. Hope to have someone in place by early February. Agreed: to delegate appointment of chair to a small group of people.

**12. AOB:** Catrin Parish-Marks has had a baby boy, called Henri. Congratulations to be passed on.

Regional Tourism Partnership – Welsh Government going out to consultation, everyone encouraged to respond to secure funding for rural areas.

**13. Dates of 2014 meetings: 9<sup>th</sup> April 2014 and 22<sup>nd</sup> October 2014 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 early in the New Year – **JA**
- AP2** Report to be brought to the next meeting on the future of quality grading in the Brecon Beacons - **PM**
- AP3** Updates on Brecon Beacons website, external access issue to be investigated further - **RT**
- AP4** Indicators – bring to April meeting - **RT**
- AP5** Put names against each of the action points - **GE**
- AP6** Deadline for reporting to GE with any updates for delivery report is 20<sup>th</sup> November 2013 -**All**
- AP7** Circulate full report from Strategic Marketing – **PM**
- AP8** Europarc Report to be added into the delivery plan by 4<sup>th</sup> December 2013 – **GE**
- AP9** Discuss possibility of surveying schools – **JA** and **SW**