



Llywodraeth Cymru
Welsh Government

BRECON BEACONS NATIONAL PARK

Brecon Beacons National Park – Sustainable Tourism Partnership

Minutes of meeting 17th October 2012 held at the NPVC

Present: Gary Evans (Chair – SWOAPG & Hawk Assoc), Julian Atkins (BBNPA), Jeff Calligan (SWOAPG), John Cook (BBNPA), Paul Dann (FCW), Ryland Jones (Sustrans), Wayne Lewis (BBNPA), Punch Maughan (BBT), Catrin Parish-Marks (BBNPA), David Morgan (The Canal & River Trust), Richard Partington (EUROPARC Consultant), Richard Poole (Welsh Water), Dee Reynolds (TPMW), Richard Tyler (BBNPA), Carol Williams (BBNPA) and Nicola Williams (BBNPA)

Apologies: Gwenllian Jones (ADTA), Julie Lewis (PCC), Gillian Wright, Annie Lawrie (BBNPA), Jan Roche (British Horse Society), Mark Soanes (BBT, SWOAPG & Cwm Tawe Cluster) and Katie Gates (Torfaen County Borough Council)

1. Minutes: Approved.

2. Matters arising:

(AP3&4- 18/7/12) Monmouthshire Marketing Plan – who is leading on the Total Place Plans and where does cycling fit in and is it going to be developed? – KF advised that first area to be assessed is ‘Severnside’, so no time frame for Abergavenny and area yet. Lead Officer is on holiday RT will follow up. **AP1**

(AP5-18/7/12) Sustrans are producing a new Taff Trail map. The BBNPA Wardens will be working on the Taff Trail. CW to pass information to RJ – **AP2**

Europarc & Charter and Geopark Revalidation decision – both of these have been awarded. BBNPA plans to hold joint celebration in the Autumn.

Collabor8 – a positive decision on the extension of this project is expected soon. The bid was for 200,000 Euros. It will be 50% funded by Interreg IVB ERDF. Match funding from the Welsh Government has been applied for. This will cover a branding project for the Brecon Beacons, an Information Plan and a Destination Management Plan. The focus will be based on partnership working.

3. Executive Report including Strategy Implementation Monitoring – Two meetings were held, one on 27/6/12 and the other on 5/9/12. The first looked at the structure and roles and responsibilities of the Executive Group and the Partnership as a whole and the second concentrated in reporting. GE presented a monitoring plan which was well received. It is in draft format as not all of the responsibility holders have signed it off yet. It should be ready in the next few weeks **AP3**. Following a discussion about bringing Visitor Centre Staff and Visitor Services/Education Staff into the Destination and Brand Planning, PM to consider how to proceed **AP4**. Sunita Welch to be invited to have an input if she would like to **AP5**. WL will deliver the Visitor Centre Plan at the next full meeting **AP6**.

4. Marketing Report: PM advised that the branding plan had been put on hold due to Jo Maurice being on leave and also the availability of funds. If the Collabor8 extension is approved this will go ahead. Ripple Effect were asked to do an interpretation of the brand. Punch also brought along snapshots of the



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new website under development. A soft

launch of the website is due in November. BBT are pleased with the marketing work that Alexander Marr have done to date. (*Plan attached.*)

5. **Rural Alliances Update including Alliance Building Paper v2:** Rural Alliances is a ‘bottom up’ development process. The Rural Alliance groups must have an action plan, which will be brought to this Partnership. Links to be made in the document to the Tourism Strategy. **AP7**
6. **Visitor Transport Plan:** no comments had been received since the last meeting. Sustrans had not been involved in this and would want to work with BBNPA and Powys County Council on it. RT to set up a meeting. **The impact, on this Plan, of the Active Travel (Wales) Bill will need to be considered in the future.** The Visitor Transport Plan that had been distributed prior to this meeting received unanimous support and was approved (proposed DR, seconded PM), with the caveat that a dialogue is set up with Sustrans. **AP8**
7. **Charter Report – Richard Partington:** RP went through the report in detail. Re-evaluations are harder. The main strengths were the excellent community and business relationships with Brecon Beacons Tourism. Other notable strengths were the National Park Ambassador programme, the creation of Sustainable Tourism Champions and the work that Collabor8 had done, although activity driven by external funding has risks attached to it. The challenges of marketing, funding and transport are already being addressed. Nothing is being done badly, but it does need bringing together strategically. It is not understood by all what is being done and by whom. Visitor payback is another area that needs to be re-visited. The STP Executive Group are to follow through on the recommendations of the report **AP9**
8. **Tourism Awards:** it was agreed that it would be better to work with the County Councils than develop BBNPA Tourism Awards. There will be National Tourism Awards held in September or October 2013. DR would welcome suggestions on the sorts of categories. **AP10.** PM and JA volunteered to work with DR about what could be done at a Regional level **AP11.**
9. **Terms of Reference Review:** one comment has been received by email and RT has responded. It was agreed that more time was needed to look at this. Any final comments to be emailed by 23rd November to RT or GE. No comments - will be taken to assume that members are happy with this. **AP12**
10. **AOB:** Visit Wales are now much more focused on destinations. BBNPA is now recognised as a destination. A suggestion of changing the name of the BBNPA Tourism Strategy to incorporate ‘destination’ was put forward. This will be taken to the next Executive Group Meeting. **AP13**
Agenda item for next meeting – discussion about the future of quality grading in the Brecon Beacons **AP14**
11. **Date of next meetings – April 17th and October 16th at 2pm in the National Park Visitor Centre**



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Action Points from Meeting

- AP1** Monmouthshire Marketing Plan – follow up report when lead officer returns from holiday – **RT**
- AP2** Carol Williams to give information to Ryland Jones at Sustrans on Warden’s work in area – **CW**
- AP3** Send out final version of Strategy Implementation Monitoring Report by email – **GE**
- AP4** To consider how best to bring Visitor Centres into Destination and Brand Planning – **PM**
- AP5** Sunita Welch to be invited to have an input into Destination and Brand Planning – **RT**
- AP6** Deliver the Visitor Centre Plan at next meeting on 17th April 2013 - **WL**
- AP7** Rural Alliance building paper to contain more references to the Sustainable Strategy - **RT**
- AP8** Richard Tyler to set up meeting with Ryland Jones to see how they can get involved with the Visitor Transport Plan – **RT**
- AP9** Follow through on recommendations of the Europarc Charter report – **STP Exec. Group**
- AP10** Contact Dee Reynolds with any ideas/thoughts for categories for the National Tourism Awards – **All**
- AP11** Regional Tourism Awards – have discussions about ideas for Regional Awards. – **PM, DR, JA**
- AP12** Final comments on Terms of Reference to be emailed by 23rd November 2012. – **All, RT and GE to lead**
- AP13** Change of name for Tourism Strategy to incorporate ‘destination plan’ to be taken to next Executive Group Meeting. – **GE**
- AP14** Discussion about the future of quality grading in the Brecon Beacons - **RT**