

BRECON BEACONS NATIONAL PARK SUSTAINABLE TOURISM PARTNERSHIP



Minutes of meeting 13th July 2011

Present: Julian Atkins (BBNPA), Neil Bennett (Equine cluster), Alan Bowring (BBNPA), Jeff Calligan (Mountain & River Activities Ltd, SWOAPG), Paul Dann (FCW), Jackie Denman (TTC), Richard Denman (TTC), Gary Evans (SWOAPG, Hawk Associates), Jillie Gardiner (ABO), Val Hawkins (MWT), James Hitchings (YHA), Gwenllian Jones (ADTA), Annie Lawrie (BBNPA), Mark Lloyd (MCC), Nicky Senior (BBNPA), Mark Soanes (Call of the Wild Ltd, BBT, SWOAPG and Cwm Tawe cluster), Nick Stewart (BBNPA), David Thomas (BBPS), Richard Tyler (BBNPA) and Carol Williams (BBNPA)

Apologies: Peter Cole (Capital Region Tourism), Ruth Coulthard (BBNPA), Punch Maughan (BBT), Dee Reynolds (TPMW), Alyson Tippings (Blaenau Gwent CC),

1. Minutes

- approved

2. Matters arising:

- **Rural Alliances** – conditional approval has been given with challenging conditions to meet before final approval in two months time. A concern was raised that BBNPA would ‘take its eye off the ball’ in building up destination management. RT advised that they would have to ensure that this didn’t happen.

3. Sustainable Tourism Strategy – Richard Denman from The Tourism Company presented his outline conclusions. There followed a long discussion, going through each point. One thought leading from the discussions was that there may be benefit in inviting the farming community to this group. The draft Strategy will go out to wider consultation to give everyone an opportunity to comment on it. Richard Denman is happy to receive any further comments by email to rdenman@thetourismcompany.com A workshop is being held for the Members of BBNPA in October and on 9th December the Strategy will go before the NPA for approval by the Authority.

4. Marketing Implementation

- **Branding** – more work needs to be done on this. RT will come back to group when they have more details.
- **Budget from BBT** – approved.

ALL

RT

5. **Infrastructure Maintenance** –

6. **COLLABOR8**

- **Project progress** – Nick Stewart and Carol Williams distributed leaflets and flyers that have been produced in collaboration with the clusters.
- **Tilburg Fab Lab** – The Fab Lab is now complete and five Tilburg partners will be visiting our area on 2nd and 3rd of November 2011. The Fab Lab will be based at Garwnant Visitor Centre. Their expertise is immense. Information sheets to be circulated.

7. **Visitor Transport** - AL circulated travel challenge leaflets and asked everyone to promote it. There are prizes to be won every month. AL also circulated the new 2011 bus timetables. The X43 from Brecon to Abergavenny, now runs hourly, alternating with one route going directly along the A40 and one route going through the villages.

8. **AOB** – none.

9. **Date of next meeting Wednesday 12th October at 2pm in the NPVC**

Action

CW

ALL

RT