



Llywodraeth Cymru
Welsh Government

BRECON BEACONS NATIONAL PARK

Brecon Beacons National Park – Sustainable Tourism Partnership

Minutes of meeting 18th July 2012 held at the NPVC

Present: Gary Evans (Chair – SWOAPG & Hawk Assoc), Kevin Ford (MCC), Helen Jones (TPMW), Annie Lawrie (BBNPA), Wayne Lewis (BBNPA), Chris Long (MTCBC), Punch Maughan (BBT), Catrin Parish-Marks (BBNPA), Jo Nicholas (MTCBC), Mark Soanes (BBT, SWOAPG & Cwm Tawe Cluster), Richard Tyler (BBNPA), Carol Williams (BBNPA) and Nicola Williams (BBNPA)

Apologies: Gwenllian Jones (ADTA), Paul Dann (FCW), Julie Lewis (PCC), Alan Bowring (BBNPA), Gillian Wright, Peter Cole (CRT), James Hitchings (YHA), Fiona Walker (Llandovery), Jillie Gardiner (ABO)

1. **Minutes:** Approved.

2. **Matters arising:** The draft work programme will be ready for the next meeting (**AP1**). The draft terms of reference were not allocated to anyone at the last meeting. RT offered to take a lead on these and this was agreed (**AP2**).

Rural Alliances – The launch Conference in June went well, with 150 people involved over the two days. RT will report on how it will work on the ground at the next meeting.

Walking with Offa – ‘Walkers are Welcome’ groups are up and running in Crickhowell and Talgarth and one is developing in Hay. A code of conduct for walkers is half way through being developed and volunteers are being recruited to help maintain footpaths. For more information contact RT.

Europarc & Charter – BBNPA has been told informally that it has been awarded the Charter. This is a destination award.

3. **Executive Report:** The Chair circulated a Strategy Delivery Structure (*attached*). Participants in the STP can be attendees or ‘corresponding members’ – being sent agendas and minutes but not expected to attend meetings unless items of particular importance to them are to be raised. The Chair will liaise with each working group leader to monitor progress against the desired outcomes which collectively make up the STP Strategy. The next Executive Group Meeting is on 5th September.

4. **Marketing Report:** PM advised that the destination website would be launched in the week of 22nd October 2012. Training days for National Park staff have been organised for the first 2 weeks of September. BBT will manage the business side of the site and Tourism Businesses will also be receiving training. The Outdoor Activity Providers have always had difficulties with mapping as they often operate over a wide area. This has partly been resolved by using the mapping to show the activities available in an area and then you can find the providers from there.

Alexander Marr have been re-appointed to deal with the PR. PM has monthly reports from Alexander Marr if anyone is interested in viewing them.



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Welsh Government

5. Monmouthshire Marketing & Development Plan:

Kevin Ford from Monmouthshire County Council gave a presentation on the new Marketing and Development Plan. There are 7 key programmes – Tourist Accommodation, Town & Village Visitor Experience, Walking product, Food tourism, Festivals, Visitor Information, tourism Skills and Business Support. Different departments will be leading on the different elements. They will also be working with outside bodies. Kevin will find out who is leading on the Total Place Plans (**AP3**). Kevin was also asked to find out where cycling fits and if it is going to be developed (**AP4**)? The branding of Wye Valley & Vale of Usk is not working. The proposal is to concentrate on promoting Monmouthshire as a food destination. A Monmouthshire food branded website would replace the Visit Wye Valley & Vale of Usk. The brochure will be discontinued. This has to go to Monmouthshire members at the next full Council meeting. RT commented that this is an imaginative and courageous plan and that BBNPA are enthusiastic about working with MCC.

6. Merthyr Tydfil Tourism Plan: CL and JN gave a joint presentation on Merthyr's Tourism Plan. The plan has been developed following a requirement from visit Wales. A workshop was held in December with the public and private sectors and the draft plan was developed from this. There are 3 priorities – Marketing PR Perception Change; Product Development and Destination Development. There is a lot of work to do in Perception Change. First impressions are going to be worked on. Tourism and Rights of Way sit in the Economic Development Department. Inspections on the Taff Trail have been carried out and they now know what needs to be done to improve it. The wardens at BBNPA have also started work on the trail and it was agreed that partners need to get together on this (**AP5**). GE recommended that VRP would be a useful body to help with moving projects forward that cross local authority boundaries. Digital technology is also being developed with phone apps based around walks and a flyover film. Gethin – the mountain bike centre should be opened one year from now. It will have a bike shop, small meeting room and 13 trails.

Work has already started on developing the town of Merthyr Tydfil with work taking place on the town hall.

7. Powys & Brecon Beacons Visitor Transport Plan: This was circulated with the agenda. The main objectives are to promote public transport routes to visitors; establish strong 'hubs'; engage tourism businesses to promote public transport; strengthen marketing and ticketing; promote walking and cycling elements and to develop the use of electric vehicles. A new electric car called 'Twizys' was launched yesterday and they have a range of 50 miles. They can be charged at the Mountain Centre and tourism businesses are being encouraged to put in charging stations. See [Eco Travel website](#). Any comments to RT by email (**AP6**). The Plan will be brought to the next meeting for approval.



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8. **Geopark Revalidation & Action Planning:** The Geo-park is re-assessed every 4 years. The inspectors were pleased with the work going on. A formal decision will be given in September. The Cwm Tawe Itineraries are just being finished off.
9. **AOB:** none.
10. **Date of next meeting – 17th October 2012 at 2pm in the National Park Visitor Centre**

Action Points from Meeting

- AP1** Draft work programme to be ready for next meeting in October – **GE**
- AP2** Draft Terms of Reference to be prepared – **RT**
- AP3** Monmouthshire Marketing Plan - find out who is leading on the Total Place Plans – **KF**
- AP4** Monmouthshire Marketing Plan – find out where cycling fits and if it is going to be developed – **KF**
- AP5** Taff Trail – partners working on this trail need to meet – **CL & RT**
- AP6** Powys & Brecon Beacons Visitor Transport Plan to be brought to next meeting for approval, all comments to RT by email – **ALL**