



Llywodraeth Cymru  
Welsh Government

## BRECON BEACONS NATIONAL PARK Brecon Beacons Sustainable Destination Partnership

### Minutes of meeting on 8<sup>th</sup> April 2014 held at the NPVC

#### Present:

Mark Soanes (Call of the Wild & SWOAPG)  
Carol Williams (BBNPA)  
Gary Evans (Chair & Hawk Associates)  
Annie Lawrie (BBNPA)  
John Cook (BBNPA)  
Laura Thomas (BBNPA)  
Nicola Williams (BBNPA)  
Richard Tyler (BBNPA)  
David Bloy (The Tourism Company)  
Gillian Wright (Llandovery Alliance)

Elizabeth Jeffreys (BBMCG & BBT)  
Dee Reynolds (TPMW)  
Helen Jones (TPMW)  
David Morgan (Canal & Rivers Trust)  
Ruth Coulthard (BBNPA)  
Nicola Edwards (Monmouthshire County Council)  
Punch Maughan (Brecon Beacons Tourism)  
Jo Maurice (BBNPA)  
Wayne Lewis (BBNPA)

#### Apologies:

Julian Atkins, Ryan Barry, Julie Lewis, Ryland Jones and Joe Daggett

#### 1. Minutes of last meeting on 23<sup>rd</sup> October 2013: Approved.

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

- AP1** Regional Tourism Awards – Arrange a meeting to have discussions about ideas for Regional Awards early in the New Year – [this is not being taken forward as it was felt to be too big a task to take on. Powys already do Business Awards.](#)
- AP2** Report to be brought to the next meeting on the future of quality grading in the Brecon Beacons – [this report was taken to the Executive meeting and Punch will circulate AP1](#)
- AP3** Updates on Brecon Beacons website, external access issue to be investigated further – [GE has made use of the National Park Authority website, from where all documents can now be downloaded.](#)
- AP4** Indicators – bring to April meeting – [see agenda item 11](#)
- AP5** Put names against each of the action points - [completed](#)
- AP6** Deadline for reporting to GE with any updates for delivery report is 20<sup>th</sup> November 2013 - [completed](#)
- AP7** Circulate full report from Strategic Marketing – [circulated 14/1/14](#)
- AP8** Europarc Report to be added into the delivery plan by 4<sup>th</sup> December 2013 – [completed](#)
- AP9** Discuss possibility of surveying schools – [deferred AP2 JA and SW](#)

#### 3. Chair's Report: GE reported that delivery of the Strategy was well on track and that we are over-delivering in some aspects. Overall a tremendous amount of work is going on and we should be proud of what we have achieved together.



4. **Executive Group Delivery Report:** GE ran through the updated report. The purple text shows new actions and the delivery owners initials are now all up to date. There is now a 'completed tab' which lists all the completed tasks in completion order. The Rural Alliances tab shows what is planned for the future and there is also a new Europarc tab to track the Europarc actions alongside those identified for Strategy delivery.
  5. **Marketing and Communication Group update:** The PR contract has been extended for a further 3 months. After 30<sup>th</sup> September the Welsh Government are no longer funding the Regional Tourism Partnerships. BBT agreed to give TPMW a list of what their top priorities are for the next 6 months **AP3**. There are continuity issues, with no regional partnerships post 1<sup>st</sup> October, how will collaboration continue in the future? It was agreed that the SDP would write to the Welsh Government (**AP4**) and ask :
    - what will happen post September 2014
    - do they understand the risk to ongoing Destination projects
    - who will represent WG on Regional Partnerships such as SDP
- Website – now in-house and we are in the process of looking for a new company to take it on to sort out remaining issues. The new Brand for the Brecon Beacons has had some early adoption by tourism businesses. Anyone interested in adopting it can email Jo Maurice.
6. **Visitor Gifting:** RC gave a good report on visitor gifting. The New Forest has a scheme that has been really successful. A very small pilot scheme is going to be up and running by some businesses in the area in June. Four restaurants will be adding £1 on the menu and an accommodation provider will be adding £1 to the bill. It will be interesting to see how visitors react to this. The three National Parks are looking at sponsorship and JC is leading on the business case. A report will be going to the Executive Committee in May.
  7. **Proposed SDP Revised Structure:** This has been developed with a Working Group. The main change is that a number of Groups together will form the partnership, with a new SDP Board being responsible for the strategic direction and overall delivery, being accountable to this forum. The Web Board's responsibilities will be split between the Website Management Group and the SDP Board. Following a unanimous vote in favour, this new structure has been adopted. The next step is that 'terms of reference' need to be revised.
  8. **Future Chair of SDP:** The principles based on the paper provided with the agenda were agreed. Some ideas for advertising the post were put forward, like Linked-in or doing a press release for free. Any other ideas to RT as soon as possible **AP5**. A selection panel was appointed to consist of RT, Julie Lewis (PCC) and a representative of the BBT Board.



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- 9. Brecon Beacons Information Plan:** David Bloy from The Tourism Company gave a very informative presentation on the plans for the Visitor Information Plan. They want to convey the special qualities of the National Park and take the pressure off the 'honey pots'. Recent research has shown that the demand for printed items is still powerful. The main purpose of the destination website is for visitor information. There are 30 orientation boards in the National Park and they will be looking at the guidelines for these. Social media postings, like twitter – do we want to monitor this? Village Stores as information points – looking at the role these play and whether they can be developed further. The draft report will be ready by June and they will be bringing their report to this forum.
- 10. Tourism Awards Regulation:** This has not gone to the management team yet, so it was presented for comments on the principals involved. It was noted that until any appeal has been heard then an award can't be withdrawn. Any further comments to RT as soon as possible **AP6**. Once a decision to withdraw an award is in the public domain, this would also need to be flagged to BBT.
- 11. Walking Code of Conduct & Indicators:** This to be left to the Executive Group to receive the full report. The results will be circulated in the Autumn **AP7**.
- 12. AOB:** Heart of Wales & Cambrian Lines – Welsh Government has just announced that more train services are coming in 2015.

Thanks were given to Helen and Dee for all their work. Thanks was also given to Gary and Punch.

- 13. Date of next meeting: 22<sup>nd</sup> October at 2pm in the National Park Visitor Centre.**

### Action Points from Meeting

- AP1** Circulate report on the future of quality grading in the Brecon Beacons – **PM**  
**AP2** Discuss possibility of surveying schools – deferred from October 2013 - **JA** and **SW**  
**AP3** List of top priorities to TPMW, as soon as possible – **BBT**  
**AP4** RT to draft a letter to WG on Regional representation and send to GE asap – **RT**  
**AP5** Ideas for advertising Chair position to be sent to RT asap – **All**  
**AP6** Comments on Tourism Awards Regulation paper to RT asap – **All**  
**AP7** Circulate Walking Code of Conduct and Indicators - **RT**