

We hope that you have enjoyed this Newsletter and that you have found something of interest and of use to your business. If you know of anyone who is in the tourism trade and has not received a newsletter, please ask them to contact us and we shall add them to our mailing list and send a newsletter.

If you have any ideas or thoughts about the content of the newsletter which you think would be useful for the trade to know about, please contact us,

we would be extremely interested in your views.

If you have an email address we would really appreciate you sending it to us. It helps us to contact you quickly and helps to reduce our postage bills! We are aiming to send out two of these newsletters per year.

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Brecon Beacons

National Park Authority

Plas y Ffynnon, Cambrian Way

Brecon, Powys LD3 7HP

dates for your diary

- 20-21 September **Abergavenny Food Festival**

Food tasting, demonstrations and more. 01873 851643

- 23 September **Powys Food Links Demonstration Day at Sennybridge**

Nick Davies of Cambrian Training will be demonstrating some dishes which use meat. A great day to watch, sample and take away new ideas.

The same workshop will be repeated in Ystradgynlais and Crickhowell. 01982 551857

- 23 September **VisitWales Workshop** Wales Tourist Board

A day where you will be shown how to create & edit your business information online. By the end of the day your details and product will be complete and ready to publish online.

A valuable promotional tool. 10am-4.30pm Powys Training, Brecon. 02920 475338

- 25 September **Interior Design Workshops for Brecon & District Businesses**

Changing rooms comes to Brecon! You will certainly go away with new ideas and thoughts.

01874 636238 **MWT Anticipation Project & Brecon Action**

- 4 October **Brecon Beacons Food Festival**

55 Welsh food companies, plus the Welsh Culinary Olympic Team, plus Brecon Male Voice Choir, plus Roy Noble, plus Derek Brockway. Plus YOU! Market Hall, Brecon. 9am-5pm. 01874 624979

- 16 October **VisitWales Workshop** Wales Tourist Board

See 23 September for details. 10am-4.30pm, Merthyr Tydfil College. 02920 475338

- 17 October **Launch of Tourism Growth Area, Brecon**

An opportunity for tourism businesses to find out about the capital fund especially earmarked for Brecon Beacons tourism businesses. 11am. 01874 620478

- 21 October **Familiarisation Visit for Brecon & District Businesses**

A lovely day out to see the Tregaron Gold Design Centre and Aberaeron.

An opportunity to see how other towns promote themselves and maximise their attractions to visitors. 01874 636238 **MWT Anticipation Project & Brecon Action**

- 21 October **Powys Food Links Demonstration Day**

See 23 September. Ystradgynlais. 01982 551857

- 13 November **Welcome Host Course, Brecon**

Classic with Activity Tourism. A day to improve your knowledge of the local area and enhance your communication and customer service skills. 01437 767768

- 18 November **Powys Food Links Demonstration Day**

See 23 September. Crickhowell. 01982 551857

- 20 November **Welcome Host - Service for All, Brecon**

A half day course for tourism businesses dealing with customers with special needs.

The course also covers the implications of the Disability Discrimination Act. 01437 767768

- 21 November **Window Dressing Workshop for Brecon & District Businesses**

A chance to spend a day looking at presentation, themes, levels and more. Lookout Selfridges!

01874 636238 **MWT Anticipation Project & Brecon Action**

- 22 November **Christmas Fayre**

30 Food companies, 30 Art & Craft stalls, take your christmas shopping list along and pick up some unusual gifts. Over 5 different choirs will be there to help get you in the christmas mood.

Market Hall, Brecon 10am-5pm. 01874 624979

- 25 November **Welcome Host - International, Brecon**

A half day course to provide an understanding of what attracts overseas visitors to Wales and how the Welsh culture and heritage can enhance their experience. 01437 767768

- 2 December **Employment Legislation for Brecon & District Businesses**

Vital information about Employment Law. Brecon. 01874 636238 **MWT Anticipation Project & Brecon Action**

- 28 January **Marketing your Business**

A days workshop to explore cost effective ways to market your business. 01874 620478 **BBNPA & MWTAP**

- 2 March **Tourism Roadshow**

Tourism Partnership - Mid Wales and Wales Tourist Board are organising a day that aims to encourage tourism businesses to take advantage of the opportunities available, that can improve the quality and competitiveness of Wales as a tourist destination. 02920 2047 5295

- 4 March **Activity Day**

Get on your bike for a day! Guided cycle and Mountain bike routes, that are new for the 2004 season.

A fun day looking at the variety of opportunities for cyclists. 01874 620478 **BBNPA & MWTAP**

Many events are free, but some will incur a fee, please contact the organisers direct and do mention that you saw their event

in the Action for Tourism Newsletter!



Abergavenny Food Festival

action for tourism

Sustainable tourism in the Brecon Beacons National Park



Welcome!

Welcome to the first edition of Action for Tourism in the Brecon Beacons. This newsletter is for you, the tourism trade of the Park, as one means of developing communication between us. We hope we can develop our work together for the benefit of local people, our economy and the protection of the environment.

The National Park Authority has made some important decisions over the past two years in relation to tourism. First, we employed our first Sustainable Tourism & Recreation Officer, Richard Tyler, in January 2002 and set up the Brecon Beacons Strategic Tourism Partnership.

A year later, the Authority approved a Sustainable Tourism Strategy and agreed to fund the Tourism Growth Area (TGA) project in partnership with WTB and Powys County Council. This project is now under way with Carol Williams as its Project Officer, developing Activity Tourism in the area and assisting businesses engaged in this work. This project brings £0.5 million of ring-fenced WTB grant to the area and we are proud to be so closely associated with it.

Foot and Mouth showed us all quite how important tourism is to this beautiful area. We see tourism as a key link between the Authority's existing work in protecting the landscape and helping visitors, and the efforts of you in the trade in bringing money into the local economy. We look forward to developing our work with you.

Chris Gledhill

Chief Executive

Green Tourism Makes Money!

Come to the Green Dragon launch on November 5th.

Green Dragon is the new green accreditation scheme that gives visitors a guarantee about how their hosts are treating the local environment. It adds weight to

marketing material, puts you in touch with new customers, gives new money saving ideas and makes sure you are legal. Fifteen local businesses are

already involved and we are now expanding the scheme to include everyone.

The Authority has teamed up with environmental specialists Arena Network to deliver the scheme which is simple, effective and not overloaded with paper. It comes with 3 days free training and on-site advice. WTB is funding assessment fees and the NPA is seeking funding for marketing. Tourists are increasingly asking about the environmental credentials of the places they are staying in and this scheme gives them the reassurance they need. The Brecon Beacons is the first National Park to embrace this concept in the UK.



Sustainable Transport

Transport is one of those issues that just won't go away. Local communities and residents are understandably concerned about the effects that visitors and their cars have on their quality of life. Others worry about the effect they are having on the global environment. Many people don't come here because they don't have a car.

The NPA cannot solve all the problems all the time but it has a role to play and tries to anticipate and resolve problems.

- Beacons Bus brings people from 6 urban areas into the Park on high summer Sundays and Bank Holidays. There is an interchange in Brecon from which people can access a wide variety of countryside and attractions. A free Beacons Bus Walks booklet is now available.
- The Offa's Dyke Flyer meets Beacons Bus in Hay and takes them down the Llanthony Valley, returning on the English side of the mountains. Walks down the Offa's Dyke path are easy if you can get the bus back from the pub.
- The National Park Public Travel Guide is now available to give anyone an idea of how to enjoy the Park without a car.

Tourism Growth Area

The Brecon Beacons has been identified by Wales Tourist Board as a Tourism Growth Area and with this comes earmarked funding of £500,000 for capital projects. The fund is to be used by activity providers and tourism businesses.



So who can apply to this fund? ANYONE!

- Activity Providers who provide or will be providing Cycling, Horse Riding, Walking or Fishing and wish to improve quality or capacity.
- Accommodation providers who wish to improve their quality or upgrade to achieve WTB grading at 3 star or above.
- Catering establishments who are improving the quality or capacity, especially if it relates to activity tourism.

Eligible costs are: building works, fixtures & fittings, landscaping, professional fees, equipment and signage.
Minimum eligible project costs are £10,000 maximum cost £300,000.

Only 15 areas in Wales have been designated Tourism Growth Areas, so with the spotlight on the Brecon Beacons and the wonderful activities that attract tourists to spend their free time here, lets see if we can exceed their expectations! A series of meetings for those businesses interested in finding out more or have ideas they would like to discuss or pursue are planned for the Autumn.

The Launch of these meetings will take place on Friday October 17th at The Brecon Beacons National Park Authority Offices, 11am.

A letter of invitation is enclosed in this newsletter, we hope to see you at one of the venues.

If you have an idea for your business and wish to discuss it further, call Carol Williams 01874 620478.

Wales Tourist Board - Riding Seminar Tuesday 30th September

All those who are involved in Riding and tourism are invited to come to a one day seminar at the Royal Welsh show ground at Builth Wells on Tuesday 30th September 2003.



The subject of

marketing will be discussed and explored as to the best way forward in marketing to potential visitors.
helen.potts@tourism.wales.gov.uk

Partnership

Partnership is the trendy word of the month but it is truly important in an area like ours.

The Brecon Beacons Strategic Tourism Partnership involves all those with tourism interests from Unitary Authorities and Regional Tourism Partnerships to the staffed Tourism Associations. We are all after the same thing and it is important we work together.

Training Days

There are plenty of opportunities to meet fellow accommodation and activity providers in the Autumn and Winter and learn something new.

- If you have ever wondered why visitors come to Brecon Beacons to cycle, then come along to the activity day on 4th March 2004. Explore some of the routes with experienced guides and find out about the new cycling initiatives in the Brecon Beacons.
- The Mid Wales Tourism Anticipation Project, in partnership with Brecon Action are providing Interior Design and Window Dressing workshops which will offer some wonderful and exciting ideas.

To find out more about any of the workshops please see "Dates for your Diary" and call the relevant telephone number.

Grading

Are you interested in knowing about Wales Tourist Board Grading ?
Want to know about the benefits that grading could bring to your business ?

If the answer to these questions is YES, then please contact Wenda Thomas of the Wales Tourist Board on (07919) 210834 or e-mail: wenda.thomas@tourism.gov.uk for an informal discussion or to arrange an appointment.

Powys County Council Community Tourism Capital Grant Scheme

A new initiative to support projects up to a maximum of £10,000 for community groups within Powys County Council. Up to 75% of total project costs can be distributed to community groups.

So if your community has an idea to improve and enhance tourism, contact the Community Tourism Capital Grant Scheme Officer on 01874 612278.

Cycling Breaks

Five new cycle rides aimed at leisure cyclists in the Brecon Beacons National Park will be launched this winter, all routes follow quiet country lanes and differ in distance from 16-52 miles!

A new booklet will shortly be published to accompany the routes and is ideal for accommodation providers. Wales Tourist Board will be promoting the new routes in cycling magazines, make sure your business appears on the WTB website; www.visitwales.com.

If it doesn't, come to one of the free training days or call 08708 300301.

Walking

Walking is worth £550 million to Wales. Nearly 50% of visitors to the National Park go walking.



Statistics like these show just how important it is to get our walking tourism product and its marketing right. Over the next year, the NPA intends to develop a Walking Tourism Strategy. If you would like to contribute towards this, please let us know.

Festival of Exploration & Adventure

31 October - 2 November

The first ever Brecon Festival of Exploration & Adventure will bring together some of the worlds premier explorers and adventurers in a celebration of mountain, river, cave, ocean, desert and polar exploration.

The festival will feature eminent international guest speakers delivering talks, lectures and films on some of the worlds greatest feats. There will be exhibitions, workshops, sporting events and entertainment.

For further information contact 01874 676489 or visit www.breconfestival.co.uk

Mountain Biking

Hopefully by spring 2004, up to 15 new routes will be signed and promoted in the following areas:

- Crickhowell
- Talybont on Usk
- Talgarth
- Sennybridge
- Brecon

The routes will be for the novice and intermediate mountain biker.

A smart new route pack will be available for sale. The project is dependent upon Adfywio funding - watch this space!

