



## BRECON BEACONS NATIONAL PARK

### SUSTAINABLE TOURISM PARTNERSHIP

#### Minutes of meeting 10<sup>th</sup> February 2011

**Present:** Neil Bennett (Equine Cluster), Alison Caffyn (Consultant), Ruth Coulthard (BBNPA), Jillie Gardiner (ABO), James Hitchings (YHA), Becky Hughes (Adventa), Gwen Jones (Abergavenny Tourism), Helen Jones (TPMW/Medwrn), Mark Lloyd (Monmouthshire County Council), Punch Maughan (Brecon Beacons Tourism), Dee Reynolds (TPMW), Nick Stewart (BBNPA), Richard Tyler (BBNPA), Carol Williams (BBNPA), Nicky Williams (BBNPA), Gillian Wright (Llandovery cluster).

**Apologies:** Joanne Nicholas (MTCBC), Val Hawkins (MWT), Bob Martin (OVW, Nicola Smith (MCC), Gary Evans (SWOAP), Mark Soanes (Cwm Tawe), Huw Parsons (CCC), Alysson Tippings (BGCBC)

#### Minutes of 13<sup>th</sup> October 2010

Minutes to be circulated.

#### 1. Matters arising

- **Offa's Country** – waiting to hear from Welsh Assembly Government.
- **Tourism in Action Conference 2011** – being held on 2<sup>nd</sup> March 2011
- **RDP funding** – Powys County Council have won the bid to administer the funds.
- **Cluster Connections Workshop** – all the clusters had a get together in November. Everyone found it useful.

#### 2. National Park Visitor Centre – Redevelopment Plan:

Ruth Coulthard gave an update on the redevelopment plans for the National Park Visitor Centre. The National Park Authority has long recognised that the centre needs to be reviewed. Whilst it is a popular centre, its layout, facilities and displays are outdated and many of the utilities plus the car park, cannot cope with the current volume of visitors. Widespread consultation was undertaken which showed a strong need and demand for a National Park Visitor Centre. Various options were studied including small scale redevelopment and relocation. However, given the nature of the building small scale improvements would be costly and not deliver the improvements needed. Alternative locations were considered including other countryside, road side and town centre locations, but it would prove too costly to purchase land and difficult to secure planning permission. The consultants concluded that a medium scale redevelopment on site was possible and have recommended a £4.3m rebuild which would include some group accommodation to make the operation viable and attract the capital investment needed. Work is now taking place to work up whether funding for this is possible and with potential partners. **Agreed:** to support, in principle, the redevelopment.

Action

RT

### 3. Marketing Strategy & Implementation – Marketing Coordination Group (MCG)

- **Agreed:** to endorse strategy. The full report can be viewed online at <http://www.breconbeacons.org/the-authority/working-in-partnership/tourism-new/sustainability-1/marketing-strategy> PM reported that there is more work to do on the Roles and Responsibilities P62-67. Powys County Council need to be part of the steering meeting. It was raised that an IT expert would be useful on this group.
- **Monitoring & Evaluation** – STP is responsible for budget monitoring. Need to look at how we want to monitor.
- **BBT Report – Approved:** MCG Minutes. Need partners to submit images that can be used on collective copy/given to the press (asap). January report – RT will email to group.  
£10,000 has been ring fenced for web development. A group to work more closely with the Tourist Information Centres will start.

4. **Destination Management- Approved:** that BBNP STP request £25,000 for marketing work in 2011/12 and £10,000 for core funding for BBT as a bid towards Destination Management from Visit Wales via TPMW

5. **Proposed New Interreg Project** – This project will enable BBNPA to work more closely with Local Communities to support vibrancy within the local area. The bid will be submitted in April. If it is successful the project will start in July 2011. This is 9 months before Collabor8 comes to an end. The other partners include two Universities, one being Trinity St David's the other being one in Germany. **Approved:** to endorse the paper and application.

### 6. Sustainable Tourism Strategy

- Consultations (Workshop May 10<sup>th</sup>) AC advised that a workshop about strategy will be held in the morning of May 10<sup>th</sup>. If the consultation hits the summer holiday, a longer period will be given to give people enough time to respond. Richard Denman will be invited to come to this group in April.
- Governance – the Strategy will particularly look at governance and how we organise ourselves as a Partnership.
- Mid Wales Tourism Strategy – DR reported that The Tourism Company have been appointed to do the Tourism Strategy for TPMW. They are also doing other strategies, including BBNPA and Ceredigion. A survey will be going out to private and public sector in the next few days, with tick boxes, to get a flavour of what people want.

### 7. Any Other Business:

- Destination Marketing Toolkit – this is a big resource of information. Visit Wales would like items to be put on there. It could be a very useful tool collectively. The link is [dmwales.com](http://dmwales.com)

8. **Date of next meeting Wednesday 13<sup>th</sup> April, NPVC**

There being no other business the meeting ended at 4.50pm.

Action

ALL

RT