



Destination Conwy Action Plan 2019-2029

1. Increasing the value of tourism across the whole sector

Priority areas:

- *increase the economic impact of tourism to Conwy County to £1bn by 2027*
- *increase the economic impact per visitor by an average of 3% above inflation for the next 5 years*
- *support increasing the overall proportion of full-time jobs from 59% to 70%;*
- *open opportunities to support a year-round tourism offering across the county and for businesses in less visited areas*
- *Encourage investment, innovation and entrepreneurship across the tourism sector*

Actions to support priority areas

- 1.1 To develop a programme of engagement events, to explain the importance of tourism to the local economy. The target audience will be the Community, local Councillors and tourism businesses. To hold 3 events per year starting from 2020. Monitor and record feedback
- 1.2 In order to gather more tourism data, engage with the trade to explain the nature of STEAM data and to encourage more businesses to participate in providing more accurate data. Aim to increase participation by 25% in years 2020 and 2021
- 1.3 To improve and increase tourism data, so as to inform policy makers and investors in Conwy. To source relevant data from other organisations, undertake research and data surveys across the County. Work in conjunction with national, regional and county partners
- 1.4 In order to support the “evening economy” and all year tourism. Work with our key towns of Llandudno, Conwy, Llanrwst, Abergelge and Betws. To map out the current position in each town on the evening offer, and then to work with local areas in developing a broader offer in their area. To map each area in 2020

- 1.5 Introduce opportunities for businesses to advertise on CCBC new tourism website. Aim to develop a number of advertising packages as well as free entries for businesses. Look to sign up 100 businesses in year 1. Monitor results and produce report.
- 1.6 To encourage a greater focus on developing new high profile events in late and early year
- 1.7 Ensure that Destination Conwy is linked into the regional discussions about tourism and in particular regarding the ongoing discussions on a North Wales tourism brand for marketing and promotional use
- 1.8 To encourage and work with investors or existing businesses on the development of all-weather visitor attractions/facilities across the county, and in particular in key towns. We will actively promote the area and the ambitions for all weather facilities in our key towns.
- 1.9 Campaign for longer opening hours at train stations in our key towns in the county, plus Sunday services throughout the year from Llandudno, and improved services on the Conwy Valley line
- 1.10 In order to maximise visitor spend we will develop links between attractions, events and accommodation to attract more overnight stays. This will be done through specific marketing campaigns and encouragement of joint working between tourism providers
- 1.11 In order to attract and promote the area as an all year round destination. We will encourage the trade to use the "Get Wrapped up" brand for winter tourism. This will be promoted via the website and database
- 1.12 VC working closely with Visit Wales Business Events Team and a founding partner of North Wales Business Events Group. Working in partnership with trade to market the region as a MICE sector destination and to help develop further product suitable to compete in the MICE sector.
- 1.13 Encourage and support both existing tourism SMEs and social enterprises, as well as start-up tourism businesses and entrepreneurs. Promote the support and help available on the new tourism website

2. Ensuring the quality and sustainability of the visitor experience

Priority areas

- ***Ensure destination facilities and amenities are kept and improved effectively for the benefit of residents and visitors alike across the whole year***
- ***encourage and support our High St and retail businesses as these play an important role in the wider visitor offer in the county***
- ***Ensure the quality of the visitor offering is a priority, particularly that the delivery of accommodation, attractions, facilities and service across the county is exemplarily***
- ***Provide better integrated transport options across the county***
- ***Actively promote and support infrastructure improvements and opportunities that would benefit visitors and encourage better access to all aspects of the visitor experience***

Actions to support priority areas

- 2.1 CCBC (ERF) department will ensure that Conwy's facilities are available and well maintained, to meet the expectations of the public / users. Destination Conwy will work alongside them to help promote the facilities and also to encourage greater participation and promotion of the public toilet scheme

- 2.2 Set up a working group to look at the feasibility of creating an interchangeable ticket/card system for all local public transport
- 2.3 Look at opportunities to better link train arrivals at all train stations with bus services, with a particular focus on our key stations and towns
- 2.4 Continue to lobby Visit Wales and Welsh Government to create a funding stream to support the improvement of quality and facilities in accommodation businesses, especially for investments of less than £65,000
- 2.5 Look to develop more appropriate entertainment spaces across the county for quality street entertainment to help broaden the visitor offer
- 2.6 Maintain the condition of the County highway network. To ensure that the percentage of roads classified as poor does not increase.
- 2.7 To invest capital funding (where possible) to ensure that the county highway network is maintained at a steady state. To ensure network resilience by undertaking regular road condition assessments and ensuring that the management of the network is compliant to industry best practice. To undertake (subject to funding) practice surface treatments to prevent carriageway deterioration and resurfacing where required.
- 2.8 To undertake a thorough, comprehensive review of 'binrastructure'.
To ensure that the binrastructure is fit for purpose and that the right bin is in the right place and serviced at the right intervals.
- 2.9 To work with Keep Wales Tidy (KWT) via the Caru Cymru project to positively impact on local environmental quality and develop behaviour change tools for different circumstances.
- 2.10 To undertake a holistic review of mechanical sweeping to ensure consistency of approach and the most efficient and effective use of resources.

3. Engagement of visitors

Priority areas

- ***improve heritage and cultural attraction education to trade businesses, allowing better information for visitors, and use heritage story-telling and place setting to develop new visitor experiences***
- ***engage with Visit Wales themes***
- ***encourage greater engagement with food producers and seek improvements in the supply chain between producers and end-users***
- ***support and promote the Welsh language and our unique cultural heritage, emphasising bilingualism, and dispelling myths with inclusivity and education to both trade and visitors***
- ***Examine opportunities to encourage diversity in the agriculture sector***

Actions to support priority areas

- 3.1 Work with language training partners to implement Welsh language courses for tourism and hospitality sector, and to encourage use of Welsh language across the industry. Promote use of translation services

- 3.2 Encourage and promote Welsh food, sense of place, and the distinctiveness of Wales and the local area with tourism businesses across the county. Highlight support the available and develop workshops to support this area of work.
- 3.3 In acknowledging the role of qualified tourism guides, we will encourage participation in blue badge training courses, so as to increase guiding in the county.
- 3.4 Develop greater connections between the new Conwy Culture centre and the trade, explore possibilities of sharing good practice around heritage and culture with the tourism sector in order to promote to our visitors
- 3.5 CCBC tourism team to share images, videos and Visit Wales tool kits with the trade

4. Support to address skills and workforce issues

Priority areas

- *identify key skill sets and staffing issues, both immediate and future*
- *work with relevant partners to deliver suitable career and life-long training support for businesses and individuals*
- *ensure the proposed Tourism Academy provides tailored training and support that addresses both local and regional requirements, and that Destination Conwy is linked to the project*
- *Work with local tourism businesses to highlight the quality of career opportunities within the local tourism economy.*

Actions to support priority areas

- 4.1 To work with Llandrillo College in the development of the proposed Regional Tourism Academy which is part of the N Wales Growth Deal project. To ensure that it delivers suitable courses for the trade and individuals in Conwy, and that linkages are created between the academy and local businesses and Destination Conwy
- 4.2 Undertake a bi annual Skills survey of Tourism businesses, so as to identify needs and trends within the sector. To share and act upon the information provided and to produce a bi annual report for Destination Conwy
- 4.3 Engage with local successful entrepreneurs and business people to demonstrate long term career path opportunities within the tourism and hospitality sectors
- 4.4 Promote to tourism businesses the business support available for skills and workforce issues both in the County and across N Wales. To deliver to the trade an annual Business Support event, to highlight trends and support available, through Destination Conwy tourism forums.
- 4.5 Identify and maintain list of new tourism pipeline projects, in order to identify potential skills opportunities and issues. Ensure that new businesses are aware of the support available within the county.
- 4.6 To explore the possibilities of developing a tourism ambassador scheme across the county, ensuring that it dovetails with neighbouring schemes and the Blue badge guiding scheme. To feed back to Destination Conwy by Dec 2020 on whether this can be delivered

- 4.7 In order to support tourism businesses, a business portal to be developed on the new county tourism website. This will contain all tourism toolkits, image galleries, and links to Destination Conwy. To be in place by February 2020
- 4.8 To encourage Conwy tourism businesses to apply for the Conwy County Business awards so that Tourism is showcased at the County event

5. Partnership working

Priority areas

- ***ensure engagement across the Council and the community as to the importance of the tourism sector and supporting infrastructure and services, so residents and businesses alike are bought into the delivery of the tourism experience***
- ***improve understanding of the multiplier effect and encourage local supplier support to retain spend within the local economy and develop the "Conwy Pound"***
- ***actively promote and support the lifting of quality across all tourism service providers***
- ***work with relevant partners to provide a thriving all-day and year-round tourism offering***
- ***Engage with partners to make available robust data about tourism in Conwy County, particularly to understand tourism pictures in different parts of the county, especially in the East of the county***

Actions to support priority areas

- 5.1 Engagement programme with tourism businesses to explain the nature of STEAM data and to encourage more businesses to participate in providing data
- 5.2 To host at least one community engagement workshop per year, so as to promote the value of tourism to our local community
- 5.3 To use Destination Conwy Forums to encourage the use of "buying local" which will support the "Conwy Pound" in keeping spend within the county
- 5.4 To work with the trade in gathering more local data so as to inform future tourism plans.
- 5.5 To undertake a survey of what is open in terms of all year and evening tourism. We will initially focus upon key towns such as: Llandudno, Conwy, Betws, Colwyn Bay, Llanrwst and Abergelge

6. Developing a positive profile through effective marketing

Priority areas

- ***provide a comprehensive information service about local amenities across all platforms***
- ***work with relevant partners to promote Conwy County and the visitor experience as a year-round tourism destination***
- ***monitor visitor trends and identify target markets for product initiatives and development***
- ***develop an events programme that supports a year round tourism offering***
- ***Work towards an appropriate branding for the whole region***

Actions to support priority areas

- 6.1 To launch the new county wide tourism website, incorporating the new Conwy tourism brand and logo. The website will also include new features such as business portal and advertising opportunities for the trade. To achieve this by December 2019

- 6.2 In recognising that events act as a draw for visitors to an area. We want to develop and encourage greater sharing of events and “what’s on” with the trade and neighbouring Local Authorities across N Wales
- 6.3 To develop a social media plan that promotes the area and highlights key events and activities. The plan will include working with influential bloggers to raise awareness of the area as a holiday destination and encourage more visits from new and returning visitors. Tourism businesses will be encouraged to engage with the social media plan by sharing content and using campaign hashtags in their own social media posts. The plan will be shared on the Business portal on the tourism website.
- 6.4 To engage with Visit Wales and the N Wales tourism Forum re regional branding, ensuring that we communicate the views and thoughts of Conwy tourism businesses
- 6.5 To use current tourism data to monitor visitor trends, and to share this information with the trade via the Business portal on the Conwy tourism website

7. Ensuring the County Planning Framework meets the needs of the industry and is flexible enough to work with emerging tourism trends

Priority areas

- *a planning framework which accommodates and actively promotes the needs, requirements and opportunities of the tourism sector*
- *a planning framework that supports the tourism industry in ways which limit negative environmental impacts as well as consider the opportunities to enhance biodiversity*
- *planning decisions take into account the existing tourism infrastructure*
- *a planning framework that is dynamic and flexible in addressing the rapidly changing tourism sector*
- *A planning framework that addresses the developing nature of tourism accommodation and adopts clear management of differing accommodation types*

Actions to support priority areas

- 7.1 Utilise LHA proposals on LDP19 as basis for revised guidelines within new LDP
- 7.2 Ensure Planning Department engages with tourism and hospitality sector across County in discussions for new LDP
- 7.3 Lobby for future Planning Framework to be flexible to developments across tourism, retail and industrial sectors, so Planning can be responsive to changing demands
- 7.4 Ensure the importance and differing nature of the tourism sector is addressed in new LDP and future frameworks and guidance
- 7.5 Supporting agricultural diversification, and the use of agricultural land (Carneddau / Glyderau / Mignenit / Hiraethog) for recreational activities