**Destination Conwy**

**Skills Sub Group Meeting**

**Tuesday 4th January 2022**

**Present :**

Amanda Ballance (AB) Business Support Manager, CCBC

Liam Donnelly (LD) Belmont Hotel & Llandudno Bay Hotel

Glenn Evans (GE) The Royal Oak Hotel (Betws-y-Coed)

Graham Jones (GJ) Grwp Llandrillo Cymru

Tamzyn Lawrence (TL) t-l-c, Betws y Coed

Maria McLean (MM) Commercial Manager, Rydal Penrhos School

Jon Merrick (JM) Business and Tourism Manager, CCBC

Tansy Rogerson (TR) Armadillo Events

Cai Ross (CR) Paysanne Restaurant

Nigel Treacy (NT) Llandudno Snowsports Centre

1. **Introduction and Welcome**

JM welcomed everyone to the first Skill Sub Group Meeting.

1. **Overview of Destination Conwy**

Destination Conwy started around 2010. It was an initiative across North Wales to set up forums for tourism businesses. Conwy was one of the first counties to commence meeting.

There are four key drivers in the current Terms of Reference:

1. Provide a local contribution to the successful implementation of the Destination Conwy Management Plan.
2. Support, monitor and review the Destination Conwy Management Plan and Action Plan.
3. To provide guidance and influence to local, regional and national tourism planning
4. To provide the gateway for open communication between the trade and Public bodies

The DC group has developed well over the years and has had an influence on Conwy.

By creating the DC group, CCBC have tried to put decisions into the hands of tourism businesses. For example, the Destination Management Plan was written by DC and endorsed by CCBC.

The DC has had a restructure for 2022.

Nigel Treacy is the Chair of the main Destination Conwy Group. A Vice Chair is still to be elected but will have to be selected from the Chairs of the five sub groups.

The Five groups are:

1. Skills
2. Management
3. Marketing
4. Strategy/Action Plan
5. Tourist Information /Conwy Ambassador Scheme

There are approximately 16 members in each group.

There is also a DC Board which comprises: Chair, Vice Chair, the five sub group Chairs, Visit Wales representative (Andrew Forfar), CCBC Cabinet Member for Economic Development and Leisure (Cllr Louise Emery) and CCBC Tourism Manager (Jon Merrick)

The Chair of DC will also sit on the North Wales tourism Forum which is hosted by Visit Wales

1. **Election of Chair for Skill Group**

Tansy Rogerson was elected Chair of the Skills group

1. **Terms of Reference**

ACTION - JM will share the main DC Terms of Reference with this group

The Skills Group will need to develop their own ToR .

ACTION – JM and TR to develop ToR based on key areas and circulate draft to group

1. **Forward Work Plan – key areas to focus on**

JM’s vision for the group is for the group to:

* Focus on skills, employment, recruitment and to identify issues. Covid has made this more challenging and difficult
* Link to Coleg Llandrillo’s Tourism Academy which is part of the North Wales Economic Ambition Board (NWEAB) growth deal. The academy is based at Coleg Llandrillo but with spokes across North Wales. This is still in consultation. This group needs to ensure they have an input

**Comments from group**

* We need to ask the Principal of Coleg Llandrillo to attend and present to the group. There needs to be a link between the hospitality industry and education
* We need to also link with senior schools to identify carer pathways and how this fits with GCSE subjects/apprenticeships
* suggested inviting someone from CCBC Education to attend this meeting. Christine Wynne (Education Improvement Service Manager) was suggested.
* It was noted that Dylan’s Academy had visited every secondary school in Conwy and was well received.
* We need to speak to Job Centres and HR people. JM noted that CCBC has an employability team. ACTION -to make contacts and invite to meetings
* We need to make job sound exciting and worthwhile with clear progression

The biggest barrier is low wages. People need a career path to better higher paid jobs otherwise there is no incentive.

* The JobCentre have reported that only 12% of people on Job Seekers Allowance wanted to work in hospitality in Conwy
* We need a strategy report on the labour needs of the County. ACTION – JM to speak to consultants
* The quieter out of season months leads to unsustainable employment which staff being laid off during quieter times.
* Affordable quality housing is also an issue for anyone wanting to move into the County

**The following was also agreed.**

* The group should be flexible in order to invite guests to the meetings
* The members were happy to share their email addresses
* Language – it was agreed that the minutes would be acceptable in English only
* Confidentiality – meetings are confidential to enable members to air their thoughts safely
* Action Plan – important in order to create a working strategy
* Promote DC work to a wider audience through CCBC business database, website and social media.
* Employees – need to organise a focus group of hospitality employees (of all ages) for their opinions
* Local Community – JM noted that the direction of tourism is to put the local community at the heart of tourism. Conwy are currently doing a watching brief. DC to involve local communities.
* Meeting frequency – second meeting in a months’ time to sign off ToRs. Future meetings to be decided
* Members unable to attend – can contribute by email or possibly meet with Chair individually.
* Tourism Family Tree – ACTION – JM to provide and circulate tourism family tree from Welsh Government downwards