

Destination Conwy
Strategy / Action Plan Sub Group Meeting
Thursday 6th January 2022

Present:

Jonathan Hughes (JH)	Snowdon Craft Beer Ltd
Jasmin Koffler (JK)	Tourism and Regeneration Project Officer, CCBC
Tamzyn Lawrence (TL)	t-l-c, Betws y Coed
Angharad Mair Owen (AO)	Tŷ Gwyn Holiday Park
Jon Merrick (JM)	Business and Tourism manager, CCVBC
Sally Paveley (SP)	The Motorsport Lounge
Tansy Rogerson (TR)	Armadillo Events
Nigel Treacy (NT)	Llandudno Snowsports Centre
Adam Williams (AW)	Llandudno Pier, Tir Prince, Kinmel Arms
Dana Williams (DW)	Snowdonia National Park Authority
Clive Wolfendale (CW)	Adferiad Recovery
Tracey Woodbine (TW)	Woody's Luxury Glamping
Kim Nicholls (KN)	Minute taker, CCBC

1. Introduction and Welcome

JM welcomed everyone to the first Strategy/Action Plan Sub Group Meeting.

2. 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

3. Election of Chair for Skill Group

Clive Wolfendale was elected Chair of the Strategy/Action Plan group

4. Terms of Reference

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

The Strategy/Action Plan Group will need to develop their own ToR .

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

5. Forward Work Plan – key areas to focus on

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

- To refresh the Destination Management Plan and supporting Action Plan and monitor delivery. Need to bear in mind that Covid has affected both work and leisure. There is also a possibility of a recession
- Factor in sustainable tourism
- Include the local community.
- Conwy CBC are taking a watching brief on how other LA's develop and make informed decisions

Comments from the group

- **information and data** is key. Gaining this information is always a challenge. Need to get a handle on a monitoring process re. destination issues and develop a mechanism/protocol for doing this.
- **connectivity and governance** - we need clarity around the work of this group re. managing the destination within the main DC group and CCBC. We need a family tree of relevant CCBC departments to understand connectivity and governance. **ACTION – JM to provide and circulate tourism family tree from Welsh Government downwards**

- **walk the talk** - need on the ground visits as well as just meetings. However, need to be aware of member's availability and time to commit to this.
- **learn from past and current situation** – what is the pattern going forward? Is there any feedback we can learn from? How do we manage a boom post Covid? Need to work with local community and develop a positive way forward
- **financial investment** – need to support the high street and retail. Revenue from rates and taxes needs to support businesses. Need to encourage more footfall to high streets and aim for a high standard of shops to attract visitors and locals
- **litter and cleanliness** – need to show pride in the area.
- **Empty shops** – lead to more empty shops
- **Changing high street** - a consultation has shown that the high street is changing and therefore town planners need to change their mind set to address this. NT disagreed with this and felt that coastal/tourist destinations should make shopping an integral part of the holiday experience. AW agreed saying that the shops on the pier are part of the overall attraction and make the tourist experience more enjoyable which in turn leads to return visits. Tourist destination high streets are different to regular town high streets
- **potential visitors** – this is an area of flux at the moment. Need to identify potential visitors e.g. families, overseas visitors etc.
- **Unique products** – brands that can only be bought at the destination. E.g. gin/whisky brand that can only be bought on the premises.
- **differing needs of tourists** – need to identify visitor profiles. Differing needs of younger people and older generation. What do they want?
- **higher value visitors** – need to aim to attract
- **green environment** – e.g. EV chargers – future proofing for electric cars, solar panels etc.
- **infrastructure based on tourism needs** – toilets – need updating to contactless payments, wifi, disabled access, high standards of cleanliness
- **Parking** – is an issue in Llandudno particularly.
- **SWOT session** – to identify how suggestions fit into the remit of this group or whether this should be passed onto other sub groups
- **toilets** – local communities are taking over CCBC run toilets
- **town plan/strategy** – would like to meet with someone who could outline the CCBC town plan/strategy for the next ten or so years plus any road/pavement maintenance plans. What are the big investment programmes for CCBC?
- **ACTION** – JM to share commissioned report for Llandudno group which looks 20-30 years ahead. This report is specific to Llandudno but would be useful
- **ACTION** – JM to action request to invite Cllr Greg Robbins to speak about infrastructure and current CCBC plans

JM noted:

- Town centres are becoming a priority across Wales with funding being provided. Need to link to heritage, culture and events
- CCBC undertake an annual visitor survey using the database of 50-60k visitors. Specific surveys can be developed.
- The DC subgroups should link together to coordinate and align projects

- Many of the issue facing infrastructure are only for the eight weeks in the summer. Possibly need to think outside the box e.g. temporary toilets

The following was also agreed.

- **Flexibility** - the group should be flexible in order to invite guests to the meetings
- **Email addresses** - the members were happy to share their email addresses
- **Language** – it was agreed that the minutes would be acceptable in English only, unless being shared publicly
- **Confidentiality** – meetings are confidential to enable members to air their thoughts safely
- **Promote DC work** to a wider audience through CCBC business database, website and social media.
- **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 early April to sign off ToRs. Monthly meetings for the next quarter then review. **ACTION – JM to coordinate dates with CW. KN to send out dates**
- **CCBC representatives** – will always be available to coordinate, facilitate and take notes at meetings
- **Members unable to attend** – can contribute by email or possibly meet with Chair individually.
- **WhatsApp Group** – all agreed that a group would be useful in order to share ideas etc. between meetings

KN

10.01.22.