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Amazing new Bike hub for Talybont-on-Usk

The new bike hub was opened by double World Champion and Silver Olympic medal winning cyclist Becky James, and gold Paralympic table tennis player, Rob Davies in September. The hub centred around Henderson Hall at Talybont-on-Usk has a new community playground; improved visitor facilities and an exciting new eco-friendly bike wash. The £250,000 Big Lottery funded project is a Community Council backed venture which involved the whole Talybont community.

The project included the creation of an accessible path around the playing field for children to ride their bikes, a fantastic new playground for families and major improvements to the kitchen and toilet facilities within the hall which is available for hire.



The inclusion of the bike wash along with purpose built showers and toilets make it a key biking hub within the Brecon Beacons National Park for the many cyclists who visit Talybont to explore the mountain bike trails that branch out from the village.

Together with the newly promoted mountain bike routes and the 'on road' cycle route "Cycle across the Beacons", Talybont is proving to be a popular choice for visitors wishing to enjoy a break on two wheels.

"Mountain biking in the Brecon Beacons" The 12 route pack retails at £8.50. Businesses can purchase a pack for £5.00.

To purchase the pack, contact Bev Powell at the Visitor Centre Libanus

**Beverley.powell@beacons-npa.gov.uk
01874 623483.**

NEW TOURISM STRATEGY

We have got there! After 12 months of hard work and consultation, Peter Cole and his associates have come up with the new strategy for the partnership's work on tourism development and marketing. This has been through the Partnership's Forum, Delivery and Marketing Groups and Board and is currently being translated into Welsh. It will be available on www.beacons-npa.gov.uk shortly. The strategy's main actions are focused on:

MARKETING

- Ensuring that partners are fully aware of the variety of marketing channels available to us. Encouraging take up of the brand will be particularly important.

HIGH QUALITY EXPERIENCES

- Continuing to find new ways of giving visitors brilliant experiences that align with the 'Year of Experience' and have a low impact on the landscape

'SOFT PACKAGING'

- Finding ways of spreading the season and encouraging changes such as more overnight rather than day visits

TRAINING

- Continue with training day development including extending the Ambassador scheme further

VISITOR MANAGEMENT

- Ensuring visitors have the correct messages about where to go and what to do.

PARTNERSHIP WORKING

- We have agreed new structures for working together and managing the destination as a whole

The Strategy was funded by Visit Wales, Brecon Beacons National Park Authority, Brecon Beacons Tourism and Powys County Council.





ATLANTIC GEOPARKS

This is another Interreg Project – although much smaller this time. The National Park Authority has teamed up with 12 other Geoparks across the Atlantic area (along the western European seaboard) to develop a coordinated approach to marketing. There will be new video and ICT tools as well as a much higher profile for Fforest Fawr UNESCO Global Geopark locally and across Europe. Through this we have been able to appoint Clarissa Price (who some of you will know from her work as part of our Communications Team) to act as Marketing Officer, obviously working closely with Alan Bowring. The project will last two years from November and will be fully integrated with the marketing of the Brecon Beacons as a whole.

This project is funded by the EU's Interreg VB Atlantic Area together with Welsh Government's Targeted Match Funding programme. The UK Government has guaranteed funding beyond Brexit.

NO APOLOGIES FOR OLOGIES!

Over 100 amateur geologists from all over Britain descended on Cardiff recently, as the Geologists' Association held its annual conference. They were shielded from Storm Brian on Saturday as they enjoyed indoor sessions at the National Museum of Wales but braved the breezy coasts of Gower and the hills of Fforest Fawr Geopark on the Sunday to acquaint themselves with two contrasting and spectacular rocky landscapes. Those who, like many a Geopark Ambassador-in-the-making before them, explored the abandoned industrial hamlet of Penwyllt and its wild backdrop, came away with a new understanding of the Upper Swansea Valley.

This is a landscape like no other, bursting with “-ologies”. Its geology is there for all to see, both close at hand and in the panoramic views across to Cribarth and Fan Hir. Its speleology (caving interest) is more hidden but in Ogof Ffynnon Ddu, includes Britain's deepest cave. Its archaeology (of an industrial nature) bears comparison with Blaenavon's World Heritage Site; its ornithology was on display that day in the shape of a peregrine's aerobatics.

Tourism businesses: you too can immerse yourself in this by signing up to become a Geopark Ambassador – 80 of your fellows can attest to the value of doing so. And in addition there is a second day's training at Pontneddfechan. This is another spectacular landscape with an embarrassment of riches to offer in terms of its geology, industrial archaeology and so on – you even get an extra “-ology” there; bryology – the internationally important mosses and liverworts of the area's wooded gorges.

➔ Sign up to Ambassador Training and brush up on your ‘-ologies’! Contact Alan Bowring on 01874 620415 or e-mail alan.bowring@beacons-npa.gov.uk





VISITORS & THEIR DOGS

Farmers are telling us that some dogs brought by visitors are causing serious problems with the worrying of stock and spreading disease through their poo. On the other hand, around a quarter of our visitors bring dogs and they tell us that this is a really important part of their visit. Through the Visitor Management Project, the National Park Authority will be looking at how we manage this problem and particularly what and how we ask visitors to do to reduce the negative impacts. We are fortunate in having a PhD student from Cardiff University Psychology Dept who will be advising us on how we approach this problem.

→ If you have a particular interest in this issue, please do get in touch with Richard Tyler.

Richard.Tyler@beacons-npa.gov.uk
01874 620405

VISITOR MANAGEMENT

The National Park Authority is just about to start an exciting new project helping to organise the way we manage visitors in the National Park. Clearly visitors can have negative impacts as well as positive ones and we need to engage partners in resolving the more negative ones.

The project will employ a Project Officer for 2 years and focus on three main areas of work:

→ **Site Management** – particularly the Waterfalls

→ **Behaviour Change** – particularly visitors and their dogs

→ **Visitor Management Planning** – working with businesses, landowners/farmers and others to plan how we manage visitors over a large area. The Black Mountains seems like the most obvious place to start.

This project is funded by Welsh Government.

WATERFALL COUNTRY

Some of you may have heard about the really difficult problems visitors have had with car parking in the Waterfalls area recently. Numbers have risen hugely and the infrastructure has not coped. This has had a major impact on local residents as well and a minority of visitors have caused problems by parking irresponsibly.

The National Park Authority has set up a partnership with the three local authorities, the Community Council and Natural Resources Wales and together we have employed a firm to look at car parking across Waterfall Country as a whole. They started in August and will report back to us in April. It is already obvious that there are not any short term fixes to this problem however, and we would advise you to tell people not to visit over the peak weekends, especially Bank Holidays. There is nothing so frustrating as going somewhere exciting and not being able to park easily.

This project is funded by Welsh Government.

**SAVE THE
DATE...**

**Brecon Beacons
Destination
Tourism
Conference
2018**

**Wednesday 7th
February 2018
at Llangynidr
Community Centre,
10am-1pm.**



**DATES FOR
YOUR DIARY
2018**

Brecon Beacons National Park

AMBASSADOR SCHEME

run by the National Park Authority.

Join over 270 people who run tourism related businesses and train to become a Brecon Beacons National Park Ambassador. You will need to attend all three days, the cost is £30 plus a small handling fee. Enrol via Eventbrite - www.eventbrite.co.uk/e/brecon-beacons-national-park-ambassador-tickets-39112844571

➔ For further information contact Carol Williams:
carol.williams@beacons-npa.gov.uk
01874 620478

8th February

SENSE OF PLACE

10am - 4pm at The National Park Visitor Centre, Libanus.

The day explores the concept of a sense of place and discusses what makes the Brecon Beacons special. The day provides you with the knowledge and confidence to guide your guests to the very

best experiences in the Park. For example did you know that Adelina Patti was a famous opera singer and original model for Pears soap? Adelina bought Craig-y-nos Castle in 1878 and had her very own theatre built, which can still be seen in its original glory.

Tutor: Tracey Churcher

28th February

PARK IN YOUR HEART

10am - 4pm at the National Park Visitor Centre, Libanus.

The day gives insights into helping you relate to the landscape by taking you on a journey to see what the landscape was like 480 million years ago to help you understand how the landscape evolved through geological activities. The landscape influenced our history and archaeology, and together with the flora & fauna there is a very interesting story to tell. The day includes a short walk to a standing stone on Mynydd Illtud common.

Tutors: Alan Bowring, Alice Thorne, Gareth Ellis, Nicola Davies



7th March

KNOWING ME, KNOWING YOU

10.30am – 3.30pm at
Craig-y-nos Country Park.

Visitors undertake a lot of research about the Brecon Beacons, where to stay and what to do before they choose to holiday. How much research have you done on your visitors?

We will take you through the latest visitor survey for the Brecon Beacons and share the findings with you and together we will look at how the results can inform and influence our tourism offer.

After lunch you will have a guided tour of Craig-y-nos Country Park followed by a marketing session to help you to effectively market your business and the Brecon Beacons as a destination.

Tutor: Lucy Von Weber & Carol Williams

DIAMOND PEOPLE

A photographic portrait exhibition celebrating the 60th anniversary of the National Park with some of the people and businesses that have made a difference. The exhibition has been commissioned by Brecon Beacons National Park Authority, photography by Billie Charity.

If you haven't seen the large scale collection you will be able to see it from 2nd November – 19th November at Theatr Brycheiniog.

**19th February- 4th March at The Oriel
CRiC gallery, Crickhowell**



AMBASSADORS-SAVE THE DATE!

For those who are already Brecon Beacons National Park Ambassadors the annual exclusive Ambassador event will be held on

**Thursday 22nd March 6pm-
9pm at Buckland Hall.**

Invitations will be sent out in the New Year.

Stocking filler

MYTHS & LEGENDS OF THE BRECON BEACONS

By Horatio Clare,
illustrations by Jane
Matthews. A perfect gift
for friends and family.



The Brecon Beacons are strewn with extraordinary stories. The woods and valleys of the region thrum with a living past. In this stunning landscape haunted castles, bottomless lakes and strange follies hold echoes of massacres, ghosts and miracles. King Arthur and the Knights of the Round Table are said to be sleeping away the centuries in a cave in these hills. Not far away, the most famous soprano of her time built a world like a wonderland. In this collection of stories, the opera star and the legendary King join a cast of drifting spirits, water sprites, warlords, soldiers, wild women, infamous tycoons and the young people of today's Wales, their voices retelling the stories of this land. Horatio Clare has re-imagined and re-written local legends for the 21st century which can either be visited or a walk can be enjoyed to bring the actual and mythical characters to life, allowing them to recount their deeds and legacies in tales of comedy, tragedy, myth and history.

→ Contact Bev Powell at the Visitor Centre Libanus
Beverley.powell@beacons-npa.gov.uk 01874 623483
Retails at £9.99.
Businesses can purchase for £7.00.

DOWN TO THE SEA ANIMATION PROJECT

This new project for 2018 to celebrate Visit Wales' theme "The Sea" will reflect how the Monmouthshire & Brecon Canal was one of the key drivers of change in this area during the industrial revolution. It changed the local population's lives forever along its whole length with people finding employment in the iron and coal mining industries and the transport of all these materials to the South Wales ports. Equally it allowed the transport of materials from those ports to the rural hinterland. Grain transport to Brecon in particular was critically important in this landscape dominated by grazing rather than arable agriculture.

We will portray through an animated film, how people would have worked in the industries, their living and working conditions and those of the wealthy iron masters, all of whom are hidden in the landscape. However there are still clues in the landscape which are visible today, plus lots of recent interpretation on panels along the canal.

We will be telling the story of the past and bringing the story back to the current use of the canal. This will enable visitors and communities to understand how crucial the canal was and how the materials were transported down to the sea and out to the world.

The target market for this is families with children aged 7-10 years old.

The focus is on increasing visitor numbers to Wales and the Brecon Beacons particularly the family market.

Another aspect to the whole project is the highlighting of existing easy walking routes which can be enjoyed by families, taking them to some of the main points of interest and linking them to the past.

There are five tramroads which are in the National Park and it is those which we want to be included in the animation. Each have a different story to tell:

The Hay Tramroad, The Brinore Tramroad, Baileys Tramroad Clydach, Hills Tramroad, Baileys Tramroad Govilon.

The animation will be available to upload onto tourism businesses websites in March 2018.

The project is a partnership between Canal & River Trust, Brecon Beacons Tourism and Brecon Beacons National Park Authority.

→ For further information contact Carol Williams:
carol.williams@beacons-npa.gov.uk
01874 620478

BRECON BEACONS TOURISM GALA DINNER 2017



Tickets for our **Brecon Beacons Legendary Gala Dinner** are now on sale. I do hope you will be able to attend this networking event.

The dinner will take place at the **Manor Hotel, Crickhowell on the 30th November 7pm.**

We have two legendary guest speakers lined up:

1. **Owen Sheers** who will give an introductory talk on White Ravens - a contemporary response to the myth of 'Branwen Daughter of Llyr' has recently been published by Seren as part of their 'New Stories from the Mabinogion'

2. A talk on the legendary walks of the Brecon Beacons by **Kevin Walker Mountain Activities**. Tickets which include a three course meal are £30 and are on sale now so make sure you book your seat or table today by dropping us an email info@breconbeaconstourism.co.uk or online via www.eventbrite.com

Thank you
Laura Thomas – Director BBT.

BRECON BEACONS
TOURISM

**MEETINGS
2018**

20th February

10:00am -1:00pm

Merthyr Tydfil Football
Club, Penydarren
Park, Park Terrace,
CF47 8RF

10th April 10:00am

-1:00pm

Theatr
Brycheiniog, Canal
Wharf, Brecon, Powys,
LD3 7EW

BRECON BEACONS NATIONAL PARK

TOURISM TIMES

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