

BRECON BEACONS NATIONAL PARK

SUSTAINABLE TOURISM PARTNERSHIP



Action

Minutes of meeting 06/04/11

Present: Neil Bennett (The Wern Horse & Rider B&B), Martin Cooke (PCC), Richard Denman (TTC), Jillie Gardiner (ABO), Gwenllian Jones (ADTA), Bob Martin (OVW), Punch Maughan (BBT), Dee Reynolds (TPMW), Mark Soanes (Call of the Wild Ltd), Richard Tyler (BBNPA) and Nicky Williams (BBNPA)

Apologies: Mark Lloyd (MCC), Nick Stewart (BBNPA), Carol Williams (BBNPA), James Hitchings (YHA), Ruth Coulthard (BBNPA), Julie Lewis (PCC), Joanne Nicholas (MCC), Nicola Smith (MCC), Mark Jones (MCC), Gill Wright (Llandovery cluster), Fiona Walker and Val Hawkins (MWT)

1. Minutes

- approved

2. Matters arising:

- **NPVC** – this is moving forward, RC will give an update at next meeting.
- **Rural Alliances** – the bid has been submitted and a decision will be made in July.
- **Geopark Conference** – over 80 people attended from all over Europe. Feedback has been glowing.
- **Walking with Offa** – The rules have changed and the maximum bid is now £600,000. Another bid will be submitted at the end of the month and the result will be known in July. RT will forward paperwork to GJ

RC

RT

3. Sustainable Tourism Strategy – Richard Denman from The Tourism Company advised that there will be a workshop on the 10th May when the results of the consultation will be presented. 171 responses have been received on the draft document. Face to face consultations are also taking place. The purpose of the Sustainable Tourism Strategy is to act as a blue print for the work of this partnership. It will cover a five year period. It will help new members understand what their role and responsibility is. It was agreed that this would be extremely beneficial. RT agreed to revive the Action Plan sheet.

RT

RD said that it was time to review the STP group. It needs to have a firmer structure with a constituted body. The terms of reference need to be revisited and improve attendance from the funding partners. The idea of a 2 tier structure was put forward – with the main group meeting once or twice yearly and a smaller group meeting quarterly. Devolved authority may be needed. The group felt that other departments, like Rights of Way and Planning need to be engaged more. It was suggested that the partnership may be strengthened if it had an independent Chairman from the BBNP Authority.

Seasonality – it was agreed that for horse riding and mountain biking the season shouldn't expand beyond April to October. One of the biggest issues is people coming for one day and how these day visitors can be turned into overnight stays.

Branding - also needs to be moved forward with a logo. Information and interpretation is a little bit disconnected and needs to link more closely. A key challenge is delivering information in a way people can cope with it. It needs to be customer centric rather than product centric. IT expertise needs to be called upon.

ALL

4. Marketing Implementation –PM to make amendments and circulate. Comments to PM within 2 weeks please.

5. COLLABOR8

- **Project progress** – 12 months left to run, but hoping for an extension to June 12
- **Tilburg Tent** – The Tilburg partner are creating a mobile unit, which will be coming to each partner area. It will be coming to this area in the Autumn, possibly October. It will be able to help businesses with IT/Marketing problems. It was suggested that it would be good to have days when the cluster groups can use it.

RT

6. AOB – none.

7. Date of next meeting Wednesday 13th July at 2pm in the NPVC