

BRECON BEACONS NATIONAL PARK

SUSTAINABLE TOURISM PARTNERSHIP



Action

Minutes of meeting 12th October 2011

Present: Amelia Burrage (CBMT), Paul Dann (FCW), Jackie Denman (TTC), Richard Denman (TTC), Gary Evans (SWOAPG), Gwenllian Jones (ADTA), Ian Jones (OVW), Helen Jones (TPMW), Julie Lewis (PCC), Punch Maughan (BBT), Dee Reynolds (TPMW), Nicky Senior (BBNPA), Richard Tyler (BBNPA), Fiona Walker (LLC of C) and Gillian Wright (HOWLF)

Apologies: Julian Atkins (BBNPA), Peter Cole (Capital Region Tourism), Ruth Coulthard (BBNPA), James Hitchings (YHA), Mark Lloyd (MCC), Mark Soanes (Call of the Wild), Nick Stewart (BBNPA), Carol Williams (BBNPA)

1. Minutes 13th July 2011

- approved

2. Matters arising:

- **Rural Alliances** – the bid for €9,964,614.22 which is 50% funded by Interreg IVB NWE has been approved. The contract was signed on 7th October 2012. There are 12 partners coming from Wales, Germany, The Netherlands, Belgium, Ireland and France. The project will be worth €1million to work within the Brecon Beacons and will start here on the conclusion of COLLABOR8 next June.
- **Walking with Offa** – this bid for £624467.79 which is 80% funded by RDP has also been approved. There are 6 partners, Adventa, Wye Valley AONB, Brecon Beacons, Glasu, Cadwyn Clwyd and Offa's Dyke National Trail. BBNPA has £73505 to spend over the next two years including existing staff time. It will be spent in the Black Mountains area on developing the Walkers are Welcome Scheme, three circular walking routes, a Sustainable Walking Guide and a walking website linked to Park Explorer.
- **Visitor Centre Re-development** – RC is advancing negotiations with YHA to put together development plan for next stage of redevelopment which will include more detailed architectural and interpretation/education plans. A fundraising campaign is starting this Autumn.

3. Sustainable Tourism Strategy – Richard Denman from The Tourism Company presented the draft Strategy. There followed a long discussion, going through each of the points in turn. RD will make all the agreed corrections.

RT agreed to invite JA to the STP meeting in January. It was agreed that an extra meeting be held on 22nd November at Brecon HQ.

Richard Denman is happy to receive any further comments by email to rdenman@thetourismcompany.com

RT

All

Thanks were given to The Tourism Company for all their hard work. RT asked that if anyone has any ideas of people who would be interested in acting as an Independent Chair to let him know.

4. **Marketing Implementation** – Marketing Coordination Group (MCG)

- Minutes & Report from MCG – noted.
- Branding - hoping to appoint someone next month with a view to completing by Christmas.
- Representation on MCG– propose to ask Brecon Beacons Holiday Cottages, Abergavenny Food Festival, Hay Festival and The National Trust to sit on the main group – approved.

Thanks was given to BBT for doing a really good job in implementing the Marketing Strategy. It was noted that the amount of publicity obtained by Alexandra Marr & Associates has been highly creditable and their efforts on our behalf were noted with thanks.

5. **COLLABOR8**

- **Project progress** – there are now 15 clusters and it is going well.
- **Tilburg Tent** – The evening reception event is planned for Thursday 3rd November from 6pm to 8pm at the Garwnant Visitor Centre. Members of the STP are invited to attend. Contact Carol Williams by Wednesday 26th October.

6. **AOB** – request received to put finishing times on the Agendas of meetings. Llandoverly Station won a National Award, FW to send info to BBT.

7. **Date of next meeting:** Tuesday 22nd November at 2.30pm at the BBNPA Headquarters

Date of 2012 meetings – 2pm NPVC

- Wednesday 18th January 21012
- Wednesday 18th April 2012
- Wednesday 18th July 2012
- Wednesday 17th October 2012

ALL

FW