

The operating principles for the Gwynedd and Eryri Partnership 2035

Appendix A

The form of the partnership needs to match our objectives which are:

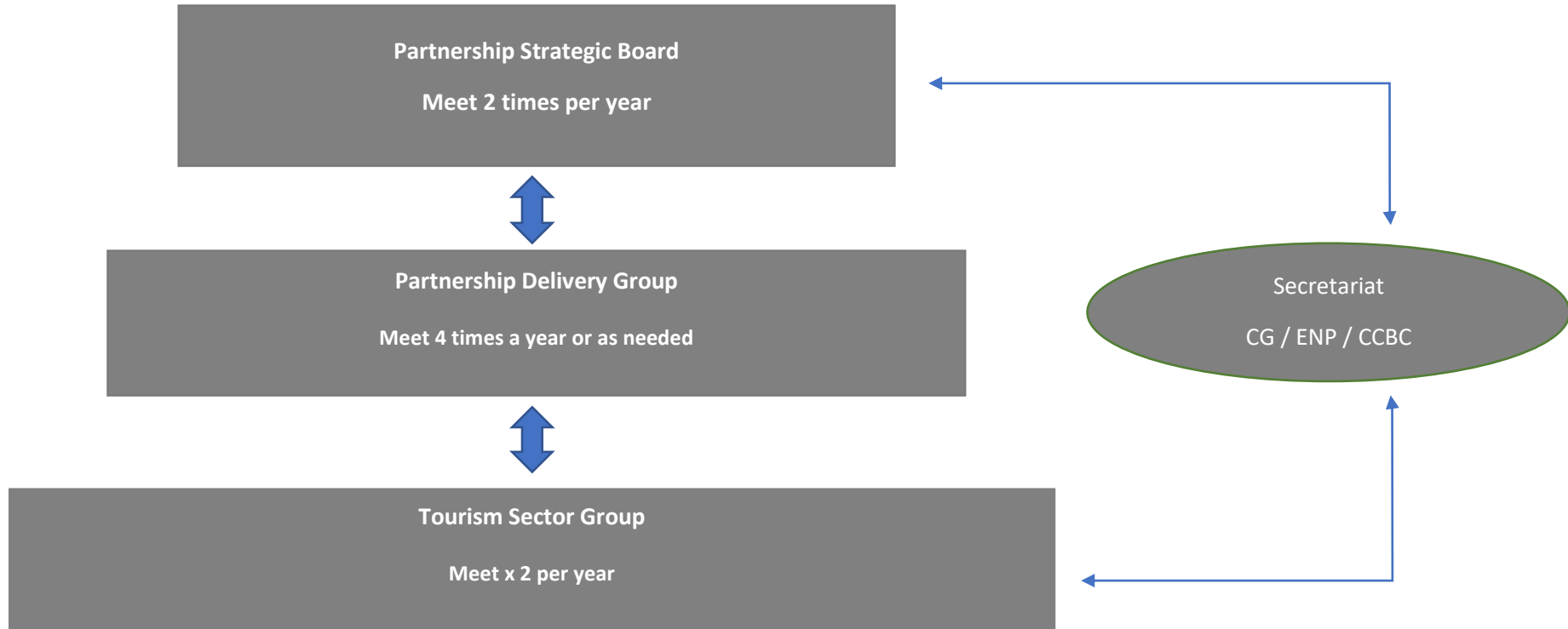
- Strategic leadership at all levels to drive the vision and take action on the ground
- Simple governance
- Coordination and integration (horizontal and vertical across all organisations)
- Make effective use of resources and assets
- Better information when making decisions
- Content and ownership by many
- Drive change and innovation

So the aim is a smaller membership at the top of the structure with wider partnership representation and input at the bottom of the structure feeding into the strategic direction and implementation.



The administration of all the elements of the structure will be shared and rotated annually between Cyngor Gwynedd, Eryri National Park Authority and Conwy County Borough Council. Operational meetings will also be held at the lowest level of the partnership in order to steer direction and ensure the widest possible input.

Gwynedd and Eryri 2035 Partnership Structure

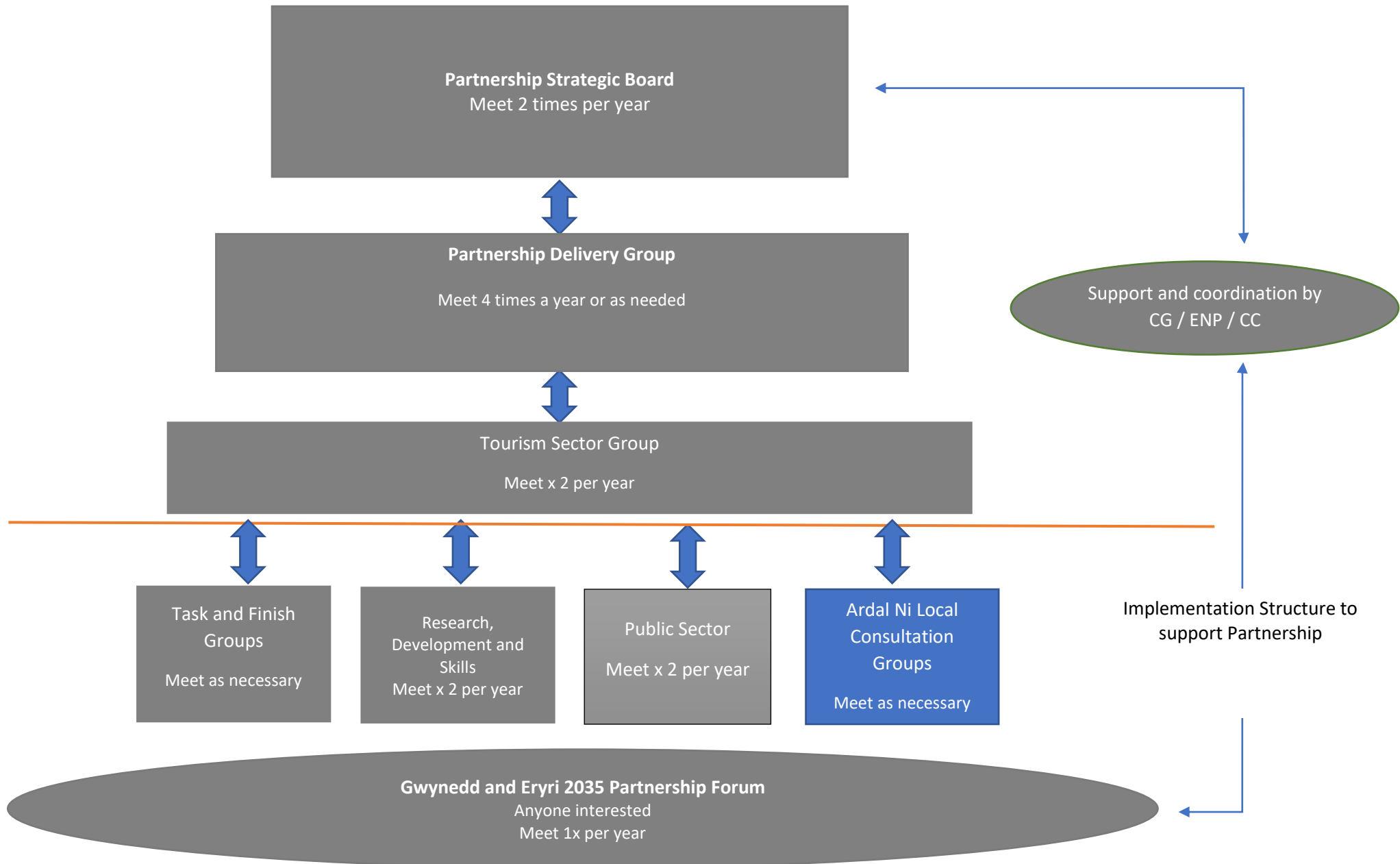


Purpose and Membership:

Group	Purpose	Membership
<p>Partnership Strategic Board</p>	<p>Meet 2 times a year.</p> <ul style="list-style-type: none"> • Strategic leadership and voice to ensure ownership of the Gwynedd and Eryri Sustainable Visitor Economy Plan by the strategic stakeholders of the visitor economy; • Approve the Implementation Group's Annual Action Plan and monitor the implementation of the Plan. • Be a voice in prioritising any funding opportunities that may be available; • Overseeing the Terms of Reference and Membership of the Strategic Board of the Partnership and its subgroups 	<p>Chair: Leader of Cyngor Gwynedd and Chair of Eryri National Park alternately</p> <p>Administration by Cyngor Gwynedd and the Park Authority</p> <ol style="list-style-type: none"> 1. Leader of Cyngor Gwynedd 2. Head of Economy and Community Department 3. Chair of Eryri National Park 4. Chief Executive, Eryri National Park Authority 5. Conwy Council Leader / Member 6. Head of Economy Conwy Council 7. North Wales Tourism 8. Mid Wales Tourism 9. Chair of Visit Wales, North Wales Regional Tourism Forum 10. Chair of the Tourism Sector Group (business) 11. Chair of the Tourism Sector Group (community) <p>Observer: Visit Wales</p>
<p>Partnership Delivery Group</p>	<p>Meet 4 times a year initially</p> <ul style="list-style-type: none"> • Reporting to the Strategic Board. • Develop action plans to be approved by the Strategic Board • Implement and monitor the Action Plan on behalf of the Strategic Board. • Commission Research as required. • Identify training and skills needs. • Developing innovative projects through collaboration opportunities. • Risk or crisis management. • Establish task and product groups if opportunities arise. • Be a voice to ensure ownership of the Gwynedd and Eryri Sustainable Visitor Economy Plan by the 	<p>Chair: Officer from Cyngor Gwynedd, Eryri National Park Authority or Conwy County Borough Council</p> <p>Administration by Cyngor Gwynedd and the Park Authority</p> <ol style="list-style-type: none"> 1. Assistant Head of Economy and Community Department 2. Cyngor Gwynedd Tourism Manager 3. Head of Eryri Partnerships 4. Yr Wyddfa Partnership Manager 5. Conwy Tourism Officer 6. Chair / vice-chair of Sector Group (business) 7. Chair / vice-chair of Sector Group (community)

	<p>main stakeholders of the visitor economy.</p> <ul style="list-style-type: none"> • Discuss, give opinions and monitor the implementation of the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035, its indicators and its Action Plan. • Oversee the Terms of Reference and Membership of the Partnership modifying it as necessary with the approval of the Strategic Board. 	
Tourism Sector Group	<p>Meet 2 times a year online or physically</p> <ul style="list-style-type: none"> • Sector link forum • Share information with the sector • Identify Priorities and issues for the following year to be reported to the Delivery Group • Report on the implementation of the Plan 	<p>Chair: One Chair from the business sector and one chair from the community sector Vice-chair: One from the business sector and one from the community sector Members: Any interested parties from the sector</p>

Wider Implementation Structure for the Gwynedd and Eryri 2035 Partnership including operational meetings



Membership of Implementation Meetings and Groups of the Gwynedd and Eryri 2035 Partnership

Public Sector Consultative Group	<p>Meet 2 times a year on-line or physically</p> <ul style="list-style-type: none"> • Consultative forum with public and strategic sector partners • Share information about the Action Plan • Identify priorities together • Report on the implementation of the Plan • Common metrics and tracking trends in terms of research, data and skills 	<p>Chair: Cyngor Gwynedd / Eryri National Park / Conwy Council alternately</p> <p>Members: Natural Resources Wales Cadw Visit Wales AONB Bangor University Grŵp Llandrillo Menai National Trust</p>
Research, Development and Skills Consultative Group	<p>Meet 2 times a year on-line or physically</p> <ul style="list-style-type: none"> • Report on the implementation of the Plan • Agree on common Meters • Track trends in terms of research, data and skills 	<p>Chair: Cyngor Gwynedd</p> <p>Members: Cyngor Gwynedd's Tourism and Marketing Service Cyngor Gwynedd Research Eryri National Park Conwy Council Grŵp Llandrillo Menai Bangor University Member of the Tourism Sector Group</p>
Ardal Ni Local Consultative Groups	<p>Meet as needed at local level</p> <p>Administration through Community Support officers or local structures</p> <p>A local forum to implement Ardal Ni Plans</p>	<p>Chair: to be agreed locally through Ardal Ni arrangements</p> <p>Members: To be agreed locally through Ardal Ni arrangements</p>
Gwynedd and Eryri 2035 Partnership Forum	<p>Meeting 1 time a year on-line or physically</p> <ul style="list-style-type: none"> • Share Information about the implementation of the Plan • Raise the profile of the sector • Provide Training • Receive feedback on priorities for the following year 	<p>Chair: Chair of the Strategic Board</p> <p>Administration by Cyngor Gwynedd and Eryri National Park Authority</p> <p>Membership: Anyone with an interest in the field</p>
Task Groups	<p>Meeting as needed for the work area and the priority to implement.</p> <p>The Group Lead-organisation is dependent on the work area.</p>	<p>Membership based on the area of work – flexible and able to adapt as needed.</p> <p>Administration as required by lead body.</p>

Measures Dashboard

Appendix C

Matter	Objectives	Response Method	Impact measuring method	Review/research/record system	Frequency
Management/governance/communication	Governance Framework to deliver objectives	Gwynedd and Eryri visitor economy partnership established	A number of meetings held	Feedback through the management structures	Quarterly/6 monthly
		Community engagement through the Ardal Ni and ENPA structures	A number of community engagement sessions arranged	Feedback through the management structures	Quarterly/6 monthly
		Fund priorities	Total funding secured to support the realisation of the Gwynedd and Eryri 2035 Plan	Feedback through the management structures	6 monthly
		Sector engagement	A number of engagement sessions have been arranged	Feedback through the management structures	Quarterly/6 monthly
Celebrate, Respect and protect our communities, language, culture and heritage	A visitor economy in the ownership of our communities with emphasis on pride in one's area	Pride in one's area and identity	Percentage of county residents satisfied with tourism impacts on the community	Gwynedd residents' survey - questionnaire	12 months
		Business development	Number of new businesses established	Cyngor Gwynedd	Monthly
		Pride in one's area and identity	Several individuals part of the Gwynedd and Eryri Ambassadors' Scheme	Gwynedd and Eryri Ambassadors' Scheme	12 months / Monthly
	A visitor economy that is world-leading in Heritage, Language, Culture and the Outdoors	Cultural identity	A percentage of county residents with the perception that tourism has a positive impact on language, heritage	Gwynedd residents' survey - questionnaire	12 months
		Accreditations and awards	Number of accreditations and awards	Public Protection data and accreditation	12 months
		Visitor satisfaction	Percentage of visitors satisfied with their experience while visiting the area	On-line questionnaire via county website	12 months
Maintain and respect our environment	A visitor economy that respects our natural and built environment and considers economy development implications	Protect the environment	Percentage of county residents with a perception that tourism has a positive impact on the environment	Gwynedd residents' survey - questionnaire	12 months
		Biodiversity	Biodiversity level (sample of specific areas' / species) maritime and inland	Cyngor Gwynedd, ENP, NRW, WG	12 months

	A visitor economy that is world-leading in sustainable and low carbon developments and infrastructure and when responding to emergencies	Charging points availability Transport Wild camping complaints	Number of charging points Number of Sherpa service users Number of wild camping complaints	Cyngor Gwynedd / Zap Map Cyngor Gwynedd transportation / NPA Cyngor Gwynedd AMG / ENPA	12 months Monthly 6 monthly
Ensure that advantages to the area's communities outweigh any disadvantages	A visitor economy that ensures that infrastructure and resources contribute towards the well-being of the community all year round	Overnight visitor spend Day visitor spend Business developments Economy Development	Overnight visitor spend Day visitor spend Number of planning applications approved which are developments by the visitor sector Percentage of county residents with a perception that tourism has a positive impact on the economy	Cyngor Gwynedd / ENPA / Review STEAM STEAM / on-line research via website Gwynedd residents' survey	12 months 12 months Quarterly/6 monthly Quarterly/6 monthly
	A visitor economy that thrives for the well-being of Gwynedd residents and businesses and that offer quality employment opportunities for local people through the	Employment Number of Visitors Annual Income	Number employed within the tourism sector Number of day and overnight visitors and per sector / activity Annual income (direct and indirect transactions)	STEAM / on-line research via website STEAM STEAM	12 months 12 months 12 months
	A visitor economy that promotes local ownership, supports supply chains and local produce	Number of Businesses Employment Number Employment Level Local produce	Number of businesses in the county and community groups operational in the tourism field Employment number within the sector Average salary within the tourism industry Number of local businesses ordering local produce	Gwynedd business tourism questionnaire Gwynedd business tourism questionnaire Gwynedd business tourism questionnaire STEAM / on-line research via website	12 months 12 months 12 months

