

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	Number of businesses in the county and community groups operational in the tourism field	Gwynedd business tourism questionnaire	12 months
		Employment Number	Employment number within the sector	Gwynedd business tourism questionnaire	12 months
		Employment Level	Average salary within the tourism industry	Gwynedd business tourism questionnaire	12 months
		Local produce	Number of local businesses ordering local produce	STEAM / on-line research via website	