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Economy and Community Department Performance Report



Economy and Community Department - Leisure Resource Service

Head: Sioned Williams, **Assistant Head:** Llyr Jones

Responsible Manager: Carwyn Williams

Purpose: Ensure a quality safe environment in our Country Parks which will allow local people and tourists to appreciate and enjoy.

Performance Indicator: % Country Parks Customer Satisfaction

Performance overview:

Parc Glynllifon : The average customer satisfaction for Glynllifon during 2024/25 was 85.4% (Parks 84.9%).

Customer satisfaction for Parc Glynllifon during 2024/25 has fallen by 0.6% from 86% to 85.4%. Despite the decline, it is not a significant reduction, and the comments received do not necessarily reflect the service provided by the service e.g. there are references to the café which is not run by Cyngor Gwynedd.

During 2024/25, a considerable amount of work has been done to improve the visitor experience for the future:

Admission Fee – There are now new arrangements for access to the Park. Gates near the shop are being locked during shop opening hours and are re-opened when the shop is closed. This means that everyone who visits the Park must go through the shop. Following the new arrangements some visitors have been passing through the shop displaying tickets that have expired for some years. It is therefore hoped that the Park will generate more income.

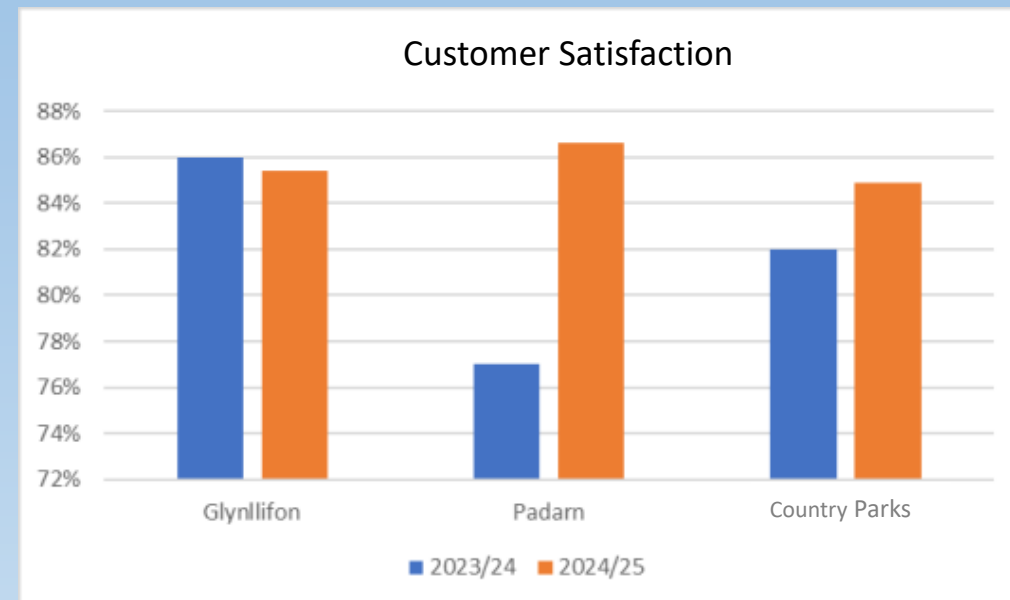
Feasibility Study – with SPF funding a study was prepared for the future improvement of the Park, which included the creation of a new café, as well as the generation of hydro energy at the Mill once again. The plans have identified improvements within the craft units, the creation of a new meeting room, further improvements to the access arrangements and to the Park's paths.

Website and Social Media – A new website for the Park has been created www.parcglynllifon.cymru.

Appointed a company to run the Facebook page so that local residents and visitors can better understand what is happening within the Park.

Heritage Lottery Fund – using the schemes from the SPF feasibility studies, a successful expression of interest has been submitted for £2.6m to the Lottery to create the improvements. A full application will be submitted soon in 2025/26.

Food and Craft Festival – Assisted the Adra store in hosting the November event and 4,500 visited the Festival over the weekend.



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Economy and Community Department - Leisure Resource Service

Head: Sioned Williams, **Assistant Head:** Llyr Jones

Responsible Manager: Carwyn Williams

Purpose: Ensure a quality safe environment in our Country Parks which will allow local people and tourists to appreciate and enjoy.

Performance Indicator: % Country Parks Customer Satisfaction

Performance overview:

Parc Padarn: The average customer satisfaction for Parc Padarn for 2024/25 was 86.7% (Parks 84.9%).

Customer satisfaction for Parc Padarn during 2024/25 has increased by 9.7% from 77% to 86.7%. It is believed there has been an increased score as a result of significant investments in 2023/24 in the Glyn area where the official car park is now in place and the ArosFan site for motor-homes.

During 2024/25, a considerable amount of work has been done to improve and protect structures in the Park to improve the visitor experience for the future:

Llewyrch o'r Llechi Programme Investment (LUF) – Appointed architects and received planning permission for structures that were part of the project. James Ltd appointed to build the new Welcome Block and undertake landscaping around it - work has commenced since 13/01/2025. A contractor has been appointed to restore Incleir A and a large part of the work has now been completed. A tender package for the Fire Queen and Hafod Owen has been prepared. Divers at the site have received permission from the Park to restore structures within Vivian Quarry.

In addition, the programme has enabled the service to install a new bike shelter in Y Glyn and order charging points to encourage more green travel. New picnic tables have also been ordered and Cae'r Ddôl timber path has been replaced with a self-binding gravel path.

Brilliant Basics Programme Investment – A bid for £300,000 of financial support from the Welsh Government was successful to resurface the car park, EV installation, bike charging point, solar panels and interpretive/signage work.

Website and Social Media – A new website for the park has been completed and was live in November www.parcpadarn.cymru

An official Facebook page has been set up for the Park so that people can better understand what is happening within the Park.

Invasive Weeds – Have received a licence from Natural Resources Wales to tackle the invasive weeds and appointed specialist contractors to undertake the work.

Slate Museum – Have been assisting the National Museum of Wales with their redevelopment project including welcoming Museum staff to Quarry Hospital as one of their touring museum sites.

Events – Received SPF funding to provide an electrical connection to the event area to ensure that the events held in Llanberis are greener. Welcomed 8 major events to the Park over the past year. No complaints have been received locally about the events that took place.



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Economy and Community Department: Leisure Resources Service

Head: Sioned Williams; **Assistant Head:** Llyr Jones

Responsible Manager: Carwyn Williams

Purpose: Support the Byw'n Iach Company to provide sports and leisure activities to improve the well-being of Gwynedd residents

Performance Indicator: % Byw'n Iach Customer Satisfaction

Performance overview: The average customer satisfaction for Byw'n Iach for 2024/25 was 83.51%

Customer satisfaction for Byw'n Iach during 2024/25 has fallen by 3.86% from 87.37% to 83.51%

A major factor that reduced the Company's satisfaction score last year was the condition of equipment and infrastructure. Arrangements are in place to target resources to invest in some of the facilities in 2025/26.

During 2024/25, a considerable amount of work has been undertaken to improve infrastructure that should improve the user experience for the future, such as:

3G Field Caernarfon – Work completed, and the football pitch has opened.

Sports Wales - Court Collaboration Fund – Resurfaced the internal tennis courts of Arfon Tennis Centre. Installed a new Padel court (First public court in North Wales). Money remaining to resurface outdoor tennis courts and installation of new floodlights soon in 2025/26.

Cymru Football Foundation – Converted the MUGA to a 2G 7v7 pitch at Glan Wnion, Dolgellau. In Glaslyn, contractors have been appointed to replace the old 5-a-side pitch with a 3G 7v7 pitch and upgrade courts for use by Ysgol Eifion Wyn and the community (a combination of funding from CFF, Sports Wales and the Welsh Government's Community Schools grant).

Welsh Government Grant - Construction of a fitness space has been completed and 'Biocircuit' system equipment from Technogym has been installed.

Circular Fund – Grant funding received to install a UV system to purify the water at Arfon Pool. It is hoped that the work will start soon.



Attached video of the company's report for 2024/25 - [Byw'n Iach Annual Report 2024/25](#)

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Economy and Community Department: Leisure Resources Service

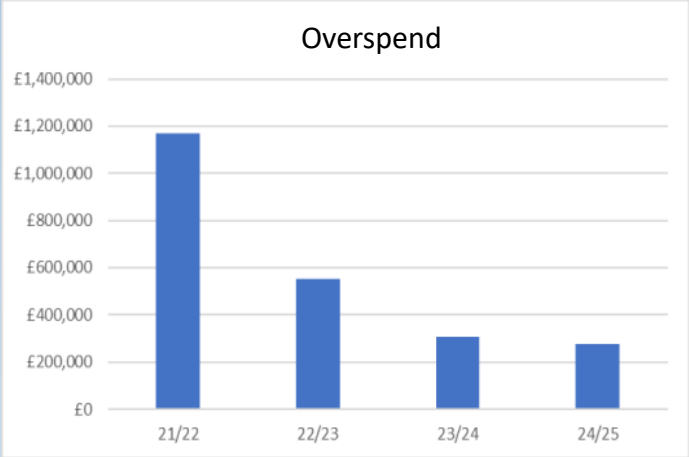
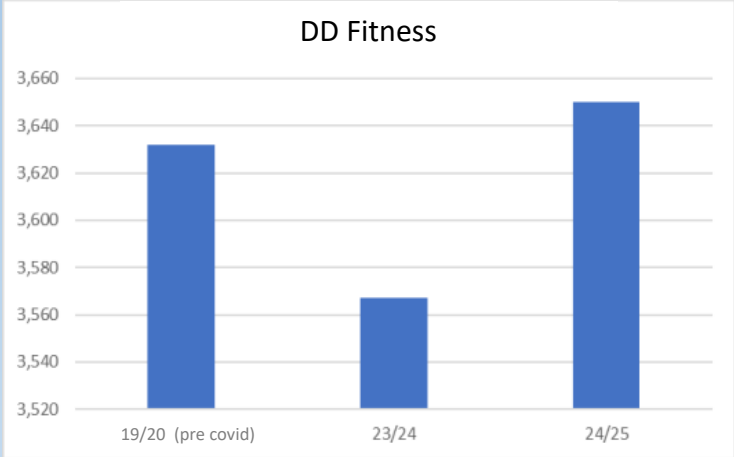
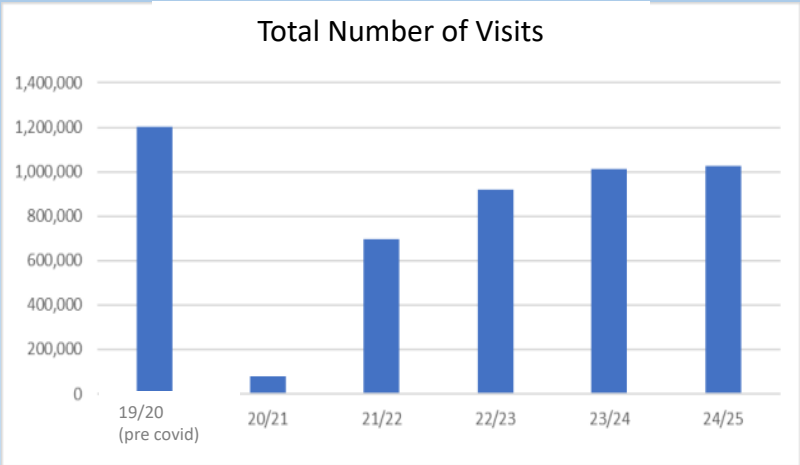
Head: Sioned Williams; **Assistant Head:** Llyr Jones

Responsible Manager: Carwyn Williams

Purpose: Support the Byw'n Iach Company to provide sports and leisure activities to improve the well-being of Gwynedd residents

Performance Indicator: Total Number of Byw'n Iach Visits

Performance overview:



- The total number of visits to the centres has increased by 16,230 compared to 2023/24. Despite this, the 176,611 figure is less than pre-COVID visits. One of the main reasons for that is the reduction in the number of school visits to the centres.
- Before COVID, the fitness DD (Direct Debit) membership was at its highest level ever. In the wake of COVID a significant number of members cancelled their DD contract. The company has put a lot of effort into attracting new members and at the end of 2024/25 there were 83 more DD members compared to 2023/24 and 18 better than the year before COVID.
- An increase in the number of visits has meant that the company's financial situation continues to improve. The company's overspend for 2024/25 is £276,000; £31,035 better than 2023/24. A reduction in the number of school visits is a significant contribution to the overspend with school income down £78,743.98

Economy and Community Department: Maritime Service

Head: Sioned Williams; **Assistant Head:** Llyr Jones

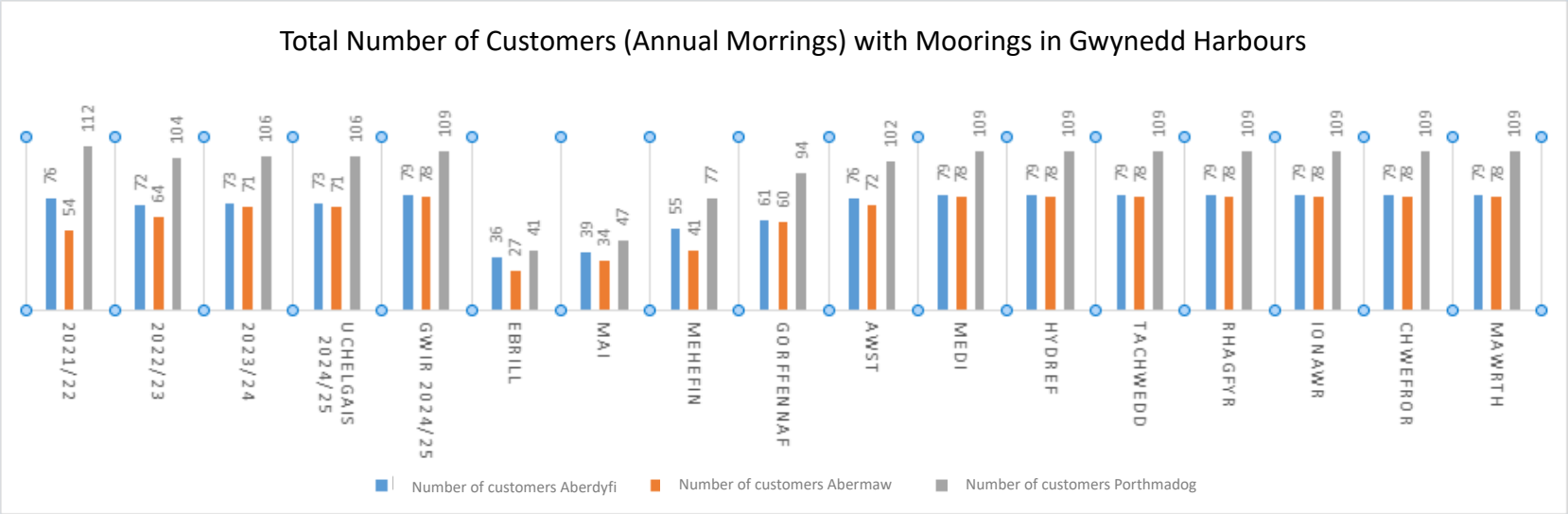
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Responsible Manager: Bryn Pritchard-Jones

Purpose: Manage Gwynedd's beaches and harbours safely by maintaining the number of loyal customers of our harbours and attracting new customers annually

Performance Indicator: Cyngor Gwynedd's total harbour moorings customers

Performance Overview:



The number of customers with a mooring contract increased by 6.5% in our harbours compared to the previous year, an increase of 250 to 266. Some customers have returned after the end of Covid restrictions, as well as some powerboat owners deciding to have a mooring instead of launching and restoring daily, which has contributed to keeping the number of moorings in our harbours stable.

The navigation channels in the three harbours are extremely dynamic and constantly changing their course, which means there are fewer suitable places to locate moorings.

There was damage to boats and structures in our harbours following the extreme weather during the winter months, but fortunately no one was injured and there was no pollution.

Economy and Community Department: Maritime Service

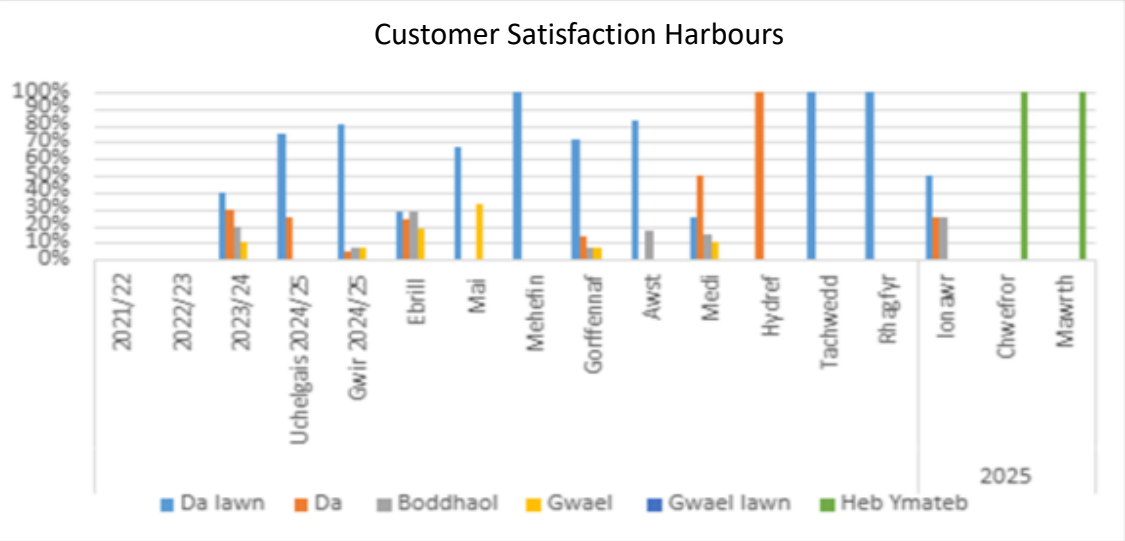
Head: Sioned Williams; **Assistant Head:** Llyr Jones

Responsible Manager: Bryn Pritchard-Jones

Purpose: Manage Gwynedd's beaches and harbours safely by maintaining the number of loyal customers of our harbours and attracting new customers annually

Performance Indicator: Gwynedd Harbours Customer Satisfaction

Performance Overview:



84% noted that their experience of the harbour was 'Very Good' or 'Good', with many noting that facilities are excellent, that navigational aids are in their respective positions and that harbour officers are very professional, knowledgeable, friendly and helpful.

The main concerns were related to the silting of the navigational channels, with some boat owners expressing difficulties in getting in and out of the harbour due to shallow depths. Concerns have also been raised by many about the temporary harbour office in Aberdyfi, with some reporting that the structure is undesirable and inappropriate for the area.

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Safety: The service is fully compliant with all the requirements of the Marine Safety Code following reviews by the relevant authorities. A report of full compliance was also received following an annual audit of all navigational aids by Trinity House, the Lighthouse Authority, during October 2024. In addition, an RDCO compliance check (Registered dealers in controlled oil) was carried out by HMRC, and it was confirmed that the service was fulfilling its statutory obligations as a registered dealer.

Improvements: £30k has been invested in refurbishing Porthmadog's harbour mooring chains to ensure the safety of boats. The same amount has also been invested in developing and improving the outer enclosure of the harbour to provide a more practical and safe site. Barmouth harbour's CCTV system has been upgraded to improve safety and improvements to Compound Road have been completed.

Harbour Office: As a result of the structural deterioration of the harbour office in Aberdyfi, harbour officials moved to a temporary office which has been a contentious issue locally.

Shipwreck: A contentious issue was resolved by disposing a boat from Barmouth harbour which was in a dangerous condition and posing a risk to mariners.

Economy and Community Department: Maritime Service

Head: Sioned Williams; **Assistant Head:** Llyr Jones

Responsible Manager: Bryn Pritchard-Jones

Purpose: Managing Gwynedd's beaches and harbours safely by introducing measures that would improve the enjoyment and safety of users of our beaches

Performance Indicator: Gwynedd Beaches Customer Satisfaction

Performance Overview:

71% were of the opinion that their experience of visiting the beaches was 'Very Good' or 'Good'. The main comments were that the beaches are beautiful, clean and safe. Some respondents also thought that Beach Wardens were doing excellent work to manage the beaches, often under difficult circumstances. Several negative comments were received about the quality and condition of public toilets, bins litter overflowing, unruly dogs, dog fouling on footpaths, as well as powerboats that navigate irresponsibly. Some were also very critical that parking fees charged in Dinas Dinlle launch were excessive.

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Jobs: A permanent Beach Officer was appointed in Porthmadog and Meirionnydd at the start of the 2024/25 financial year to improve safety on busy beaches. The numbers applying for seasonal posts have decreased significantly in recent years and despite our efforts we have not been able to appoint a sufficient number of seasonal officers in 2024 which maximises the risk of failure to perform service.

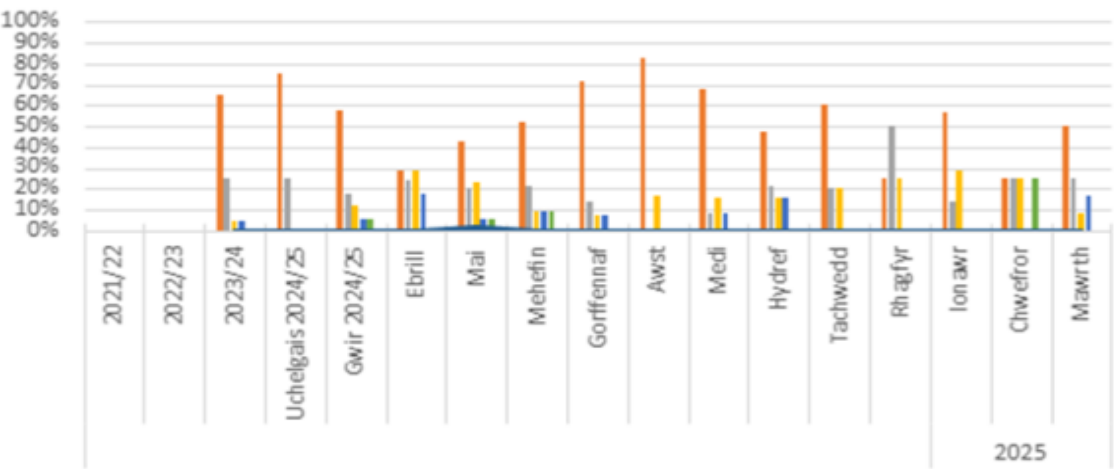
Improvements: £300K of capital funding from the Welsh Government's Brilliant Basics fund was approved, to improve facilities and infrastructure on the coast, which includes improvements to the main entrance of Morfa Bychan beach and entrances to Pwllheli beach.

Dinas Dinlle Car Park: Following £450k worth of improvements to the car park, an experimental period was implemented for a six-week period, between mid-August and the end of September, by charging parking fees which proved to be a contentious matter locally.

Powerboats: A reduction of 15% was seen in the number of powerboats registered with the service in 2024/25 compared to the previous year, which was mainly due to the unfavourable weather and financial squeeze. The police are continuing to investigate the serious incident involving jet-skis being driven dangerously in Aberdyfi harbour in May 2023 which caused an accident.

Severe Weather: High tides and inclement weather during the winter months caused significant damage to the promenade wall of Cricieth beach, the access routes of Marian y De beach, Pwllheli and part of the coastal path of Dinas Dinlle beach.

Customer Satisfaction Beaches



Economy and Community Department: Pwllheli Hafan and Harbour Service

Head: Sioned Williams; **Assistant Head:** Llyr Jones

Acting Manager: Sarah Hattle

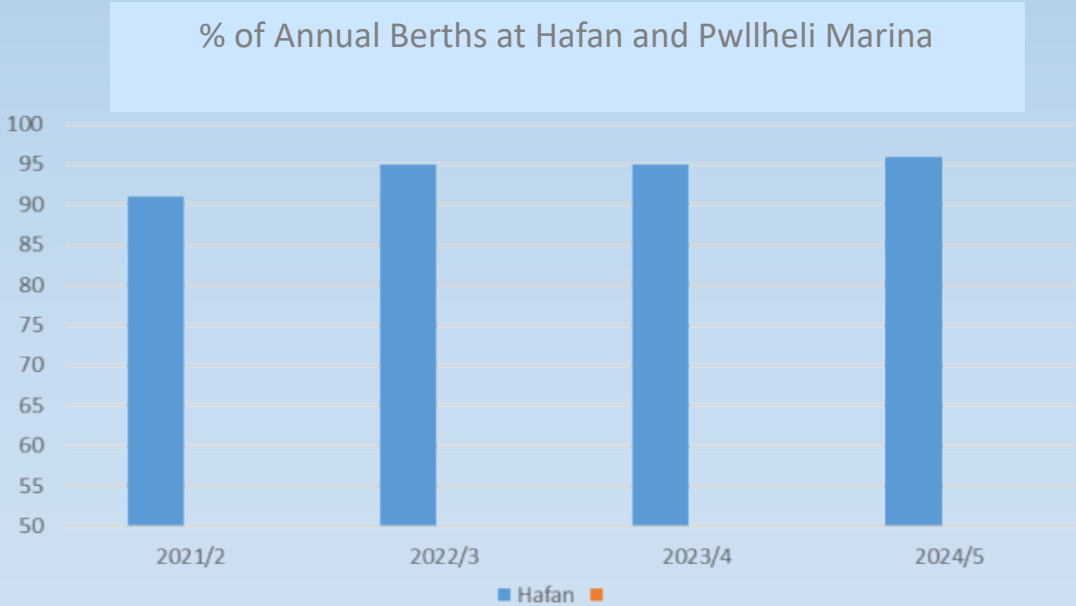
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Purpose: Provide a quality service at Hafan Pwllheli that meets market requirements ensuring the safe management of Pwllheli harbour.

Performance Indicator: Percentage of annual berths in Pwllheli Hafan and Harbour

Performance Overview:

During 2024/5, Hafan berths were 95% full and 77% in the Outer Harbour. It appears that the boat ownership situation and the demand for berths is fluctuating due to factors such as unstable weather, age profile and many considering future options. Over the winter period, several mighty storms were seen resulting in an increase in mud in the Hafan and the harbour. Although the harbour dredging work was undertaken in 2024, it appears that the storms have increased silting levels, with some boats in mud during Spring 2025. A hydrographic survey of the harbour is ongoing to show the current profile.



The Service has commissioned YGC to prepare planning and marine permit applications for the implementation of the dredging strategy, including options such as land reclamation and sediment removal beyond the harbour mouth. There is currently no capacity to deal with sediments, and therefore identifying a solution is absolutely essential to secure the future of the Hafan and the harbour.

During 2024/5, a development framework was developed for the Hafan and harbour area, which identifies future workflows. There is an intention to build on this work by developing an investment plan. On 11 June 2024, Cyngor Gwynedd's Cabinet adopted an Asset Management Plan for the 2024-2034 period. It is planned to earmark up to £5.4m from Cyngor Gwynedd towards the costs of dredging and infrastructure renewal within the harbour. In addition, £260,000 has been earmarked for making improvements to the Cei'r Gogledd area during 2024/25. Recently, a Placemaking Plan was completed for Pwllheli town centre - highlighting opportunities to strengthen the links between the town centre and the harbour.

Economy and Community Department: Pwllheli Hafan and Harbour Service

Head: Sioned Williams; **Assistant Head:** Llyr Jones

Acting Manager: Sarah Hattle

Purpose: Provide a quality service at Hafan Pwllheli that meets market requirements ensuring the safe management of Pwllheli harbour.

Performance Indicator: % Customer Satisfaction

Performance Overview:

The Service organises an annual survey seeking views and feedback from Hafan customers. General comments include a reference to the lack of on-site dining and drinking facilities, and the need for improvement to the offer of offices, showers, parking spaces etc.

The next survey is in May and is being carried out by the Pwllheli Marina Berth Holders' Association. Visual improvement work at the Hafan is proceeding, with funding enabling minor alterations to be introduced while grant elements such as SPF have seen upgrades along Cei'r Gogledd, and a Nature grant to improve the Hen Ynys site.



HMRC has opened a compliance check case on all harbours selling red diesel. The small harbours can cope with the legislative procedures, but Hafan Pwllheli does not meet the demand, because there is a self-service system in place, with no way of identifying customer details or a dedicated use agreement for the red diesel. A report on a decision by the Cabinet Member to convert to white diesel is currently seeking approval.

The Welsh National Marine and Fisheries Plan through the Welsh Government is available and the application for a new commercial fishing pontoon for the Outer Harbour has been submitted and is awaiting approval. A grant of up to £100,000 is available. We have engaged with the fishing community to identify the needs and have applied on this basis.

Economy and Community Department: Victoria Dock (Pwllheli Hafan and Harbour)

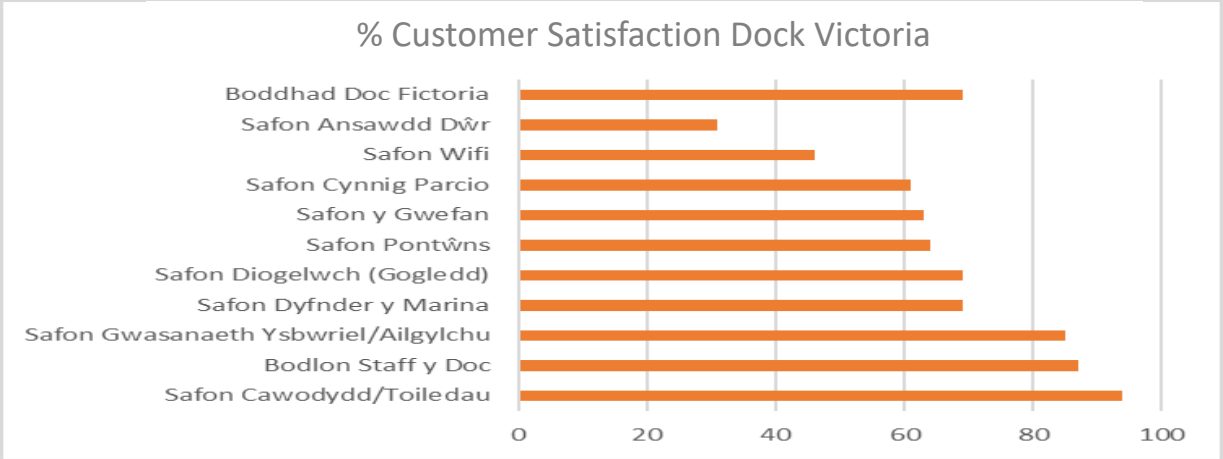
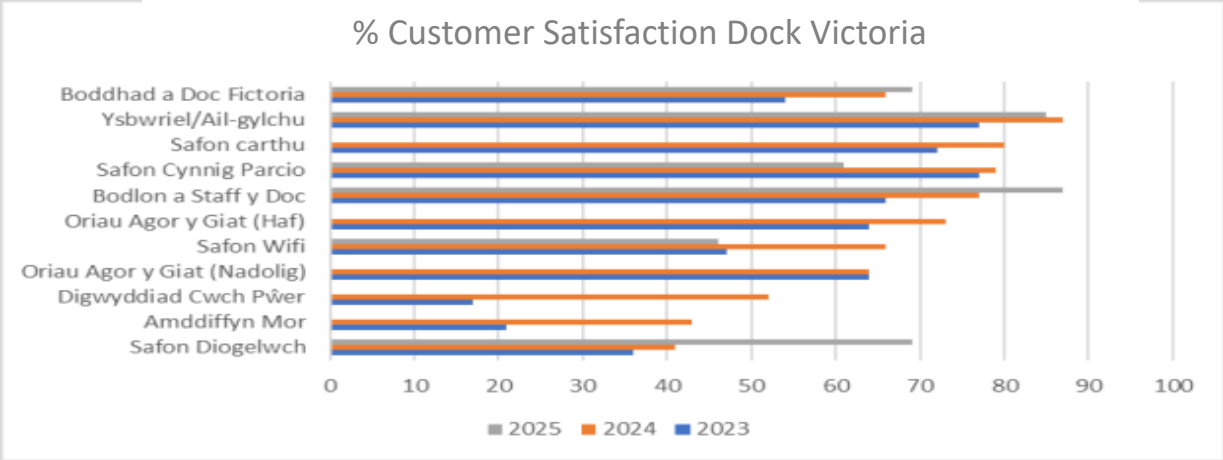
Head: Sioned Williams; **Assistant Head:** Llyr Jones

Acting Manager: Sarah Hattle

Purpose: Ensure quality service at Victoria Dock that meets market requirements ensuring that the facilities are managed safely.

Performance Indicator: % Victoria Dock Customer Satisfaction

Performance overview:



Caernarfon Harbour Trust manages the Victoria Dock basin on behalf of Cyngor Gwynedd through a historic agreement. The Victoria Dock Berth Holders' Association has recently carried out a customer satisfaction survey with members who have seen a change in the structure of the survey and in line with the Hafan Pwllheli survey. Due to a change in format and last year's questions, the two charts are shown separately. Overall, Customer Satisfaction has increased from 66% to 69%. However, there is a negative score for water quality, which is 31%. Following concerns that afon Seiont is transporting waste to the Dock, the Service has referred the matter to Natural Resources Wales, and it is anticipated that further discussions will need to be held.

The Dock management arrangements between Cyngor Gwynedd and the Harbour Trust have been in place for over 25 years. It is considered that the arrangements need to be reviewed further and future improvements considered. Further work is planned to be undertaken to review the arrangements during 2025/6.

Economy and Community Department: Archives Service

Head: Sioned Williams; **Assistant Head:** Roland Evans

Responsible Manager: Lynn Francis

Purpose: Protect the County Archives by collecting, preserving, granting access and promoting the use of the archives so that everyone can discover, learn and understand more about themselves and their area.

Performance Indicator: % of users who are very satisfied with the Service

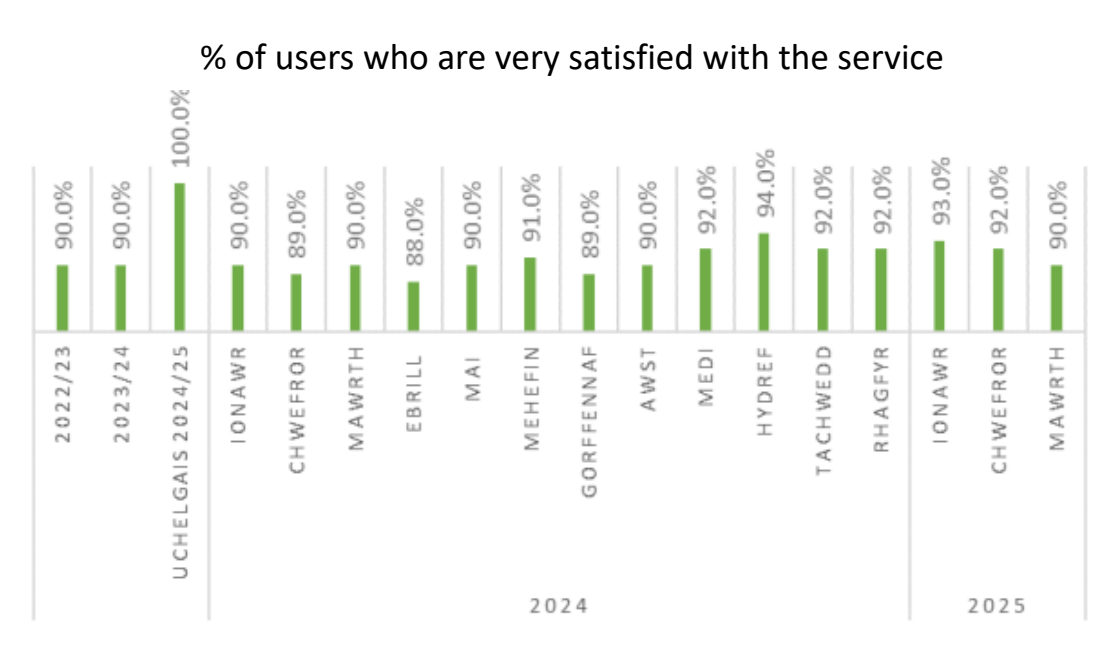
Performance Overview:

Our users' satisfaction is measured by regularly asking for their views as a means of identifying how we can improve any aspect of the Service.

Between April 2024 and March 2025, 936 users completed the customer satisfaction questionnaire. On average, 91% of users were very satisfied with the service, 3% were satisfied, 2% of users indicated that they were neither satisfied nor dissatisfied, and 4% were not satisfied.

Most comments received during the year were positive, such as:
"Extremely grateful for the help. Everyone is willing to take time to explain"
"We could not have had a better service"
Of those who were not satisfied, most comments indicated their dissatisfaction with the opening hours:
"I'd be more satisfied if the opening hours were five days"
"Not open long enough – more days please"

Opening hours were reduced to the minimum allowed by the National Archives due to cuts back in 2016.



Economy and Community Department: Museums and Arts Service

Head: Sioned Williams; **Assistant Head:** Roland Evans

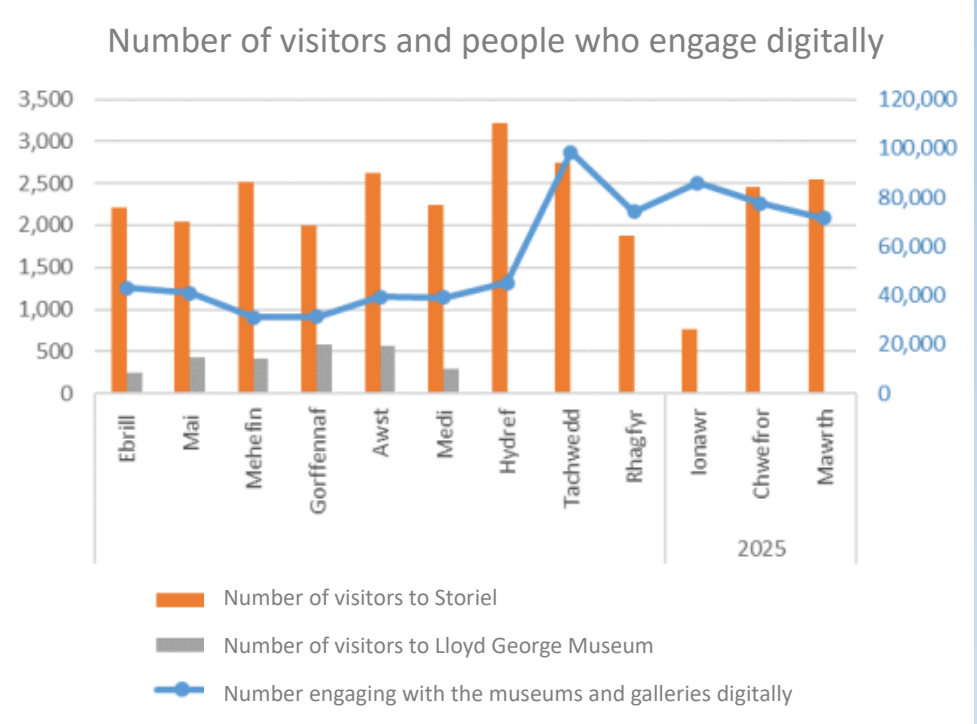
Responsible Manager: Nêst Thomas

Purpose of the Museums and Galleries service: Promote an appreciation of our unique heritage and culture by running the Lloyd George Museum in Llanystumdwy and Storiel in Bangor.

Performance Indicator: Number of visitors and people who engage digitally with the Museums and Galleries

Performance overview:

- Lloyd George Museum - number for the year low as the Museum closed from September 2024 until April 2025 to create new exhibitions with an SPF grant.
- Storiel - monthly numbers may vary due to special events. Storiel was temporarily closed in January 2025 due to capital works as part of the CELF (contemporary art gallery) project. The monthly number is usually between 2000-3200 but in January there were only 771 visits.
- A temporary Senior Visitor Experience Assistant has promoted opportunities to increase hiring and activities as well as the temporary Learning and Engagement Officer's contribution to the SPF grant and attracted new users. A need to identify a long-term way forward with these jobs.
- Storiel's SPF schemes attracted approximately 1,712 and the Storiel Fusion scheme (Welsh Government grant supporting communities in need) had 1,880 taking part.
- Cumulative total of visits only to the end of March 2025 was 29,768
- Cumulative total of visits and digital engagement was 708,400 including social media such as tripadvisor, instagram and google. Currently, IT is not able to provide how much has been on our website, so an estimate has been included based on previous figures.



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Economy and Community Department: Museums and Arts Service

Head: Sioned Williams; **Assistant Head:** Roland Evans

Responsible Manager: Nêst Thomas

Purpose of the Museums and Galleries service: Promote an appreciation of our unique heritage and culture by running the Lloyd George Museum in Llanystumdwy and Storiell in Bangor.

Performance Indicator: % Museum and Gallery Service Customer Satisfaction

Performance overview:

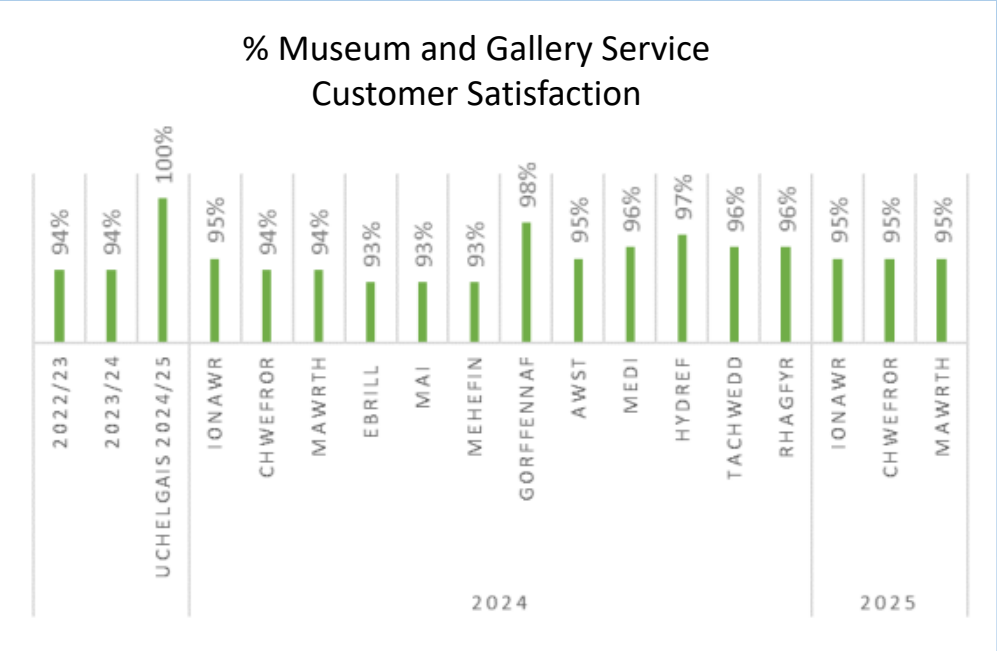
Feedback includes on-line feedback sites such as Tripadvisor; Google, social media, complaints; feedback to staff etc.

Lloyd George Museum Feedback - When open, the feedback was positive in terms of staff and visitor experience. The SPF plan evaluation report to create a new exhibition includes further feedback which has contributed to the current improvements and to ideas for the future e.g. too much reading; improve how the text is presented, the shop needs to be improved; praised staff; "would like to see the place after you re-do it". Work has led to the creation of a partnership with the Welsh Youth Parliament to boost the museum.

Storiell Feedback - The comments continue to be positive about the site, staff, exhibitions and activities.

"I hope people make more time to visit this vital public resource "
"me and the children love it - a great workshop" (family activity)
"Appreciate the effort in preserving and exhibiting the unique collections/items. Friendly staff"
" Customer service is top of the line"

Other comments e.g. the café's offer needs to be improved (going out to tender soon); the fact that the site is closed and no clear message on the website (this has been picked up with IT). An Audience Development and Marketing Strategy which is developed with important feedback e.g. the need to improve communication and marketing; lack of visibility and clear signage; support for it and enjoyment of the content. Council Equality Group – reported that it is a site with very good physical access. A programme of work is now in place to improve the exterior area and can be further tidied up as the CELF capital scheme comes to an end. This includes a land maintenance and planting plan.



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Economy and Community Department: Museums and Arts Service

Head: Sioned Williams; **Assistant Head:** Roland Evans

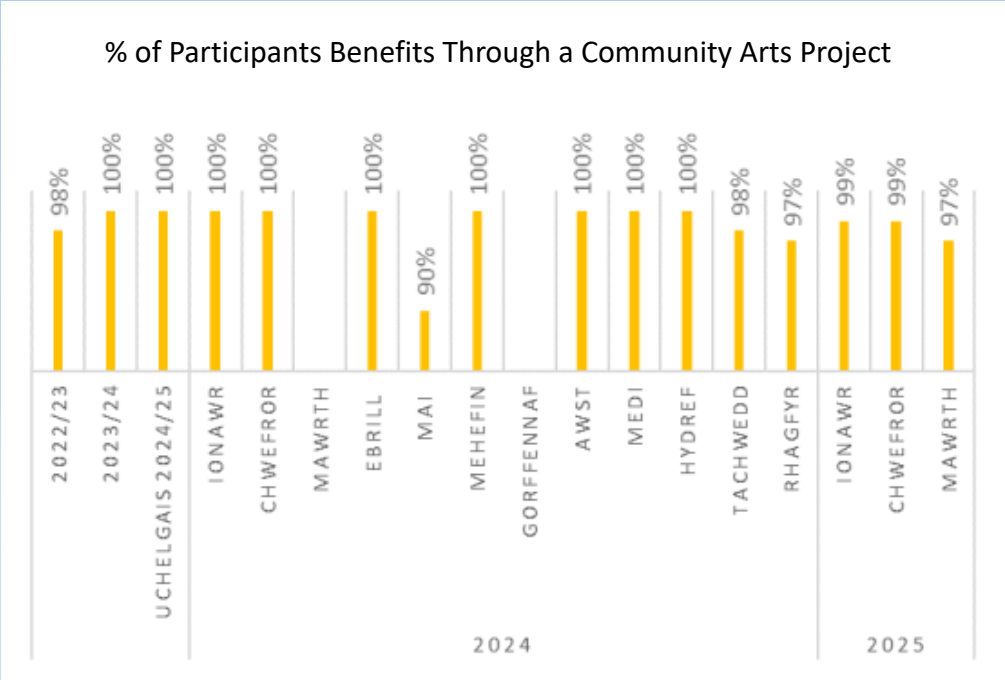
Responsible Manager: Nêst Thomas

Purpose: Promote the arts for all as a medium that improves the well-being of Gwynedd residents

Performance Indicator: % of Participants benefit through a Community Arts project

Performance overview:

- 48 projects have been delivered to support people and children to access, enjoy and experience the arts, include health, well-being, education and tackling loneliness. Support and opportunities are provided to a wide range of artists, community groups and organisations throughout the county.
- A call for grants to continue. Community Grants for community and voluntary groups to support arts opportunities for all – 10; Night Out grants – 14; Spark Fund- 17; Transition Fund -12 . Activities are supported through Gwynedd from Aberdyfi, Caernarfon, Tal y Llyn, Bala, Ynys Enlli, Barmouth, Bangor, Tywyn, Llanllechid etc. It has also been part of the allocation of the Culture SPF Fund to 25 organisations across Gwynedd.
- Projects include e.g. 'Llwybrau Celf' (Art Pathways) for children in Aberdyfi, Llanbedrog and Bangor; Craft for Adult Well-being. There is collaboration with several such as Youth Service, Cell B, Canolfan Gerdd William Mathias, Theatr Derek Williams, an "Art on Prescription" pilot with an Arts Council grant with Cwmni Fran Wen and Bangor University.
- % Benefit remains good e.g. Community Grants 100%; Community Arts projects 99%; Night Out 99%; Spark Fund 96.5%; Transition Fund 85.40% etc. Average 97%
- Example of feedback - "a lot better than football he said"; Initially, my children 100% did not know any Welsh" (Cryw Celf Bach 7-11 years old); "the only challenge is to respond to the growing demand for the project and secure funding for activities from one year to the next" (Cwmni Fran Wen); "in a deprived area like Bethesda, it is a privilege for me to be able to offer special opportunities to the younger generation. I believe that everyone from all backgrounds has the right to follow their dream and have experiences that will inspire them." (Neuadd Ogwen)



Economy and Community Department: Libraries Service

Head: Sioned Williams; **Assistant Head:** Roland Evans

Responsible Manager: Rhian Evans

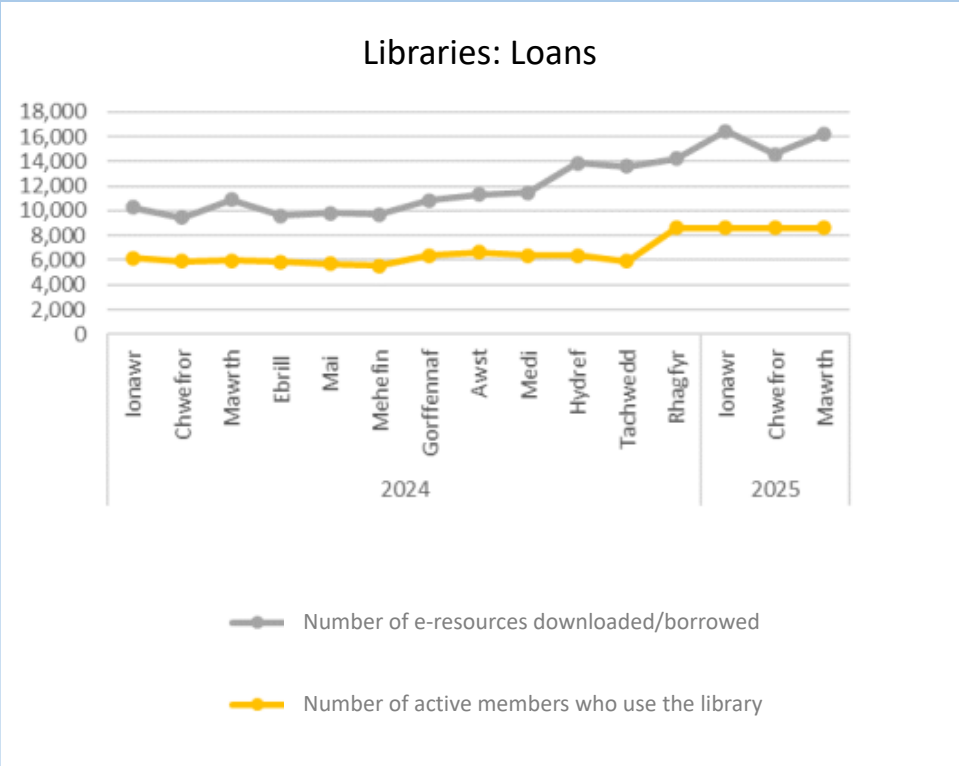
Purpose: Help me to find the books I want to read in the library, at home or on-line, give me access to computers and IT equipment, help me to use IT, provide activities to help me learn or socialise and help me to find up-to-date information about things that are important to me.

Performance Indicator: Number of Gwynedd Library Loans

Performance Overview:

Due to the transition to a new LMS system, the active loan and lender figures for December/January/February/March have not been verified. The performance of the first 8 months of 2024/25 is fairly stable and compared to the corresponding figures of 23/24, by showing the trends below.

- Book borrowing trends are steadily decreasing – 70,294 in the first 8 months of 24/25 compared to 76,526 during the same period in 23/24.
- However, the number of active lenders, that is, the people who use our libraries has remained stable and increased in the same period – 18712 in 24/25 compared to 18429 in 23/24.
- Digital loans continue to increase month on month with 151,601 digital loans during 2024/25
- We ran a comprehensive programme of activities for Adults, Young People and Children in 2024/25. 17,399 attended these events.
- The Warm Welcome campaign is active in all of Gwynedd's Libraries with the opportunity to join in activities such as playing Chess, making jigsaws and a dementia choir. Caernarfon Library's Thursday afternoon Chess session is growing from strength to strength, with children, young people and older people playing together regularly. 4549 cups of tea and coffee were provided during 2024/25.
- We continue to distribute SIM cards and data vouchers to individuals facing an emergency through the National Databank scheme.
- Our 1:1 Digital Support sessions remain stable. 265 sessions were held in 2024/25. We are starting a discussion to be able to co-ordinate our provision with the council's wider supporting people provisions.
- There have been changes to the staffing structure in 2024/25 with a new management team in place. We have also bid farewell to the School Library Service team following the Education Department's decision to wind up the service.
- We upgraded our Library system (LMS) in December 2024. The LMS Cymru team led by Cyngor Gwynedd are working on the launch of a new All Wales app and book catalogue. A nationally standardised detailed reporting system will be operational in 2025/26.



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Economy and Community Department: Libraries Service

Head: Sioned Williams; **Assistant Head:** Roland Evans

Responsible Manager: Rhian Evans

Purpose: Help me to find the books I want to read in the library, at home or on-line, give me access to computers and IT equipment, help me to use IT, provide activitis to help me learn or socialise and help me to find up-to-date information about things that are important to me.

Performance Indicator: % Libraries Customer Satisfaction

Performance overview:

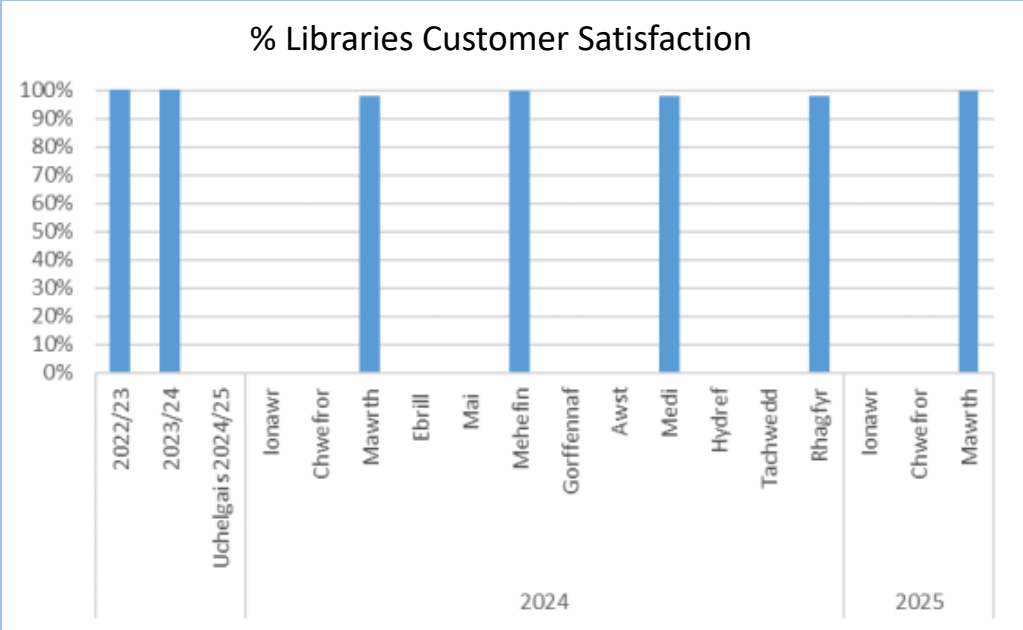
We have carried out four surveys during 24/25, showing satisfaction levels of 100%, 98%, 98% and 100%

This correspondence illustrates the impact that the Library service has on the residents of Gwynedd, focusing on the Service received by the customer from the Tywyn Library Staff.

'I spoke to you yesterday whilst in the library about the valued resources it provides to the community. Not just in the local area but far afield also. Value for money, it must be one of the best services provided by Gwynedd Council. The building is certainly used to its full potential. The staff on site, all put 100% effort into providing the best possible service to their clients. Besides the normal library services, which are well used. The amount of local activities that take place in that building, are impressive to say the least. They range from Writing Groups, Chess groups, Mother and baby groups. Numerous other groups, too many to mention. The place is always busy. Just as important now that Winter is descending on us. It also becomes a warm hub for vulnerable people to meet and keep safe and warm. A workplace is only as good as its workforce, here you have some of the best. I look forward to a long and enjoyable future with my local library. Thank you for the chat yesterday.'

Some other comments from users that show how important the Library is to the people of Gwynedd:

- 'It is a quiet space where I can go to do my uni work. Staff helpful and supportive'.
- 'It's nice to socialise with fellow Welsh learners'



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Economy and Community Department: Neuadd Dwyfor, Pwllheli

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Head: Sioned Williams; **Assistant Head:** Roland Evans

Responsible Manager: Rhian Evans

Purpose: *To provide a social space that inspires, educates and supports the well-being of the people of Gwynedd through the arts and culture.*

Performance Indicator: % Neuadd Dwyfor Customer Satisfaction

Performance Overview:

This year has been a busy but successful year for the team at Neuadd Dwyfor. The satisfaction rate remains quite high, with the usual rate between 90%-98% and the regular comments praising the facilities, our staff and customer care.

The negative comments are often about other users disrupting enjoyment by talking during the film, or the temperature being too hot/too cold, food and drink supply shortages and shortcomings in our technical equipment. However, where there are constructive comments, we try to take them into account, as part of our ongoing performance improvement processes.

Between April 2024 and March 2025, 1335 attendees completed the customer satisfaction questionnaire. Here are some examples of the feedback we have received during 2024/25:

"A great night, amazing. Nice to see Neuadd Dwyfor full to the brim."

"I enjoyed the experience greatly. It is a great pity that there is not more support from other members of the public. It is fun and life enhancing!"

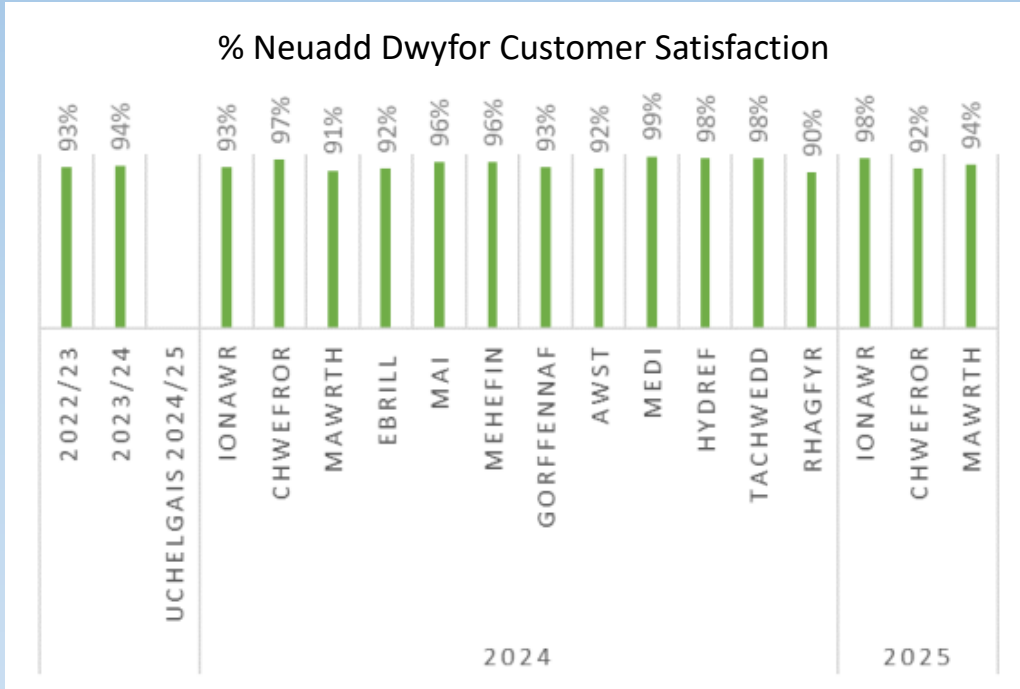
"Your building and the services provided were excellent. A really excellent refurbishing of an old building providing community space for various activities."

"I'd like to say thank you very much for Dyfed's kindness? I think his name is Dyfed. Mum was with me and Mum is almost 80, Dyfed went out of his way to help her get to her seat safely, fair play to him, he was very kind"

"A little more choice of treats to eat with a cup of coffee such as cakes."

"Lovely night – perfect – enjoyed sitting in comfortable chairs and watching a movie in a relaxed environment"

A new lighting desk has been installed thanks to Arfor funding. Also, a new 4k Projector has been installed. We have identified that further commitment to upgrade technical equipment will be required in the coming years. These will ensure the sustainability of Neuadd Dwyfor as a cultural destination for the residents of Gwynedd for years to come.



Economy and Community Department: Neuadd Dwyfor, Pwllheli

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Head: Sioned Williams; **Assistant Head:** Roland Evans

Responsible Manager: Rhian Evans

Purpose: *To provide a social space that inspires, educates and supports the well-being of the people of Gwynedd through the arts and culture.*

Performance Indicator: Neuadd Dwyfor Ticket Sales and Income

Performance Overview:

This year has been a busy but successful year for the team at Neuadd Dwyfor. We have seen an increase in the number of tickets sold compared to 2023/24 and this has resulted in an increase in our income - (ticket and food and drink sales)

One of our priorities was to enhance the diversity of the programme by offering more live music events, in addition to the usual film and theatre show offerings. As a result, Cowbois Rhos Botwnnog, Al Lewis, Celt, Bwncath, Band Pres Llareggub have hosted successful nights at Neuadd Dwyfor this year, with the Gigs Town Hôl brand going from strength to strength.

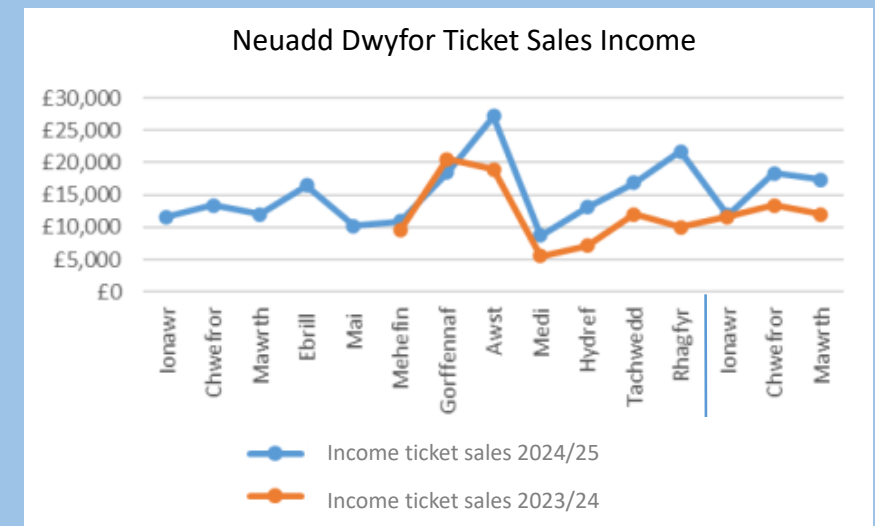
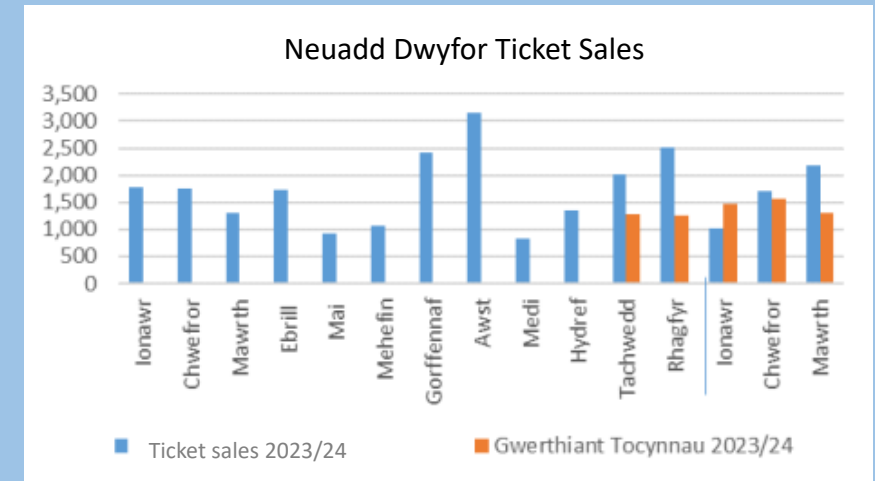
Due to the unfavourable weather of Summer 2024, we saw an increase in our cinema ticket sales during the 2024 Summer Holidays.

There were successful evenings, a Welsh Comedy and Welsh Wrestling Night over 1 weekend with 600 visiting the Neuadd. Another successful experiment is the monthly film club on Monday nights, with tables and seats placed in front of the screen and attendees encouraged to bring a take-away with them to enjoy the film with a drink from the bar. During these evenings we have seen an increase in our sales of food and drink.

These developments have received positive feedback from the public. The Welsh of the West End Concert in May 2025 is proving hugely popular with high ticket sales

All these ideas are a means of renewing Neuadd Dwyfor and appealing to audiences old and new.

We sold 20,877 tickets during 2024/25 generating an income of £191,265.52 (ticket and Food & Drink sales)



Economy and Community Department: Tourism, Marketing and Events Service

Head: Sioned Williams; **Assistant Head:** Roland Evans

Responsible Manager: Sian Jones

Purpose: To support a sustainable visitor economy for the benefit and well-being of the people of Gwynedd; its environment, language and culture

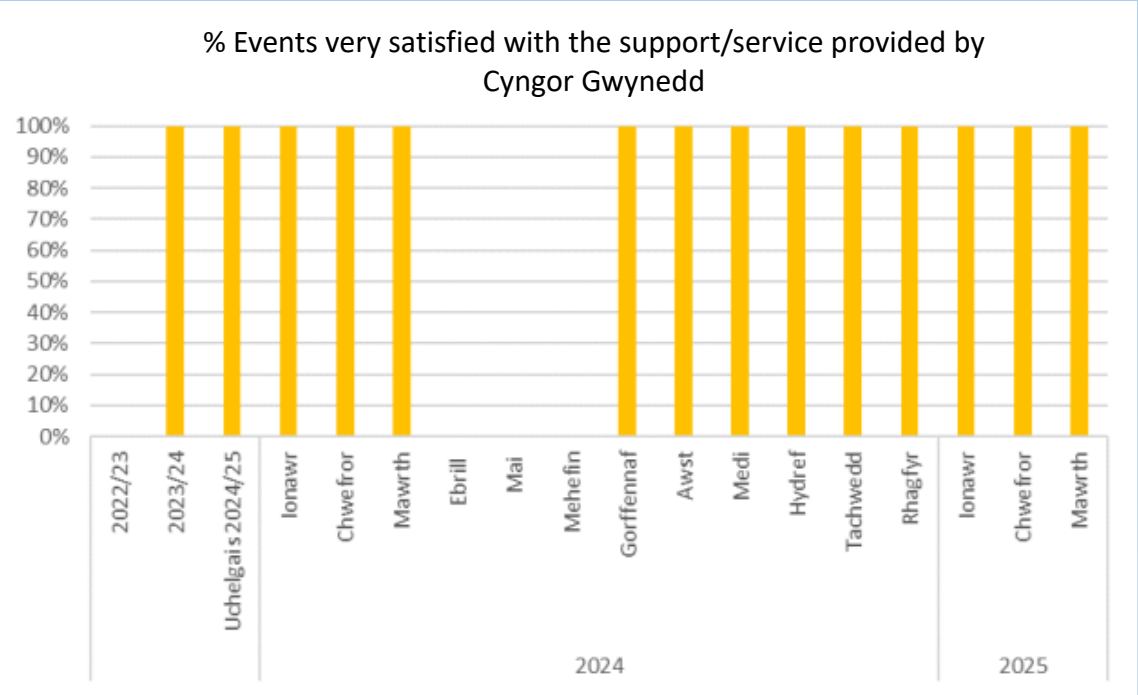
Performance Indicator: % Events Very Satisfied with the support/service provided by the Council

Performance Overview:

This year has been a very busy time in terms of supporting events. 77 queries were processed and the service co-ordinated that 26 county Events submitted their safety issues to the county's event safety advisory group (SAG). 33 events received financial support of £77k through the Diwylliesiant SPF Event Support fund. 12 more events than 2023/24.

A post-event review with the event organisers shows that they are 100% satisfied with the interdepartmental support provided by the Council. The reports received calculated a value of approximately £4,069,561 benefiting the local economy. 154,928 attended the events with 22,150 taking part. 330 companies from Gwynedd have benefited from the events. As a result of holding the events, approximately 144 jobs have been supported. Enquiries were processed in relation to events in the city of Bangor to celebrate the 1500, Porthmadog Carnival, Seaside Cinema in Barmouth and the British Fell Running Race amongst others.

Due to some safety concerns at some events, two IOSH training sessions were held on Risk Management and Health and Safety at events and training on alcohol consumption control strategies at events (in conjunction with the Council's Licensing service and the Police). 31 organisers and a site manager attended the courses. The feedback from those who followed the course and attended the training has been very positive.



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Economy and Community Department: Tourism, Marketing and Events Service

Head: Sioned Williams; **Assistant Head:** Roland Evans

Responsible Manager: Sian Jones

Purpose: To support a sustainable visitor economy for the benefit and well-being of the people of Gwynedd; its environment, language and culture

Performance Indicator: Percentage of Gwynedd residents surveyed say that tourism in their area has a positive outcome

Performance Overview:

1,506 county residents responded to the on-line survey on the Council's website to find out residents' views on the impact of tourism on their area of Gwynedd. The survey was live between September – November 2024 and respondents were asked to indicate in general terms whether they believed that tourism had a positive, negative or neutral impact on their community. A response of 74% positive and 12% more of a negative than positive result was calculated.

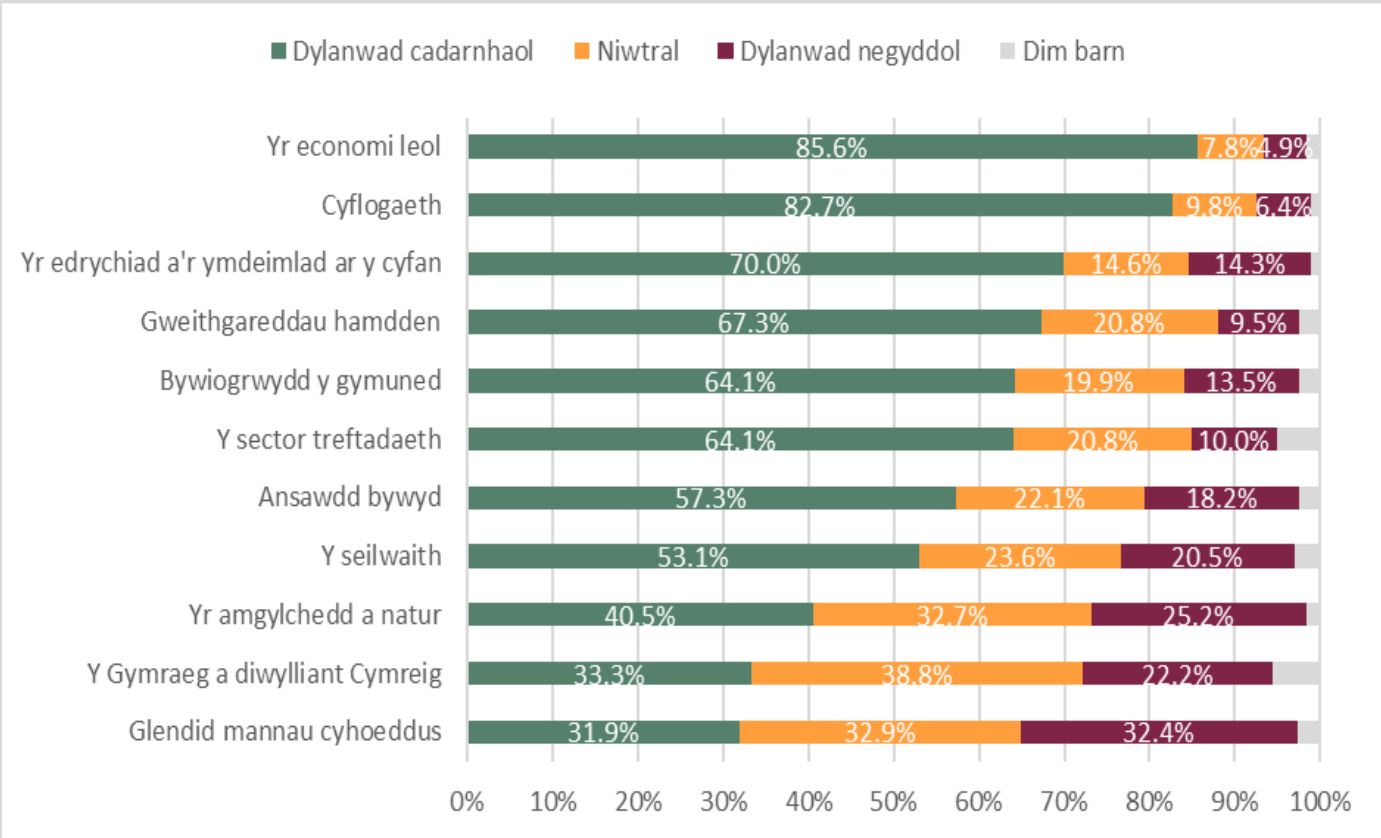
The positive areas of influence (in green in the table) were

- Local economy +85%
- Employment +83%
- The overall perception and feeling + 70%
- Leisure activities 67%
- Community vitality / heritage sector 64%

Less positive points were: (in red in the table)

- Cleanliness of public spaces –32%
- Environment and nature -25%
- Welsh language and Welsh culture -22%
- Infrastructure -20%

For those who noted that there were negative consequences arising from tourism in their area, they had the opportunity to identify what problems were arising and to what extent they were a problem. Traffic issues were the main problem identified with 64.5%, with parking issues coming in a close second with 61.2% Respondents had the opportunity to indicate if they wanted to attract more, fewer or the same number of visitors to their area. Attracting more visitors throughout the year was the most popular view for all categories of visitors, with the highest at 73.8% for international visitors and the lowest at 51.1% for day visitors. The research was based on international research models into the area of residents' views on tourism and pilot research by Visit Wales in 2023 in which Gwynedd participated.



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Economy and Community Department: Tourism, Marketing and Events Service

Head: Sioned Williams; **Assistant Head:** Roland Evans

Responsible Manager: Sian Jones

Purpose: To support the sustainable visitor economy for the benefit and well-being of the people of Gwynedd; its environment, language and culture.

Performance Indicator: Increase in businesses and enterprises successfully receiving accreditation/**Gwynedd and Eryri 35 Business Pledge**

Performance Overview:

23 signed up in 2024/25. This is the first year that the data has been collected and therefore it is not possible to report the percentage increase this time.

The **Gwynedd and Eryri 35 Business Pledge / Accreditation** is part of a package to embed the Gwynedd and Eryri 2035 Sustainable Tourism Principles in collaboration with the Eryri National Park Authority which includes:

- New Module of Gwynedd and Eryri Sustainable Tourism Principles** on the Gwynedd and Eryri Ambassador Scheme Platform
- Code of good practice for area visitors - **Gwynedd and Eryri 35 Visitor Pledge** [Gwynedd and Eryri Visitor Pledge | Eryri](#)
- Gwynedd and Eryri 2035 Business Pledge / Accreditation**

A business needs to sign up to 7 principles before a business can apply to sign up to the pledge:

- Support local
- Celebrate local traditions and culture
- Promote sustainable travel
- Reduce the environmental impacts of your business
- Protect your local communities
- Promote the Safety of our mountains and coast
- Lead on a positive culture of digital communication

By committing to this Pledge, the business will play an important role in preserving natural beauty and cultural importance of Gwynedd and Eryri – and contribute towards a sustainable visitor economy.



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Economy and Community Department: Tourism, Marketing and Events Service

Head: Sioned Williams; **Assistant Head:** Roland Evans

Responsible Manager: Sian Jones

Purpose: To support the sustainable visitor economy for the benefit and well-being of the people of Gwynedd; its environment, language and culture .

Performance Indicator: Number of individuals registered on the Gwynedd Ambassador scheme

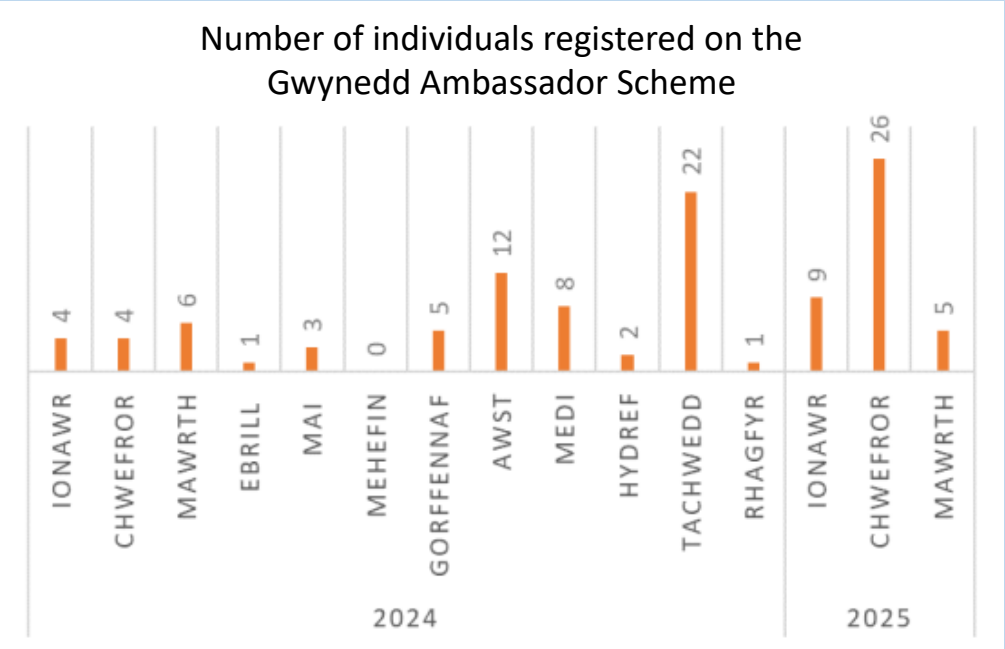
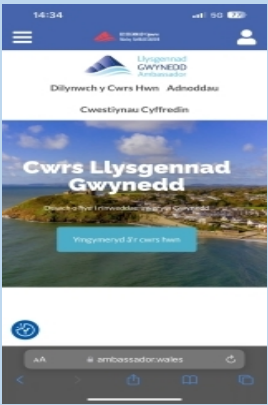
Performance Overview:

420 individuals or businesses have registered on the Gwynedd Ambassador Scheme.
By March 2025:

- 123 Ambassadors had achieved Gold level, (completion of nine modules)
- 142 Silver levels (completion of 6 modules)
- 227 have completed the 3 mandatory modules to reach Bronze level.

The Gwynedd Ambassador modules are available on the Council's internal learning site and are open to Authority staff to complete. The availability of the scheme has been highlighted in the business bulletin, and in the business networking sessions and at the Gwynedd and Eryri 35 Conference. With the support of SPF, a business support event was held at Yr Ysgwrn in conjunction with the Eryri National Park Authority for the Ambassadors of Gwynedd and Eryri. An opportunity for the Ambassadors to network and learn about the history of the space and the link with Hedd Wyn, the dark sky designation and the principles of sustainable tourism.

The Gwynedd Ambassador Scheme gives individuals, students, community representatives and businesses the opportunity to learn and improve their knowledge of the unique qualities of the county to explain what makes the county special. There are 10 modules available to complete on the Welsh Ambassador platform specifically on Gwynedd including one on sustainable tourism. There is a Bronze certificate after completing 3 modules, a Silver certificate after 6 modules and a Gold certificate after 9 modules, along with merchandise to display in the business in recognition of the effort and dedication to the scheme.



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Economy and Community Department: Economy Development Service

Head: Sioned Williams

Responsible Manager: Dylan Griffiths

Purpose: To improve the conditions for businesses to thrive in Gwynedd, supporting them to establish, compete and grow and help the people of Gwynedd to take advantage of the opportunities.

Performance Indicator: **BUSINESSES SUPPORTED TO SAVE MONEY AND/OR INCREASE THEIR INCOME.**

The indicator refers to several businesses receiving a) financial support, or; b) practical support/training from one of the Council's schemes

Performance Overview:

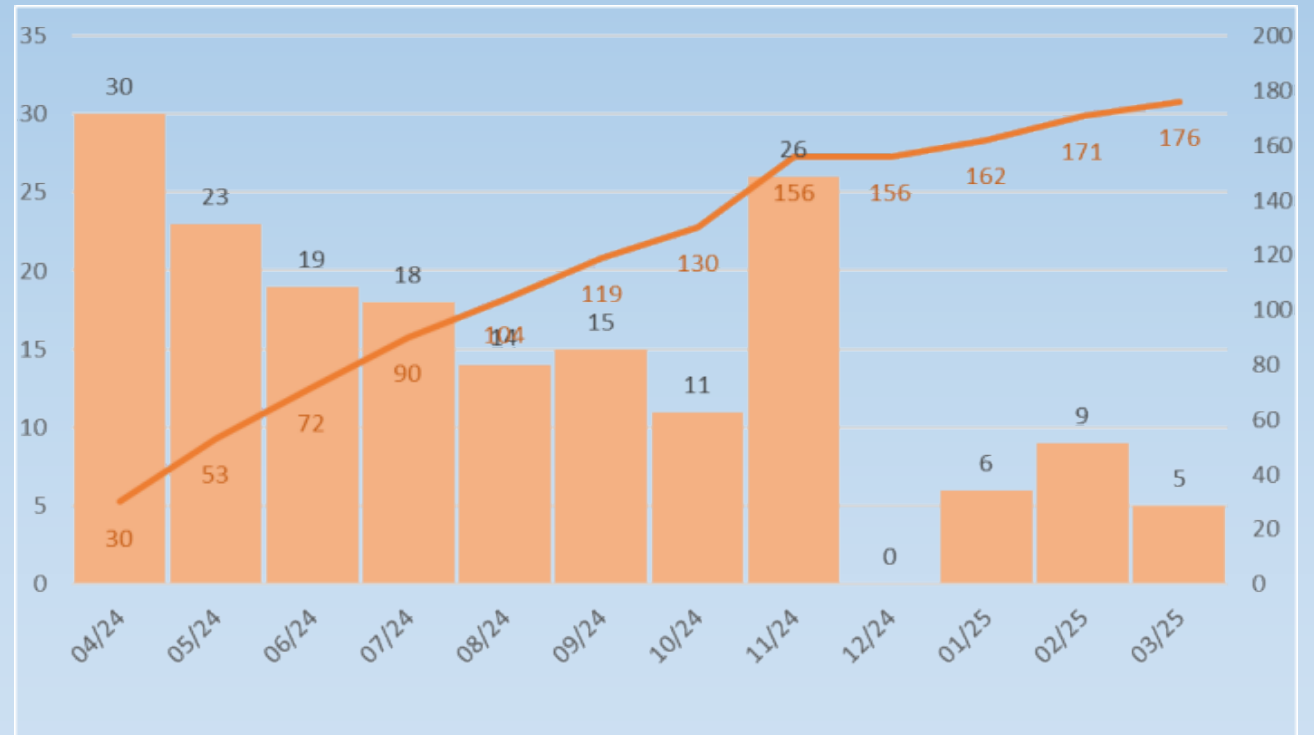
A total of 176 businesses have received support in 2024/25 through business support schemes managed by Cyngor Gwynedd. The schemes were mainly funded by SPF, the ARFOR Programme and the NDA.

Activity was at its peak up to the autumn and this is reflected in the data.

The support was a combination of financial help in the form of a grant to enable businesses to invest to reduce costs or take advantage of new opportunities and practical help through schemes helping businesses to review their activities and plan for the future (Recharge) and helping local businesses to make better use of technology and digital media (Digital Future).

There are examples of some businesses that have received financial support on [the Council's website](#).

Further resources are planned to continue with elements of the work during 2025/26, but the availability of funding is more uncertain for the future.



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Economy and Community Department: Economy Development Service

Head: Sioned Williams

Responsible Manager: Dylan Griffiths

Purpose: To improve the conditions for businesses to thrive in Gwynedd, supporting them to establish, compete and grow and help the people of Gwynedd to take advantage of the opportunities.

Performance Indicator: **BUSINESSES THAT HAVE ENGAGED**

The indicator refers to several businesses receiving a) receiving our information bulletin, b) coming into individual contact, or; c) attending one of our events

Performance Overview:

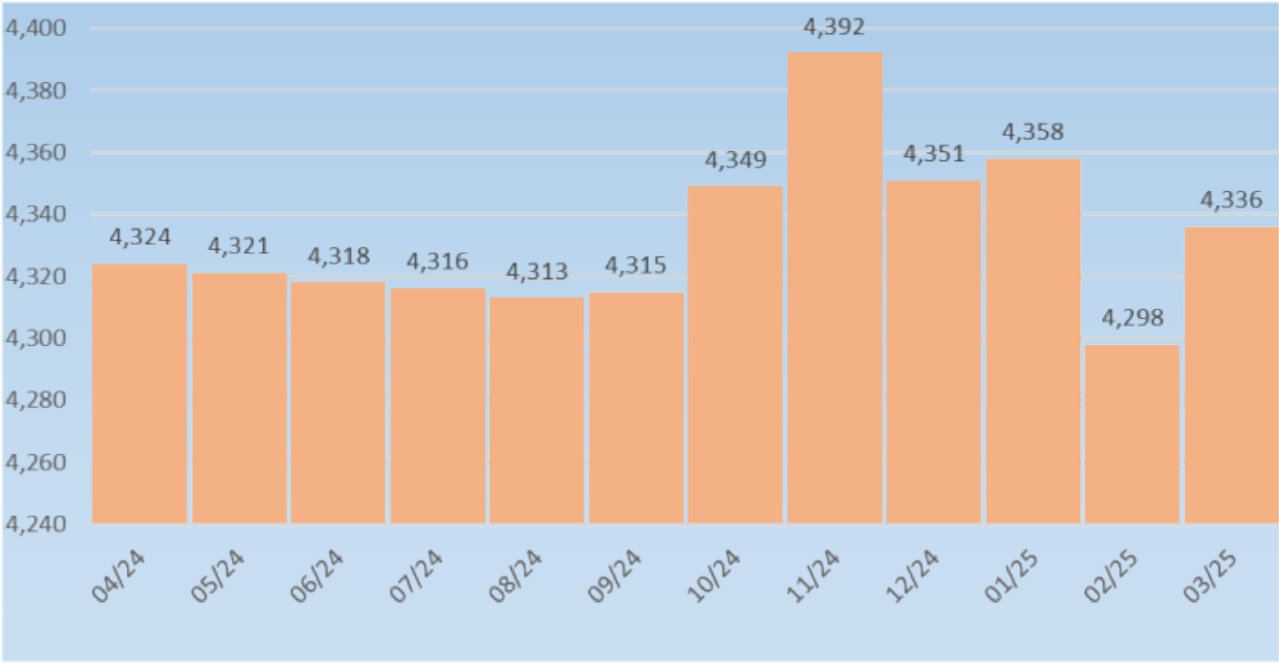
On average, 4,332 businesses have engaged with the Council's team which supports our businesses on a monthly basis during 2024/25.

The number of businesses receiving our information bulletin is fairly stable (around 4,300) although there is a steady turnover.

Beyond the bulletin, there is an ongoing programme of events and business visits undertaken by the team.

A week of business activities were held across the county in autumn 2024. This week leads to a direct and indirect increase in the number of engagements.

During the year, the team has extended their offering to new areas including [Facebook](#) and [YouTube](#) as well as [Twitter](#) (X) and [LinkedIn](#).



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Economy and Community Department: Economy Development Service

Head: Sioned Williams

Responsible Manager: Dylan Griffiths

Purpose: To improve the conditions for businesses to thrive in Gwynedd, supporting them to establish, compete and grow and help the people of Gwynedd to take advantage of the opportunities.

Performance Indicator: **BUSINESSES COMMITTED TO PAY THEIR STAFF A REAL LIVING WAGE AND TO USE MORE OF THE WELSH LANGUAGE**

The indicator refers to several businesses committing to a move to pay the real living wage to their employees as they receive an offer of financial support.

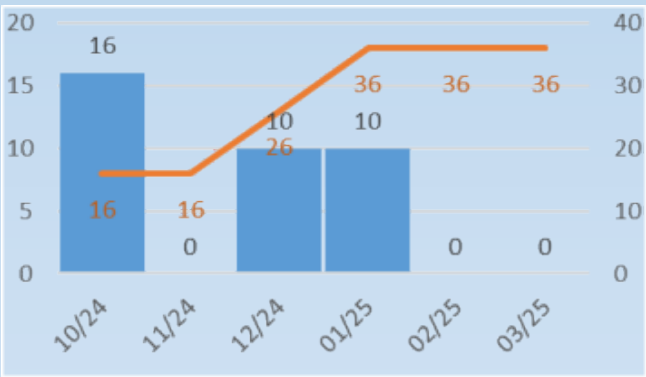
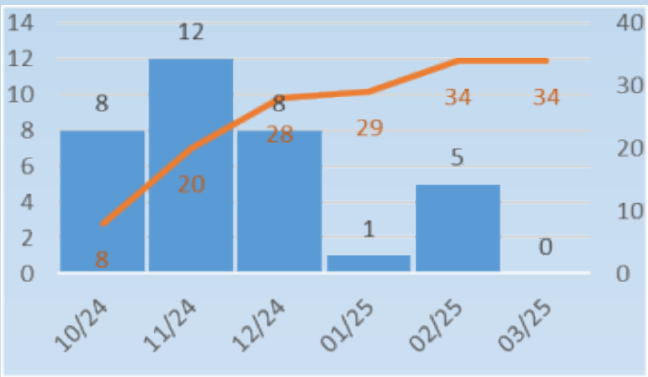
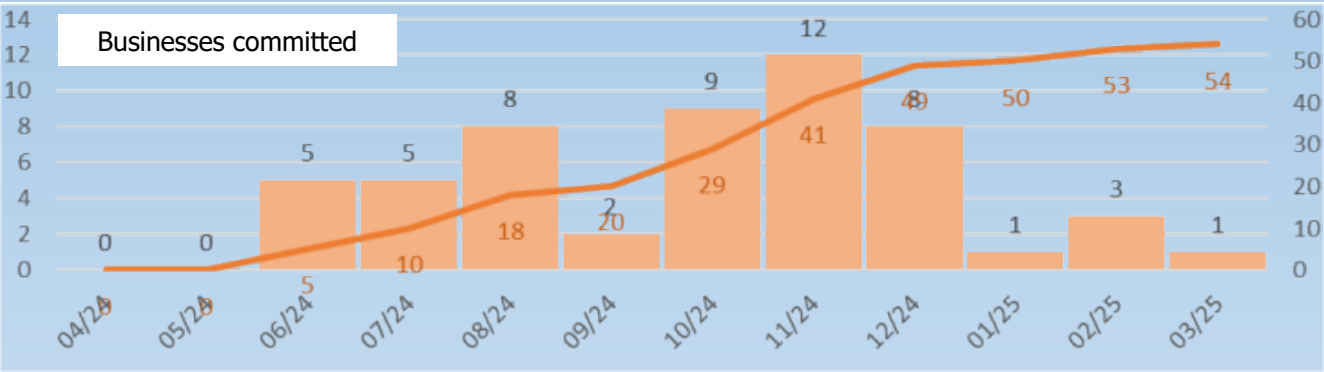
Performance Overview:

Any business in receipt of financial support from the Council is required to commit to a) paying the real living wage to its employees and b) to using more Welsh.

54 businesses have committed to paying their employees a real living wage and to using more Welsh when receiving an offer of financial support from the Council during 2024/25.

The financial assistance provided was funded by the SPF and the ARFOR programme. It is intended to target further funding for 2025/26.

Monitoring the outcome of the businesses' commitment has started since the autumn. 34 businesses report that they now pay the higher salary to their employees and 36 report that they use more Welsh.



Pays the real living wage

Uses more Welsh

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Economy and Community Department: Economy Development Service

Head: Sioned Williams

Responsible Manager: Dylan Griffiths

Purpose: To improve the conditions for businesses to thrive in Gwynedd, supporting them to establish, compete and grow and help the people of Gwynedd to take advantage of the opportunities.

Performance Indicator: PEOPLE SUPPORTED INTO WORK

The indicator refers to the number of individuals who have been successful in securing work after receiving support from our Gwaith Gwynedd team. (The number in the form of a bar chart is the result per month; the line indicates the cumulative result for the year).

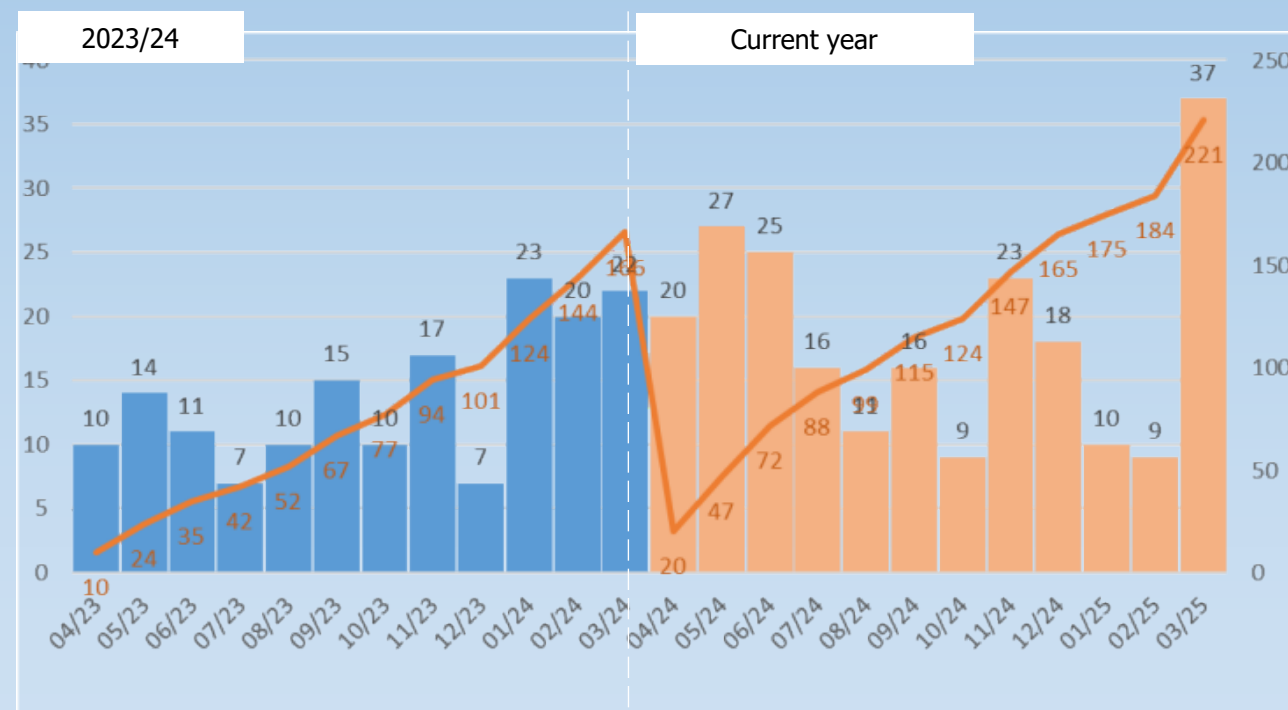
Performance Overview:

Our Gwaith Gwynedd team focuses on supporting individuals who have been out of work for a long time for reasons such as illness or disability. The individuals need intensive support to help them be ready for work. The cost of the work is paid by the Welsh Government.

221 people gained employment in 2024/25 after receiving help from Gwaith Gwynedd. This was an increase of a third on the 2023/24 result and this despite cutting a third of the money received.

The SPF plan has narrowed the gap in the short term to maintain the service. There is a desire to continue this in 2025/26 but there is a risk that there will be less help available to the people of Gwynedd from 2026/27 onwards.

The Welsh Government is reviewing the working method in the field. The UK Government's Department of Work and Pensions is also changing the way they work and is looking to devolve funding to the Welsh Government and Local Authorities.



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Economy and Community Department: Economy Development Service

Head: Sioned Williams

Responsible Manager: Dylan Griffiths

Purpose: To improve the conditions for businesses to thrive in Gwynedd, supporting them to establish, compete and grow and help the people of Gwynedd to take advantage of the opportunities.

Performance Indicator: PEOPLE INCREASING THEIR ABILITY TO EARN A GOOD SALARY

The indicator refers to the number of individuals who have a) gained skills that will lead to a better paid job, or b) overcome a barrier to increase their working hours, after receiving support from our Gwaith Gwynedd team. (The number in the form of a bar chart is the result per month; the line indicates the cumulative result for the year).

Performance Overview:

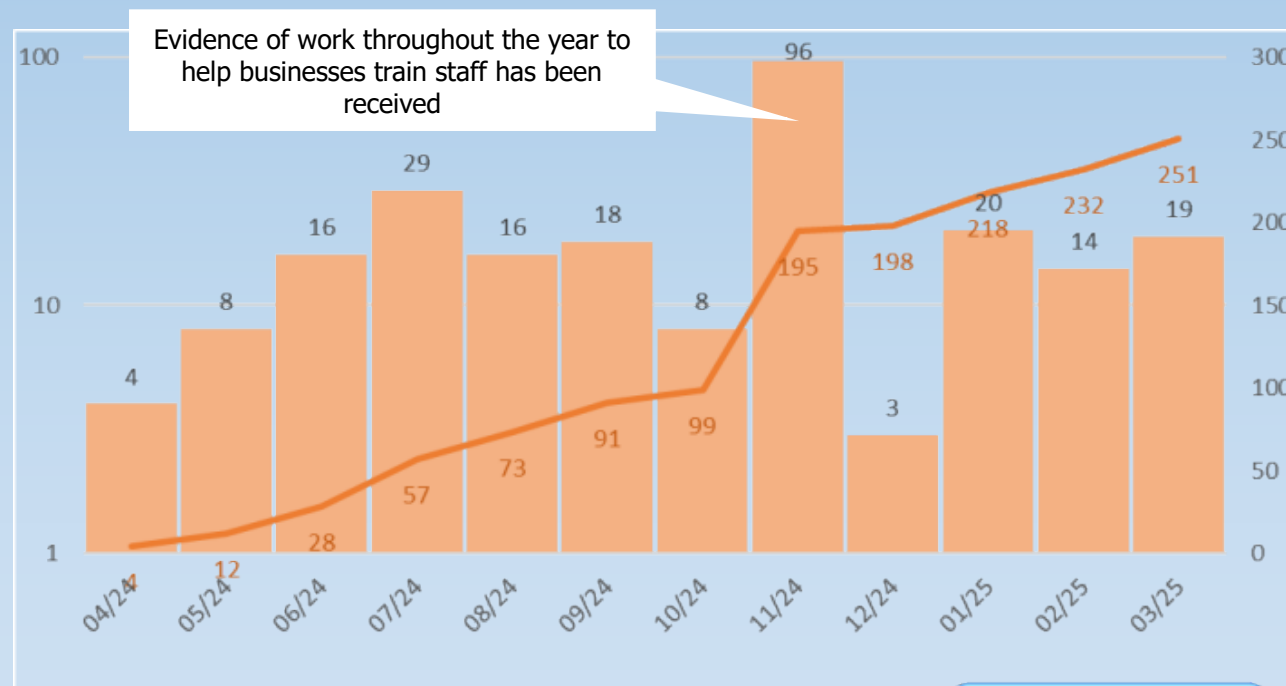
Residents who work fewer hours than they could are a feature of the labour market in the county. There are also many residents who do not earn a salary that is enough to meet their needs.

In response, the Council's Gwaith Gwynedd team has developed a new provision to support local people to increase their income.

Using SPF and NDA funding, a range of help has been available in 2024/25 for people to gain the skills to get a better paid job or to increase their hours.

During 2024/25, 251 people in Gwynedd received help and have increased their ability to earn a good salary as a result. It has already helped, and an effort will be made on evaluating and learning lessons from the provision to inform our future work.

The response to the provision has been positive and is making a difference to people's lives. We are targeting funding to continue the work in 2025/26.



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Economy and Community Department: Regeneration Programmes Service

Head: Sioned Williams; **Assistant Head:** Llyr Jones

Responsible Manager: Eswyllt Rhys Jones

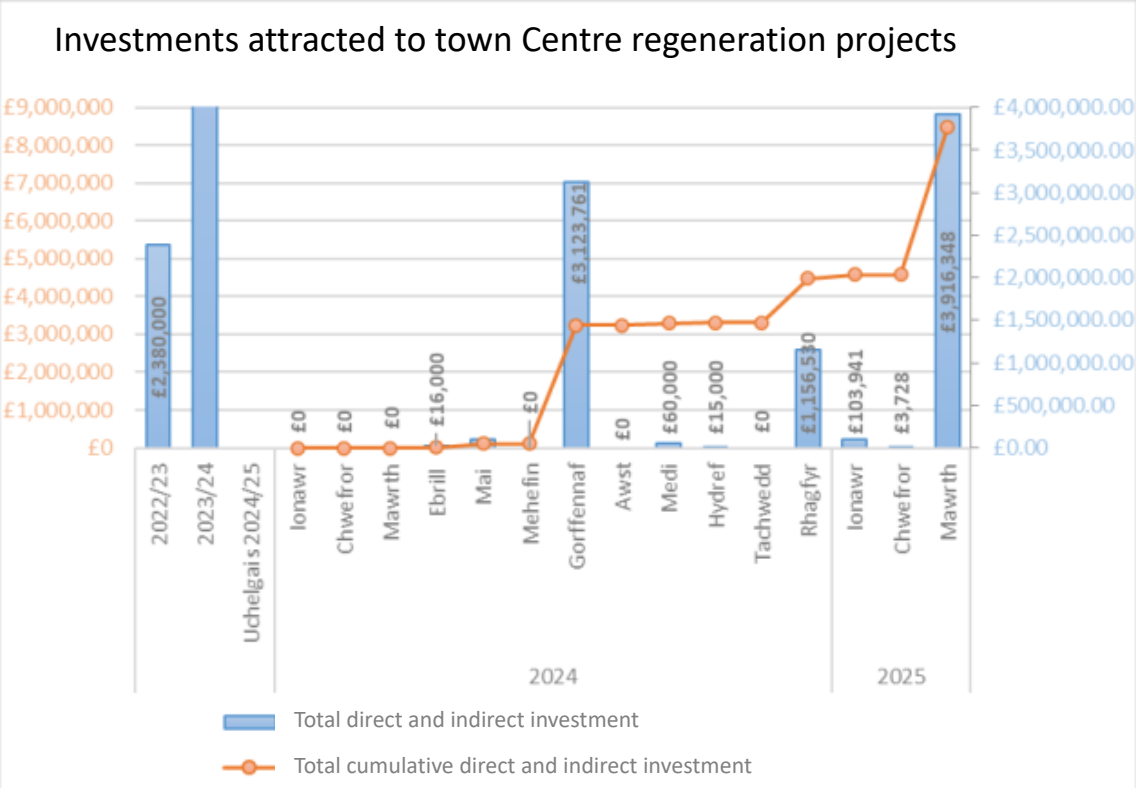
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Purpose: To develop and manage regeneration programmes to bring life back into town centres, to make Gwynedd a better place to live.

Performance Measure : Investment in Town Centre Regeneration Programmes

Performance Overview:

The Regeneration Programmes Service is responsible for targeting Financial support from various funding sources (including the UK Government, Welsh Government, the lottery and others). The Service is responsible for bringing together key officers/partners to develop schemes. This measure is based on the offer letters received from a funding stream which means that it is possible to move from a developmental to an implementation phase and the ability by the Service to follow formal Project Management steps. The amounts secured annually vary and rely on funders and regeneration programmes of external bodies.



In 2024/25, the Regeneration Programmes Service has succeeded to:

- Complete and publish Placemaking Plans for 6 towns within the County, Bangor, Caernarfon, Pwllheli, Porthmadog, Dolgellau and Bala.
- Safeguard funding through various funds to develop and implement regeneration schemes that respond to Placemaking schemes. These funds include Transforming Towns, Brilliant Basics, the Heritage Lottery Fund and Cadw.
- Continue to implement the Llewyrch o'r Llechi scheme monitoring the progress of external partner schemes whilst implementing a series of town centre interventions.
- Complete the implementation and closure of Town Centre Shared Prosperity Fund schemes: Lay a Foundation for Investment, Pride and Enthusiasm and Diwylliesiant ensuring a full commitment to the funding for the benefit of Gwynedd communities and maximise the anticipated outputs and outcomes.
- Ensure full use of Placemaking and Transforming Towns funding by supporting the work of upgrading Gwesty'r Tŵr, Pwllheli; Canolfan Bro Tegid, Bala; and the Mona Building, Caernarfon.

Economy and Community Department: Regeneration Programmes Service

Head: Sioned Williams; **Assistant Head:** Llyr Jones

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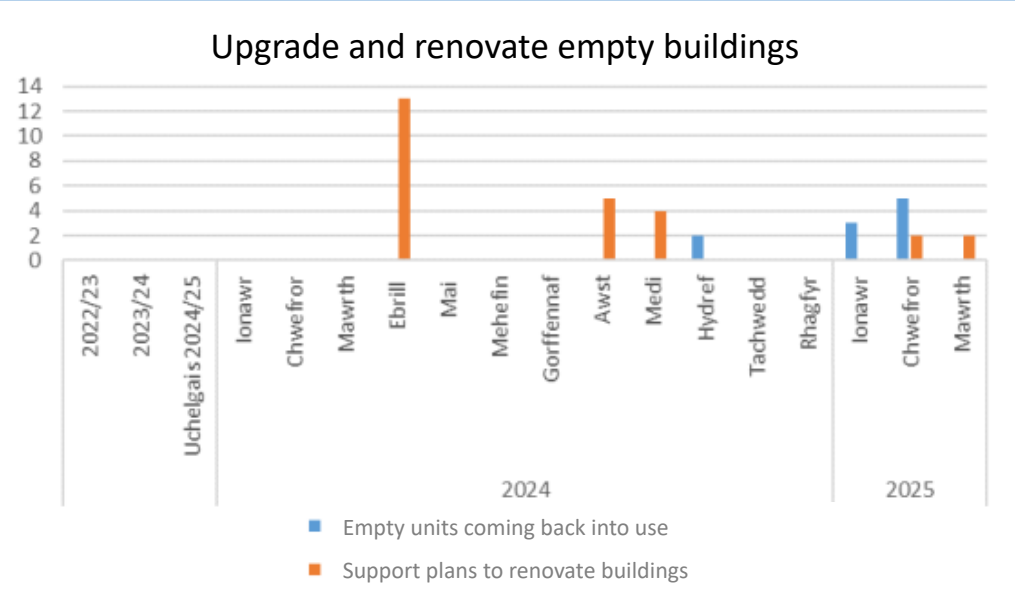
Responsible Manager: Eysyllt Rhys Jones

Purpose: To develop and manage regeneration programmes to bring life back into town centres, to make Gwynedd a better place to live.

Performance Measure : Upgrade and Renovate Empty Buildings

Performance Overview:

The Regeneration Programmes Service is responsible for installing the infrastructure to stimulate economic growth and regeneration of Gwynedd's town centres. Upgrading and bringing empty buildings, some of which have been vacant for a long period of time, back into use, lays the infrastructure for regeneration and economic growth.



In 2024/25, the Service has focused on bringing empty buildings back into use by:

- Coordinating the cross-departmental Empty Properties Group, identifying interventions and support, and advancing to respond to the Action Plan;
- The Bangor Empty Properties Pilot has been developed to identify and target empty properties in the city centre and work with owners to identify obstacles and opportunities.
- Support to bring 10 properties in town centres back into use, including properties that received financial support through Transforming Towns, Shared Prosperity Fund, Arfor and Town Centre Loans
- Enforcement arrangements in place with various properties to move the agenda forward.

The Service has also supported plans to renovate buildings that were empty. 26 buildings in Gwynedd's town centres have received financial support to renovate them and improve their image as a result of Cyngor Gwynedd's support through the support of Transforming Towns, the Shared Prosperity Fund, and the Llewyrch o'r Llechi Scheme.

Economy and Community Department: Community Support Service

Head: Sioned Williams; **Assistant Head:** Llyr Jones

Responsible Manager: Lindsey Ellis

Purpose: To support local groups to play a key role in the regeneration process to improve communities.

Performance Indicator: Number of groups that have received advice or support

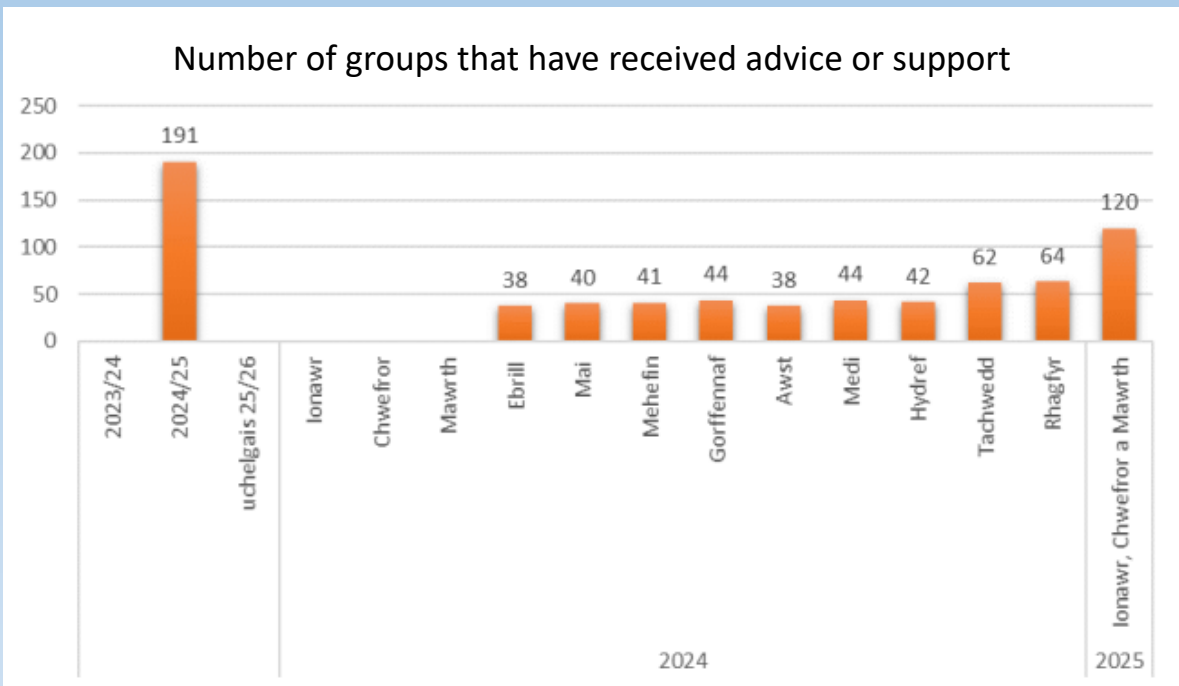
Performance Overview:

24/25 has been a year of supporting community groups and community and town councils to take full advantage of the Shared Prosperity Fund, SPF, to realise projects, schemes and activities in their communities. Towards the end of the year, there is work to prepare projects to be able to take full advantage of the transition year funding to be able to support new projects and groups.

The work of the 'Ardal Ni' Regeneration Framework has made progress in the year and there are now 13 live local action plans. The Community Support team has held Ardal Ni meetings in areas and local networking arrangements are progressing in 9 areas.

Cist Gwynedd, the community grants portal, has allocated £1,675,312.34 worth of grants. A combination of Shared Prosperity Fund grants, funding from the Welsh Government and Cyngor Gwynedd's Community Support Fund.

In January 2025, the Supporting People workstream was transferred to the Service. This is a development that brings together two areas of work that will enhance the support available in our communities to be able to create communities that are resilient and sustainable.



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Economy and Community Department: Community Support Service

Head: Sioned Williams; **Assistant Head:** Llyr Jones

Responsible Manager: Lindsey Ellis

Purpose: To support local groups to play a key role in the regeneration process to improve communities

Performance Indicator: Number of projects that have received support for development

24/25 Successes

Menter Rabar

Community use was successfully secured for the former Ysgol Abersoch building, the Service provided intensive support to the work which has secured the future of the building.

Neuadd Trawsfynydd

The team's support has secured £200,000 to upgrade and protect Neuadd Trawsfynydd for the future.

'Thank you very much – we owe you a great debt as a Committee for your generous and tireless support. Certainly, without that we would not have received the money.'

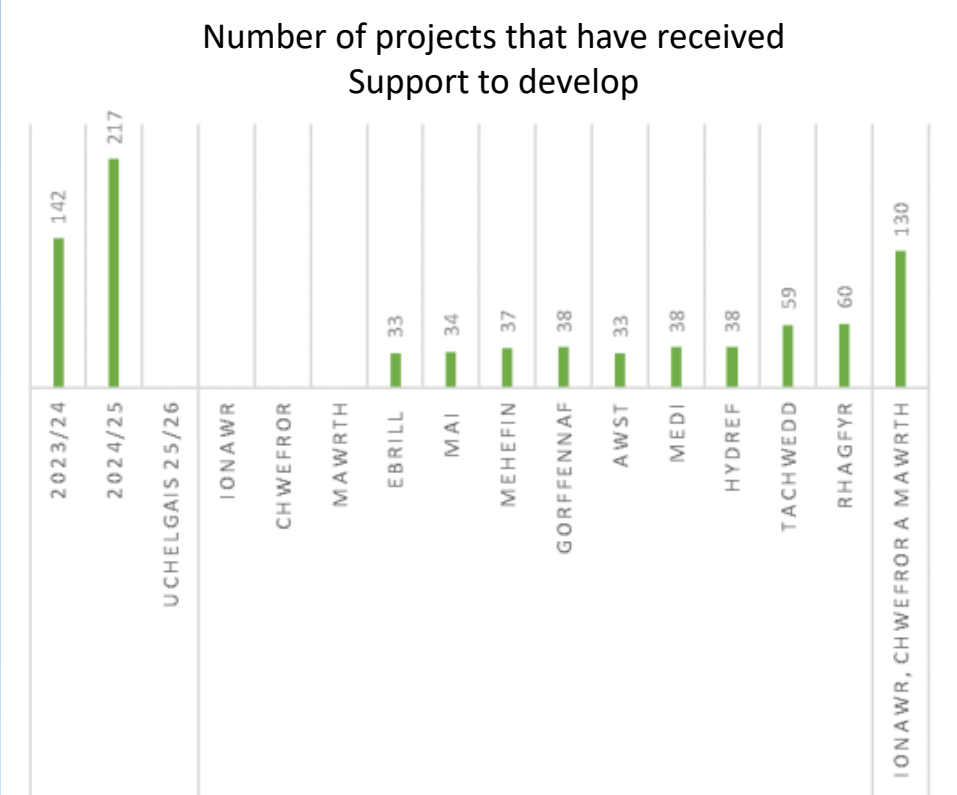
Canolfan Bro Tegid, Y Bala

Making the building safe for the future to be able to host Supporting People activities in the town. Attract a £250,000 investment.

'Without your support, we wouldn't have known where to start – thank you very much'

Community Hubs

Facilitate and support the establishment of 2 new community hubs - Peris and Tywyn



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