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Economy and Community Department Performance Report

2025/26

Leisure and
Country Parks Service

Country Park users'
satisfaction level

88%

Leisure and
Country Parks Service

Leisure Centres' customer
satisfaction level

83.51%

Leisure and
Country Parks Service

Total number of visits to
Leisure Centres (Cumulative)

420,984

Maritime Service

Management and Servicing in
accordance with the
requirements of the Coast
Guard Agency and Port Marine
Safety Code

100%

Maritime Service

Mooring Agreements at
Porthmadog, Barmouth and
Aberdyfi harbours

273

(an increase of 9% on
2024)

Maritime Service

CUSTOMER SATISFACTION

Beaches - 68%
Harbours - 100%

Hafan and
Pwllheli Harbour Service

Percentage of annual
moorings at Hafan Pwllheli
and Victoria Dock

96% Hafan
100% Victoria Dock

Hafan and
Pwllheli Harbour Service

Customer satisfaction
percentage at Hafan Pwllheli

91%
(up from 89%)

Hafan and
Pwllheli Harbour Service

Victoria Dock customer
satisfaction

69%
(up from 66%)

Archives Service

Archives Service Customer
Satisfaction

93%

Museums and the Arts Service

Total number of visitors and
people who engage digitally
with the museums and
galleries

482,726

Museums and the Arts Service

% Museum and Gallery
Service Customer Satisfaction

95%

**Museums
and the Arts Service**

Percentage of participants
benefiting through Community
Arts project

99%

Libraries Service

Number of loans from
Libraries 2024/25

423,633

Libraries Service

Libraries Customer
Satisfaction 2024/25

99%

Libraries Service

Neuadd Dwyfor customer
satisfaction

95%

Libraries Service

Neuadd Dwyfor Ticket Sales
and Income

Sold 20,341 of tickets
2024/25
£143,679.38 of Income
from ticket sales and Food
and Drink 2024/25

**Tourism, Marketing and Events
Service**

% of Gwynedd residents
surveyed say that
tourism in their area has
a positive outcome
**Survey live at the end of
October 2025**

**Tourism, Marketing and Events
Service**

% increase from 2024/5
baseline in businesses and
enterprises successfully
receiving Gwynedd and Eryri
35 Business Pledge

288%

Economic Development Service

Businesses committed to pay
their employees a real living
wage and to use more of the
Welsh language (cumulative
up to the end of September
2025)

0

Economic Development Service

Businesses that have
engaged monthly
(2025/26 Average)

4,373

Economic Development Service

Businesses supported to save
money and/or increase their
income (cumulative up to the
end of September 2025)

79

Economic Development Service

People supported to work
(cumulative until the end of
June 2025)

66

Economic Development Service

People increasing their
ability to earn a good salary
(cumulative up to the end of
June 2025)

14

Regeneration Programmes Service

Investment in Town Centre
Regeneration Programmes

£3,398,526

Regeneration Programmes Service

Number of Commercial Units
that have come back into use

Support has led to 4
properties in a town centre to
come back into use and
improve the image of 6

Community Support Service

Number of Local Groups
receiving advice or support

104

Community Support Service

Number of community
projects receiving support
for development

105

Economy and Community
Department

Percentage of department
staff who have completed
Mandatory Training

Safeguarding – 87.1%
VAWDASV – 90.3%

Parc Glynllifon

Average customer satisfaction **86%** (Parks 88%)

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.

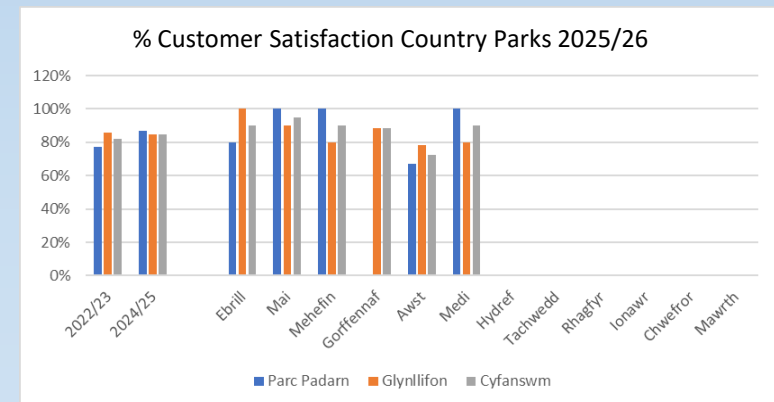
Performance Indicator: % Country Parks Customer Satisfaction

Performance overview:



Positive	Improvements
<ul style="list-style-type: none">• This was somewhere I'd never heard of, and that surprised me, as it's a great park.• The activities set up in the courtyard were fab for all ages (bean bags in buckets, frisbees through holes, knocking tins down, eggs in the tube, etc.) and everyone in our group from 8 to 80 enjoyed these.	<ul style="list-style-type: none">• There could be better signage inside the park• Toilets were disgusting, paper and discarded sanitary items on the floor, no toilet paper in any of the stalls and no soap in any of the dispensers.• Nice gardens. Only one craft shop open. Let down by overpriced cafe. £9.99 for a ham sandwich?• Streams are clogged up and water features abandoned or poorly preserved. Many plants who have signs attached are either dead or cut down! The natural forests are lovely but the areas that require human consideration have been given none.

- Toilets – Customer satisfaction scores have fallen during August mainly because the toilets have been in poor condition over one weekend. It was discovered that the cleaning contractor had not visited. The agreement with the contractor has expired and internal arrangements are in place to avoid any similar cases in the future.
- Grants – Although the Park successfully submitted an EOI application to the Lottery for £2.3m to refurbish the café and other improvements, the development bid was not successful. Following feedback from the Lottery it became apparent that one of the main reasons for refusal was that there was insufficient match funding offered (Council staff time was the only match funding identified at the time). If the bid was resubmitted with more match funding available, then the bid would have a better chance of success. With the grant funding it would be possible to make improvements to some of the features noted in the complaint above.
- Events – For the Summer, we set up Fun Fair games in the craftsmen's yard. This August's income was 104% higher than the August 2024 income.
- Entry fee discount – An advert on the back of all Parc Padarn parking tickets now offers a 10% discount on any Parc Glynllifon day ticket if you visit within 7 days. Approximately 60,000 parking tickets a year are sold. We therefore hope to see a further increase in the number of visitors to the Park over the next year.



Parc Padarn

Average customer satisfaction **89%** (Parks 88%)

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

Responsible Manager: Carwyn Williams

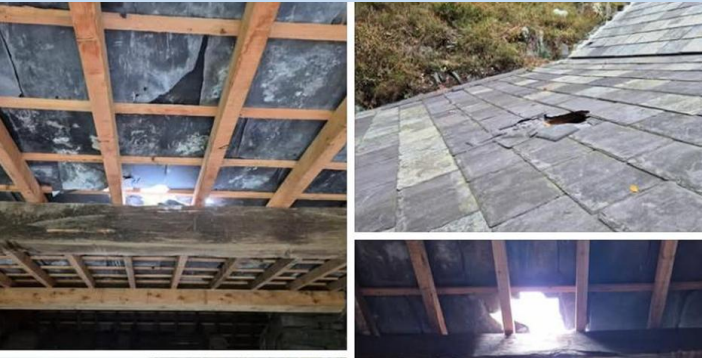
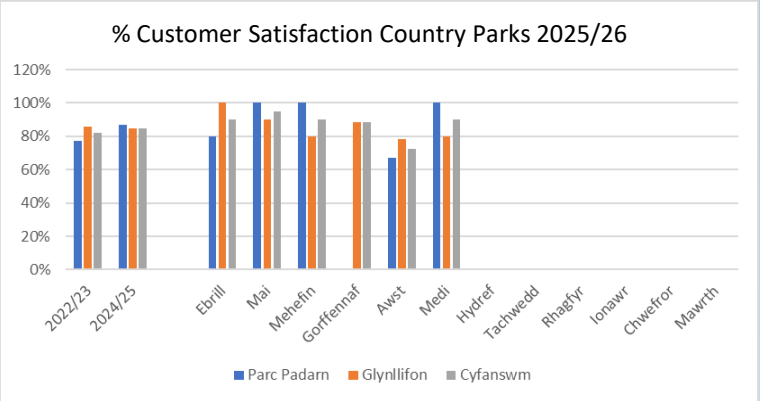
Purpose: Ensure a quality, safe environment in our Country Parks which will allow local people and tourists to appreciate and enjoy.

Performance Indicator: % Country Parks Customer Satisfaction

Performance overview:

Positive	Improvements
<ul style="list-style-type: none">Beautiful place for a walk - wheelchair accessible	<ul style="list-style-type: none">Very disappointed to arrive at 4:20pm and find the doors already shut. For a tourist destination, I find this very poor.

- Improvements – The Quarry Hospital is now being opened by the Slate Museum and therefore they will determine the opening hours. Although there is a complaint above about opening hours, the Hospital is open more days and hours than the Park previously offered.
- Grants – Public toilets in the new Welcome block opened to the public and old toilets demolished. Preparing to go out to tender for the interpretation room. Contractors will move forward to finish work on the bus parking area next quarter. Tender for the Fire Queen and Hafod Owen resubmitted after receiving no responses to the first tender.
- Y Glyn charging machines – After a wait of around two years, ScottishPower has now installed an electrical connection. The Environment Department will soon install new machines there.
- Gilfach Ddu – The National Grid has taken a significant part of the Gilfach Ddu car park for the re-cabling scheme and the Slate Museum has closed. However, the Park's parking income is only down 20% for the first half of the fiscal year. Unfortunately, in September the National Grid closed the railway track along the shores of the Lake. That may mean that the loss of parking income may worsen during the second half of the year and continue during 2026/27 until the National Grid leaves.
- Vandalism – After all the effort to repair the roller houses on Incline A, some have already been vandalising them. The case was reported to the police and Cadw.



Byw'n Iach

Average customer satisfaction 84.51%

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

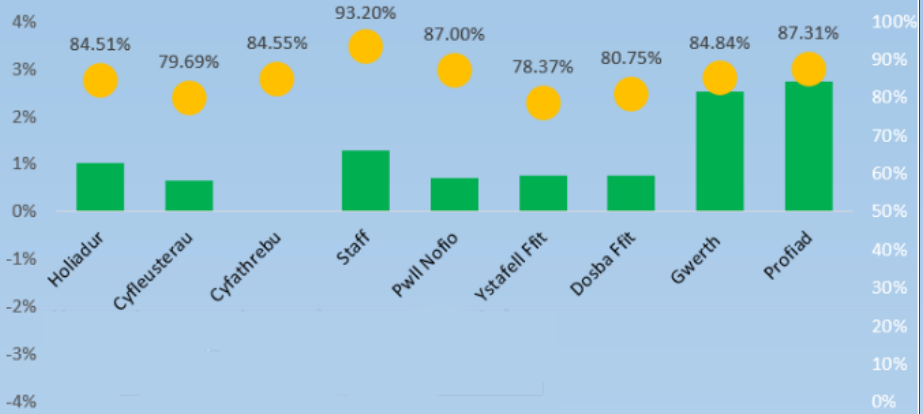
Performance Indicator: % Byw'n Iach Customer Satisfaction

Performance overview:

The 2025/26 interim customer satisfaction figures increased by 1% from 83.51% to 84.51% with all areas improving, apart from Communication which has remained the same. There were 935 comments

Again, the Staff has the best performance (93.2%) with the Fitness Room (78.37%) and Facilities (79.69%) scoring the lowest.

The biggest increase can be seen in Value for Money and Overall Experience which has increased by over 2.5%.



Positive	Improvements
<ul style="list-style-type: none">Dwyfor - Staff are amazing. Special mention to Will and all the work and research he puts in to his 9.15am classes to make them beneficial to the age group of the women who attendGlaslyn - Staff are all lovely. Very impressed.Penllyn - Excellent staff who are willing to go the extra mile. Have nothing but praise for them all.Plas Ffrancon - Staff are really helpful and friendly.	<ul style="list-style-type: none">Dwyfor - I'd like to see a little bit more weightlifting resources with more space around it. Somewhat tight with three people using the area at the same time.Arfon - Extension of weight room needed. During peak time it's getting too overcrowded, machines crammed together, multiple people waiting for machines. Not enough space to use the sledge.Arfon - Update the gym equipment e.g treadmills, weight machinesPlas Ffrancon - Now, even with a concession, membership is very expensive compared to newer establishments. But, the staff is great and the location is convenient.Bro Dysynni - New aqua dumbbells are needed. Some of the old ones keep falling apart which is why more and more customers are buying their own.Glaslyn - Make the gym bigger with more equipment

For this year, more grants have been secured to make improvements to the Dwyfor and Arfon fitness rooms. A grant has also been confirmed to resurface the 3G Tywyn pitch. It is therefore hoped that the Facilities and Fitness Room score will see an increase once the work is completed.

Byw'n Iach Total number of visits 420,984 (>9.7% compared to 2024/25)

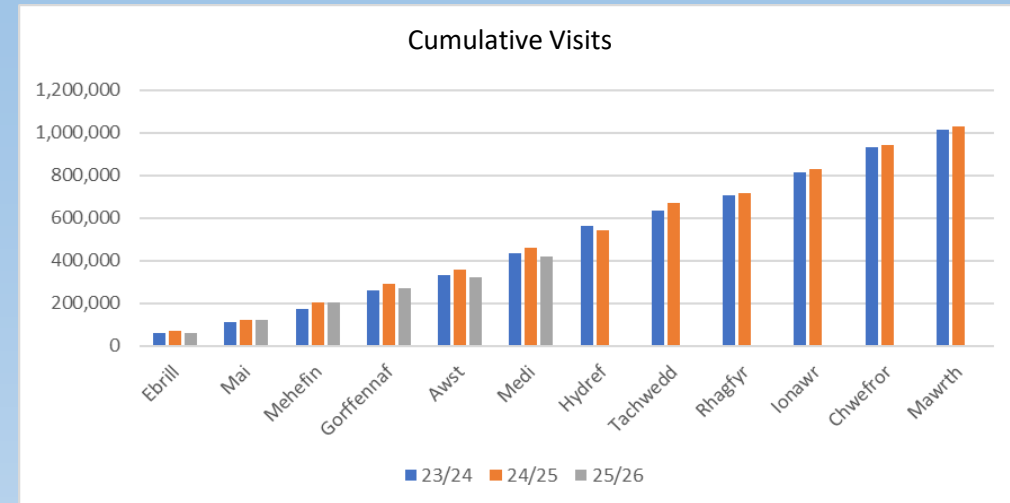
Head: Sioned Williams; **Assistant Head:** Llyr Jones

Responsible Manager: Carwyn Williams

Purpose: Supporting a 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 centre's cumulative visits to the end of September are 40,779 lower than in the same period in 2024/25.
- Further work is being done to analyse the implications of a reduction in numbers on income levels. During the last quarter:
 - Direct Debit – a gradual monthly increase in fitness direct debit numbers has stabilised. The number of Swimming, Gymnastics and Other direct debit users, has steadily declined since April 2024 suggesting that the post-COVID catch-up is now complete. Efforts continue to increase swimming numbers through new offers for children completing the "waves" programme, additional sessions for children with additional needs and growth in the gymnastics programme.
 - Sessions/occasional use, School/club use and other users' income. There seems to have been a shift away from casual use towards paying by direct debit. Concerns about the impact of schools' financial situation remain. A number of schools report that transport costs are an obstacle to regular visits to the centres, and discussions are ongoing with the Education Department to see what can be done to assist the situation.
- Grants – 2 applications submitted to Sports Wales. One application to order new fitness equipment for Canolfan Dwyfor for £100,000 and the other to refurbish the Tywyn 3G pitch for £300,000. Received confirmation that both applications were successful. Consultants have been appointed to assist with the tendering process for 3G Tywyn and tender package being advertised for the remodelling of the Dwyfor fitness space

Economy and Community Department: Maritime Service

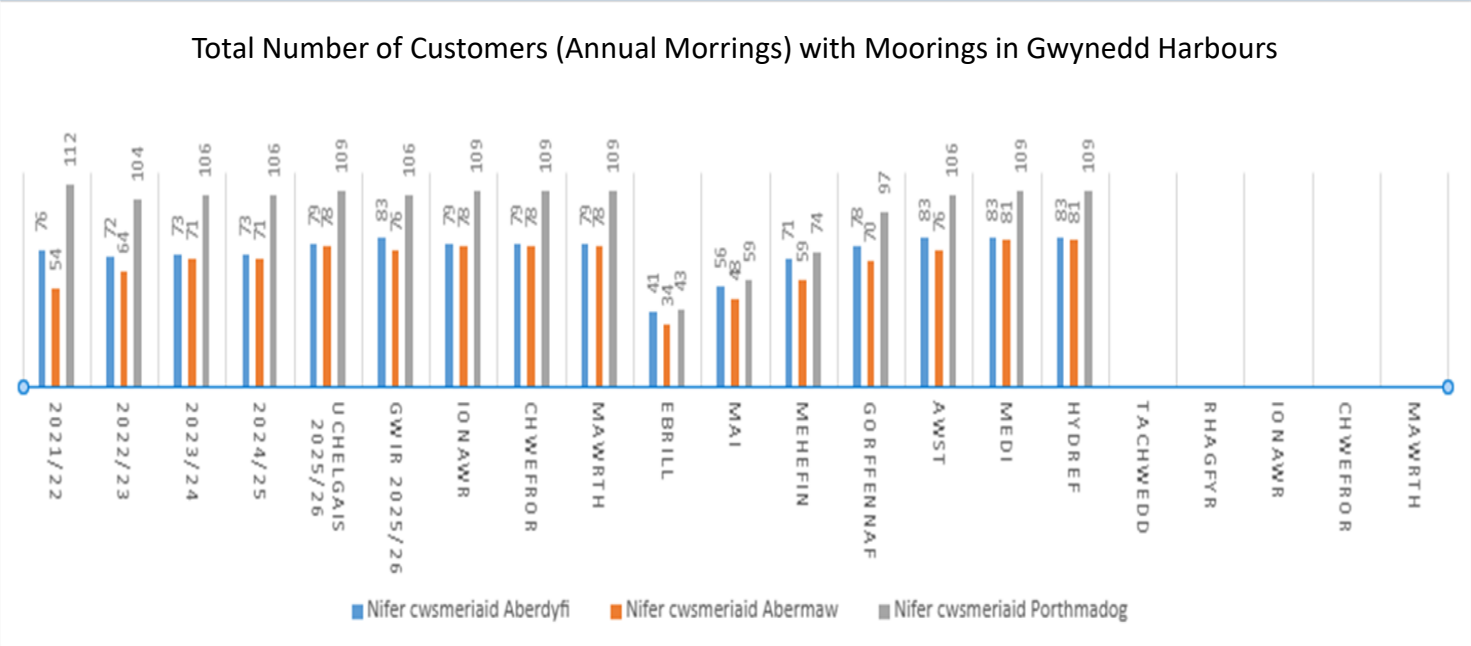
Head: Sioned Williams; **Assistant Head:** Llyr Jones

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: Cyngor Gwynedd's total harbour moorings customers

Performance Overview:



The total number of customers with a mooring agreement in our harbours for 2025 has increased by 9% compared to 2024, an increase from 250 to 273. The investment made over the past few years to improve facilities in our harbours has made them more attractive to consumers. Each harbour has been successful in attracting new customers and has seen a significant increase in the number of visitor boats waiting at temporary moorings. This boosts the local economy and is a vital source of income for the service. Activities such as paddleboarding and kayaking, especially among families, continue to be extremely popular within the waters of our harbours.



Following recent strong winds (storm Amy), there was some damage in our harbours. In Barmouth harbour, a boat broke away from its mooring, and one of the navigational aid was washed up on a nearby beach. In addition, a boat sank at its mooring in Porthmadog harbour. Our officers responded at short notice to restore the buoy and the boats to prevent further damage.

As part of our training matrix, service staff are encouraged to continue their personal development. Very recently, one of our staff members completed a ' Harbourmaster Diploma', which was fully funded by the Council.

Following a review held by Trinity House authority at the beginning of October, confirmation was received that 96% of our navigational aids were in an acceptable condition.

Economy and Community Department: Maritime Service

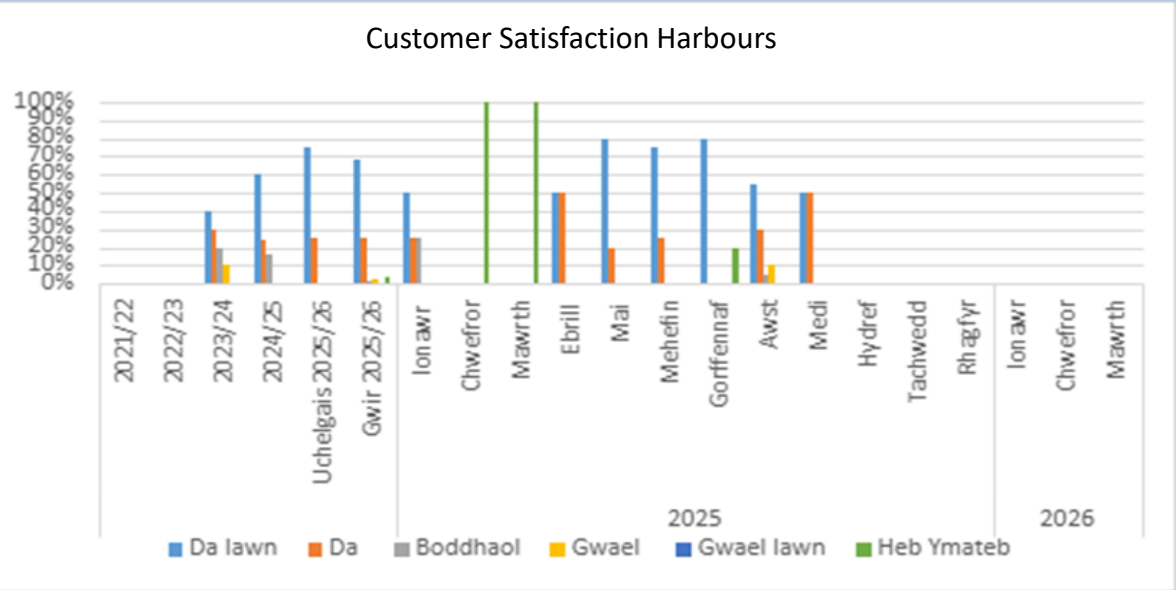
Head: Sioned Williams; **Assistant Head:** Llyr Jones

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:



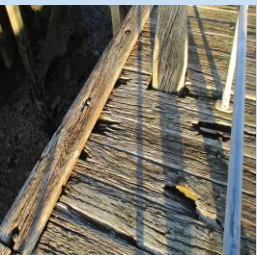
All comments received were very positive, with a number of respondents highlighting how clean and tidy the harbours are, and others acknowledging and appreciating the officers' efforts to safeguard and protect boats during the inclement weather. Some customers said service officers had gone "above and beyond" to assist with the safe movement and anchoring of boats, often outside normal working hours. Positive comments about the customer care provided by the team regularly appear in our customer satisfaction surveys, and this is probably one of the main reasons we've been able to retain our customers year on year.

Harbour Committees: Harbour Advisory Committees were held during October, providing the service with an opportunity to update members on matters relating to harbour management, as well as inviting comments and feedback.

Offices: The proposed plans and designs for the development of a new harbour office at Aberdyfi have been completed and have been submitted to the Planning Department of Eryri National Park for comments. In addition, improvements to the Porthmadog harbour office building are nearly completed, which will ensure that there are suitable spaces for staff.



Hwyl yr Harbwr: As part of Porthmadog's harbour's 200th anniversary celebrations, a day of fun and entertainment was held on the harbour grounds recently, which proved very successful despite the bad weather.



Aberdyfi Jetty: YGC have been commissioned to manage the refurbishment and resurfacing scheme of Aberdyfi harbour jetty. We hope that work on the structure will begin early in the new year. The scheme is funded through SPF funding.

Economy and Community Department: Maritime Service

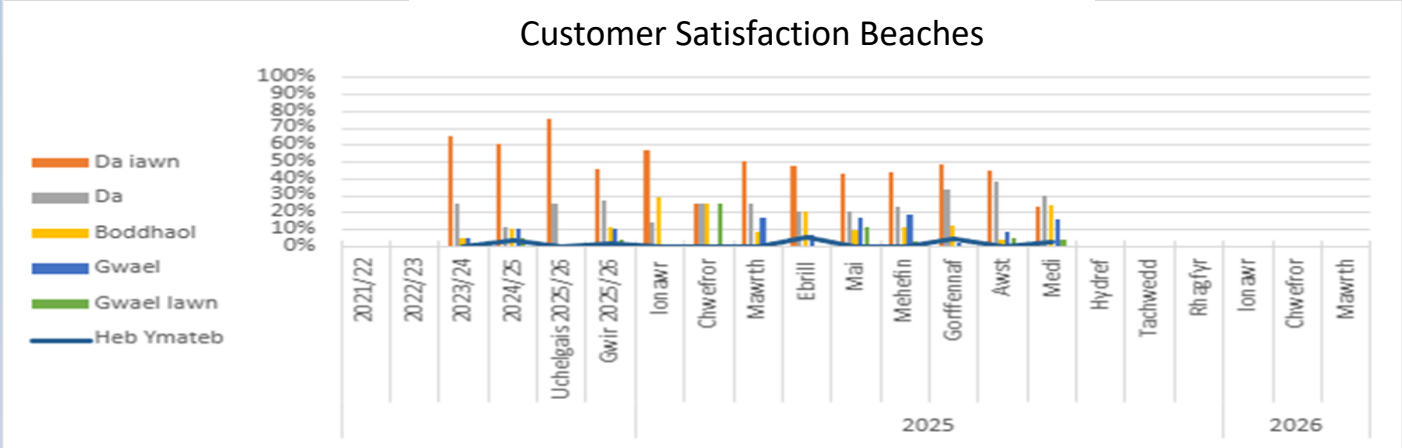
Head: Sioned Williams; **Assistant Head:** Llyr Jones

Responsible Manager: Bryn Pritchard-Jones

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

Performance Indicator: Gwynedd Beaches Customer Satisfaction

Performance Overview:



During the most recent period, the Service is undertaking a years-long review of the coastal management arrangements during the summer peak season. This includes internal assessments as well as feedback from users or local organisations as part of the Service's work preparing for next year.

For example, 267 questionnaires were completed, following a promotional campaign in the community magazine 'Abersoch Life'. 68% of respondents said their experience of visiting the beaches was either 'Very Good' or 'Good'.



Oil Pollution: Following a report of oil pollution on Cricieth Promenade beach, service officers took action by carrying out a clean-up campaign at the site. The work was carried out in collaboration with Natural Resources Wales, to ensure a co-ordinated and effective response to the situation. The incident received considerable publicity in the press.

Dead animals: The recent strong winds have led to several dead animal bodies washing up onto the county's coast. Service staff collect and dispose of the bodies as soon as possible , which can be laborious and very unpleasant work. This year, our officers have disposed of 88 bodies from the coast. Also, recently there have been several Portuguese man of war washing up on the coast. While we are not disposing of them, we have put up signs to warn the public of the dangers.



Pwllheli Beach: A contractor has been appointed to undertake improvements to the entrances and promenade on Marian-y-De beach, Pwllheli. The department recently held a meeting with representatives from Pwllheli Town Council to discuss details of the proposed works and get their views on the improvements. The work, which is to be funded by the Welsh Government's Brilliant Basics fund, will begin in the coming weeks.

Economy and Community Department: Pwllheli Hafan and Harbour Service

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

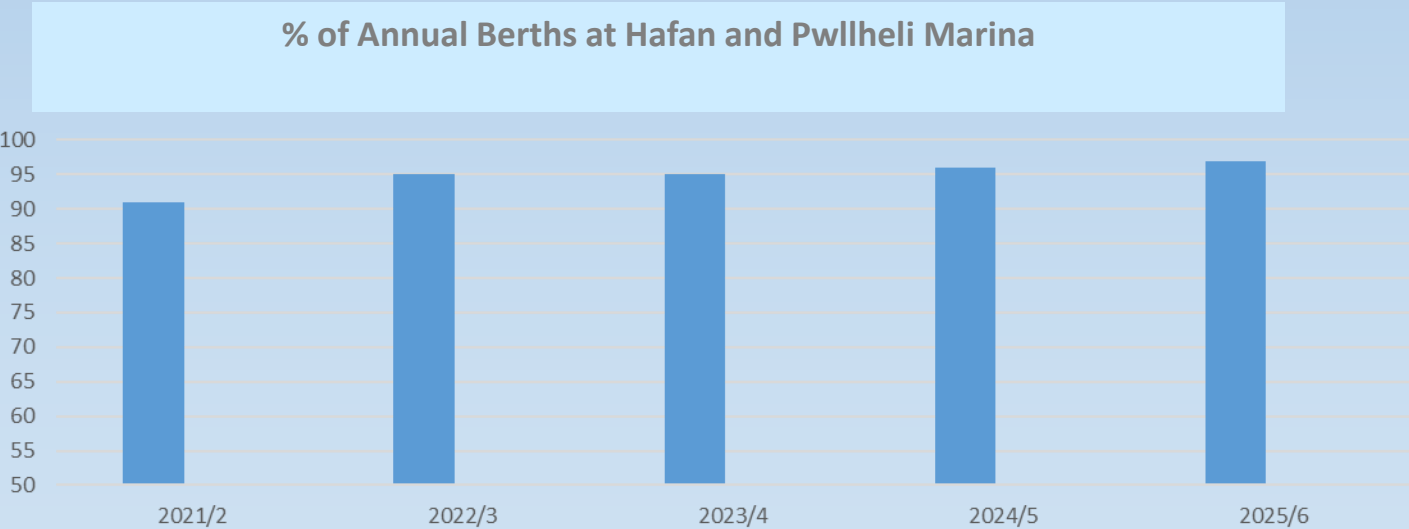
Responsible Manager: Sarah Hattle

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

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

Performance Overview:

So far this year, Hafan moorings have been 97% full and 86% in the outer Harbor. This is not a change from 2024-25 for the Hafan. For the outer harbour, while this actually looks like a 10% increase (77% last year), it doesn't change in the number of anchoring contracts. What has changed is that 5 outer harbour moorings of 24-25 are now inaccessible due to mud, silt and lack of water. The requirement for dredging and increased sedimentation remains the biggest threat to the Hafan.



During April/May, a full hydrographic survey of the harbour was completed. The results of this survey showed a diverse picture across the marina, Plas Heli and the harbour. While some areas remain unchanged, there are areas that have experienced sedimentation of up to 30cm. This is a higher sedimentation rate than anything we've experienced before and it's not clear why this has happened.

We continue to work with YGC to prepare applications for Marine Permits to complete capital dredging and maintenance dredging. Applications are due to be submitted by summer 2026.

Economy and Community Department: Pwllheli Hafan and Harbour Service

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

Responsible Manager: Sarah Hattle

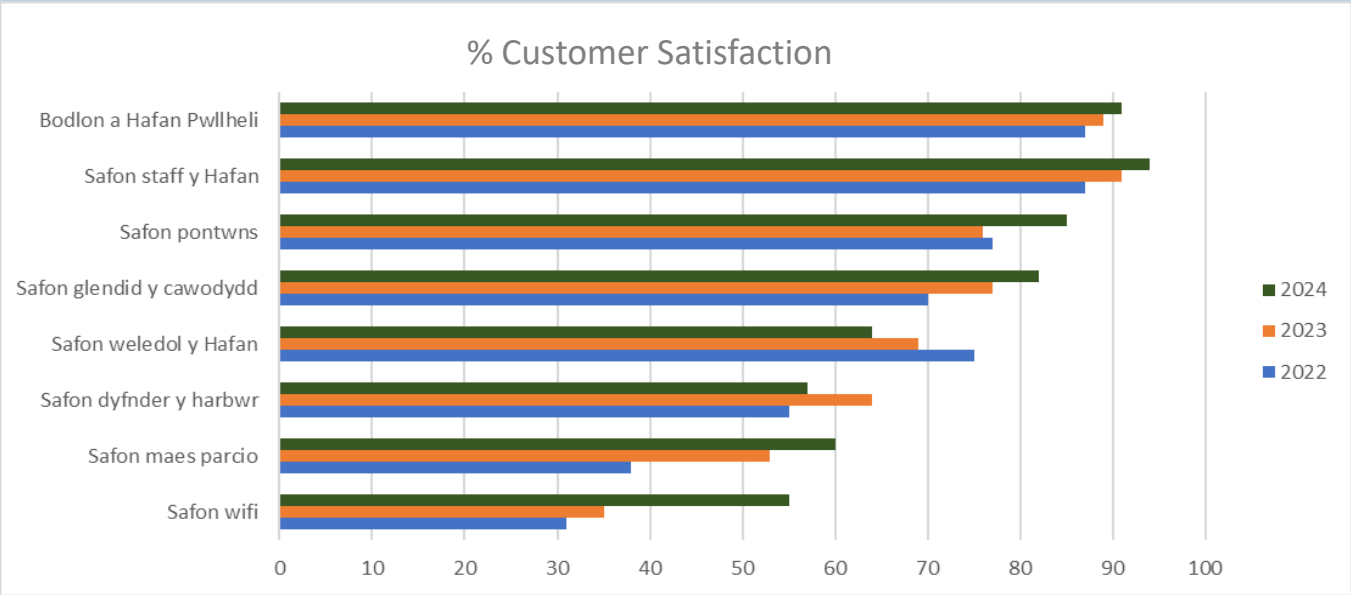
Purpose: Provide a quality service at Hafan Pwllheli that meets market requirements ensuring the safe management of Pwllheli harbour.

Performance Indicator: % Customer Satisfaction

Performance Overview:

This year, a customer satisfaction survey was sent out during October which is due to be completed in November. It is anticipated that the Service will have an opportunity to analyse the results during December.

After listening to our customers' feedback Hafan Pwllheli now has a social media presence via Facebook and Instagram. We are also planning for the provision of a customer lounge that may be available for 2026.



Our application for a grant through the Welsh Government's Department of Marine and Fisheries has been successful. We have received a grant offer of £67,688.21 for the replacement of the existing commercial fishing pontoon and tender racks. Work will commence in January 2026



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

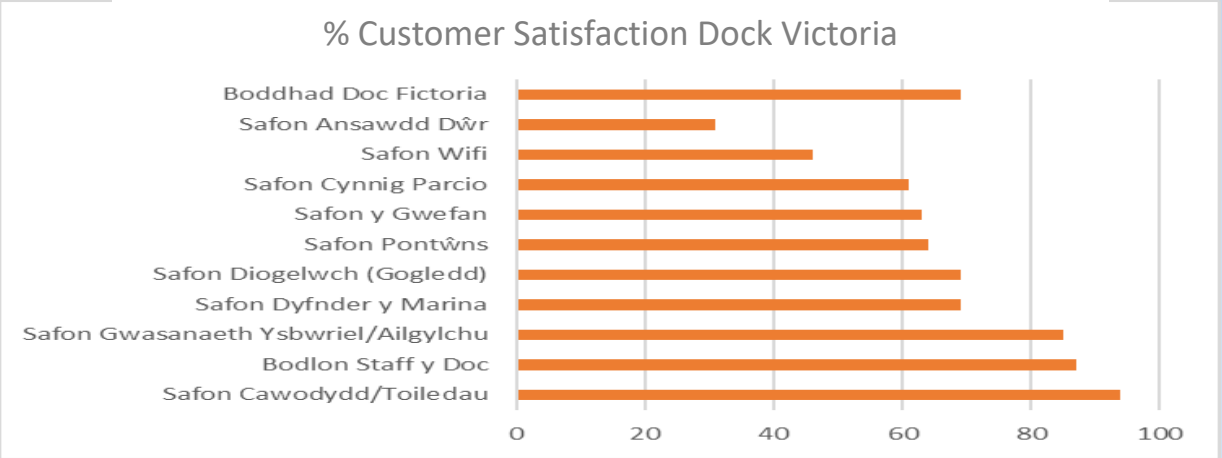
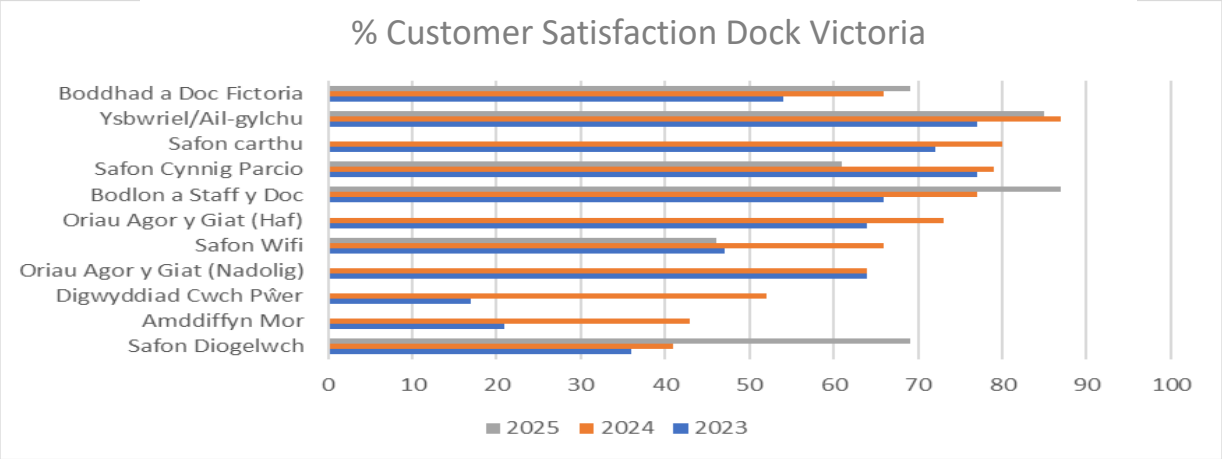
Head: Sioned Williams; **Assistant Head:** Llyr Jones

Responsible 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 (YHCHT) continues to manage Victoria Dock on behalf of Cyngor Gwynedd. This means all day-to-day operations, whilst Cyngor Gwynedd retains responsibility for the infrastructure.

Since improving the reconciling of the annual survey of boat owners, the Victoria Dock Boat Holders Association (VDBHA) has yet to complete this year's survey. Work will be undertaken to further harmonise the VDBHA annual survey and the Hafan Pwllheli Boat Owners' Survey, in order to improve the comparative process.

YHCHT has continued to operate the Dock at its full capacity and through collaboration with YHCHT we have agreed to a full review of the historic management agreement with a view to ensuring it is appropriate for years to come.

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 August and September, 274 users completed the customer satisfaction questionnaire. On average 93% of users were very satisfied with the service, 5% satisfied, and 2% dissatisfied.

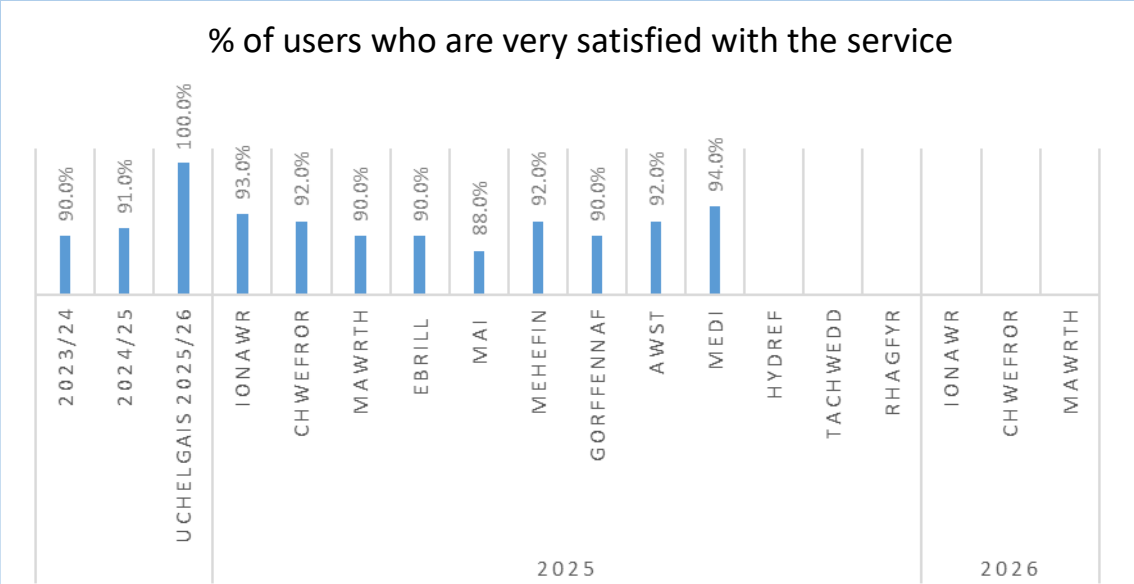
The majority of comments received during the period were positive, such as:

- "Extremely effective"
- "Staff excellent – dealt with our many requests for items"
- "I have always found the archive staff to be helpful and knowledgeable"

Of those who were not satisfied, a majority of the comments indicated their dissatisfaction with the opening hours:

- "Open more days?"
- "I am so glad to have been able to visit as I have always found the office to be closed before"

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

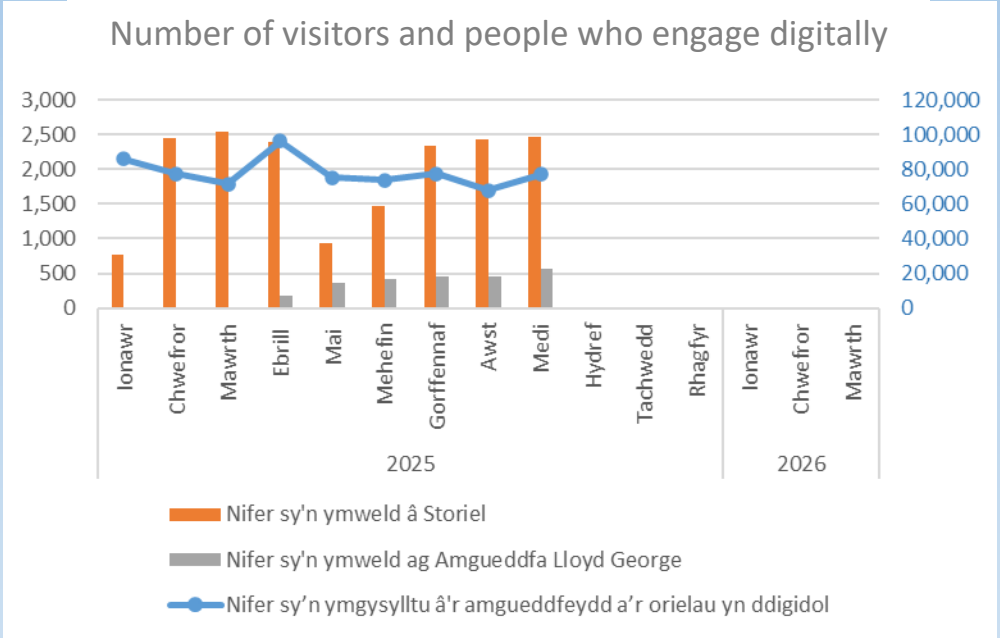
Responsible Manager: Nêst Thomas

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: Reopened in Easter 2025 in mid-April. There is a new exhibition in place. We now need to invest in promotion. A commission for audience development and marketing is being realised with a UK Government grant to increase visitors and audience.
- Storiel: As a result of a CELF (National Contemporary Art Gallery for Wales) grant, an Audience Development and Marketing Plan has been completed with an action plan in place. These presentation sessions are underway. A UK Government grant pays for an officer to support marketing and engagement activities to increase visitor numbers and engagement.
- Cumulative total visits only between April – end of September at 14,472
- Cumulative total digital visits and engagement April-end of September were 482,726 including social media such as Trip Advisor, Instagram and Google.
- IT is currently unable to provide information on how many have been on our website so an objective that has been included based on previous figures – the Service aims to have a new website for both museums by 2026.



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: % Museum and Gallery Service Customer Satisfaction

Performance overview:

Lloyd George Museum Feedback

"This was a really well laid out museum.....came away with a much better understanding of DLG. A lot of museums nowadays I find don't have that clear narrative thread. This means I leave them and don't feel that I've learned a great deal. In this case I left feeling I had really learned something"

"Great visit to this super interesting museum with really good interpretation as well as the opportunity to visit Lloyd George's home. Learned so much about the man, his life and work with really thought provoking and emotive displays . Some really well displayed collections" / "Very pleasant staff on reception"

Complained about not being able to see the film as there was not enough time before the Museum closed. This was during October when the hours are reduced. Otherwise enjoyed the visit.

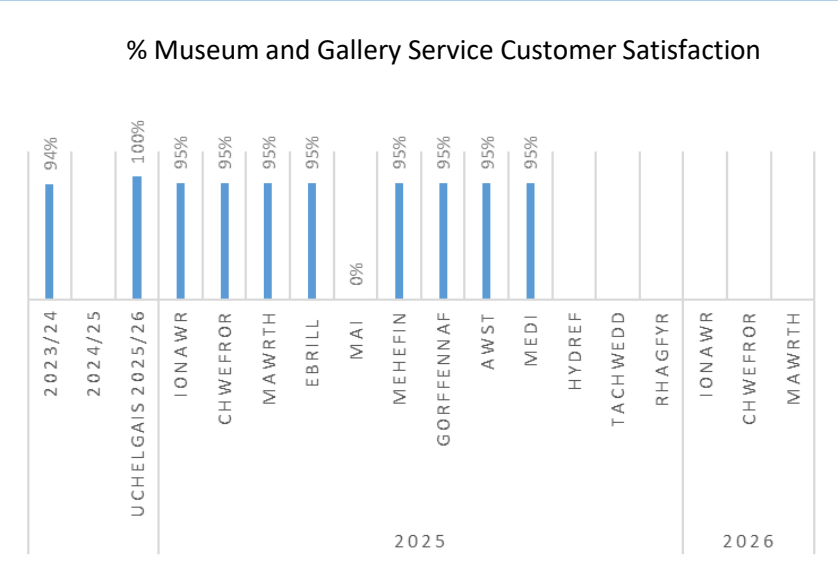
Other comments refer to the need to pay attention to maintenance elements and discuss with Property.

Storiel Feedback

"Very good and interesting Exhibition by Iwan Bala. The main gallery is good for presenting work being light and airy and plenty of space to wonder." / An excellent workshop - relaxed, informative and fun thanks to professor Jwls Williams who gave us a taste of printing lino and gelli. Storiel's staff are welcoming. Bert Isaac's exhibition is an added bonus. Very good."

Other comments refer to

- The café offer needs to be improved: A partner has been appointed to run the café which will open at the beginning of the year.
- External area needs improvement: A new fence has been installed with a grant and further work to be done to the wall. Fell trees when the season permits. Work to tidy up and raise the profile of the exterior continues.
- The findings of the Storiel Audience Development commission with a wide range of feedback showing support and positive experiences but need more work to promote and highlight its profile/extend opening hours etc. - work on this is going to happen through a UK Government grant.



Economy and Community Department: Museums and Arts Service

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

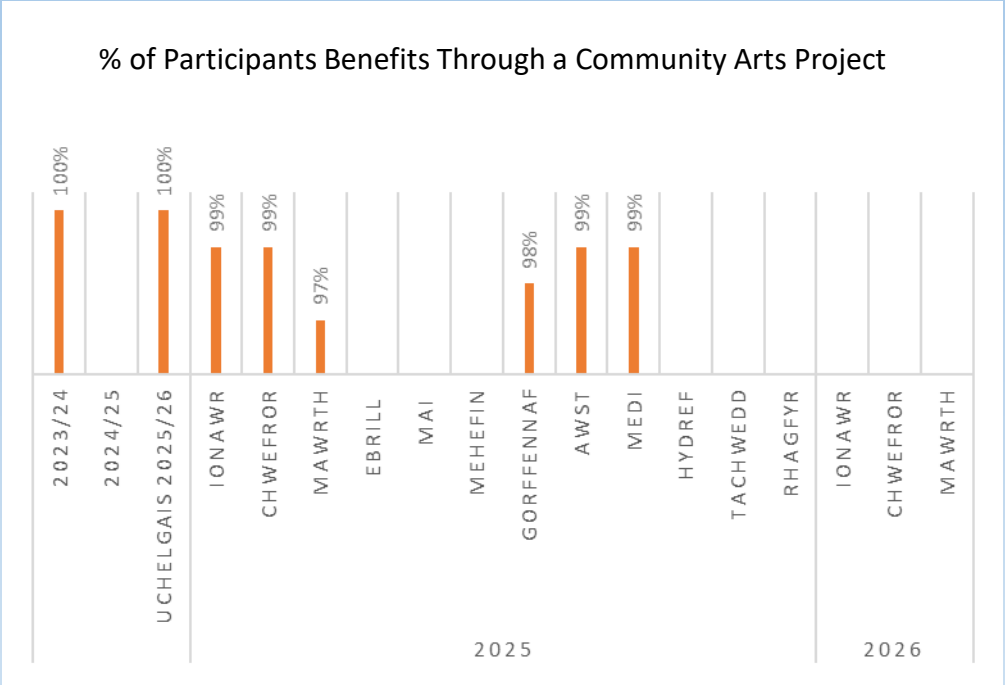
Responsible Manager: Nêst Thomas

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:

- More data will come through soon but so far, a percentage have responded positively and this period is between 99-100% based on projects such as Porthi Dre, Art Trails for young people; Stiwdio Lles (art on prescription with an Arts Council grant and partnership with Cwmni Frân Wen and Bangor University)
- Continue to provide grants - Community Grants to community and voluntary groups to support arts opportunities for all; Night Out grants; Spark Fund; Arts Support Fund. Multiple timetables mean they are reported by the last quarter. Activities are supported throughout Gwynedd.
- Projects organised by the Service include e.g. Art Trails at sites throughout the county; Craft for Adult Well-being. It collaborates with many such as Youth Service, Cell B, Canolfan Gerdd William Mathias, Theatr Derek Williams.
- A culture conference and further meetings for the sector will be arranged during 2025/6. Workshop held October 15 at Neuadd Dwyfor.
- Examples of feedback -
 - Stiwdio Lles Feedback - *“It has to carry on, the arts make such a difference to people's health and well-being.” Gwynedd resident, Public Consultation/ ... [I was] Intending on receiving counselling from the university, but due to the lack of available counsellors... I was personally referred to The Well-being Studio. The therapy I've found in The Well-being Studio has been instrumental. It became my favourite part of the week, and I would tackle challenging days by reminding myself that I will be calm again when I enter the studio.” Contributor, Google Form Survey*
 - Criw Celf Feedback - *‘Jessica attended the art club last Saturday. She loved it and hasn't stopped talking about it’*



Economy and Community Department: Libraries Service

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

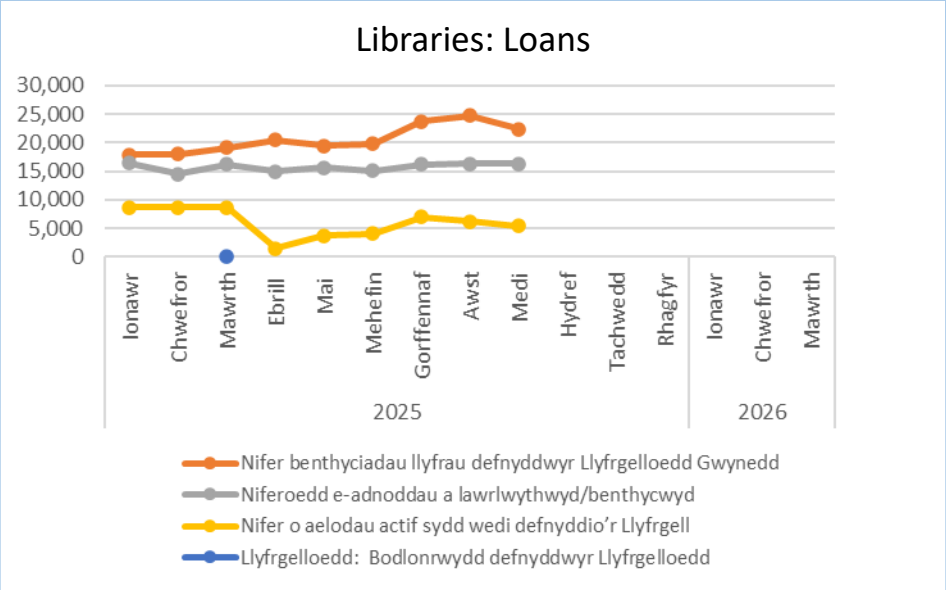
Responsible Manager: Rhian Evans

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 Libraries Loans

Performance Overview:

- We have seen a more stable pattern in terms of loans and active members over the past few months with normal busyness during the summer holidays.
- Digital loans continue to increase per month and over the coming months we will be running a campaign to promote the Borrowbox Service to Gwynedd primary schools.
- We have run a number of events over the half term including Painting with aerosols, green crafts and Halloween exhibitions and activities including the presentation of Peni Pen Pwmpen at Bangor Library.
- We have re-launched our Warm Welcome offer in all of Gwynedd's Libraries with the opportunity to join in activities such as playing Chess, making jigsaws and a dementia choir. We have a Jukebox memories session in collaboration with Dementia Actif and we have launched memory sacks which have been positively received by our partners in the field. We will be running informal activities for adults, such as Paned a Paent and Gair tu ôl i'r Gân (the Words behind the Song).
- 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
- We will be collaborating on the Taith Tywyn pilot, namely a community transport service in the Tywyn area that will operate from Tywyn Library



Economy and Community Department: Libraries Service

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

Responsible Manager: Rhian Evans

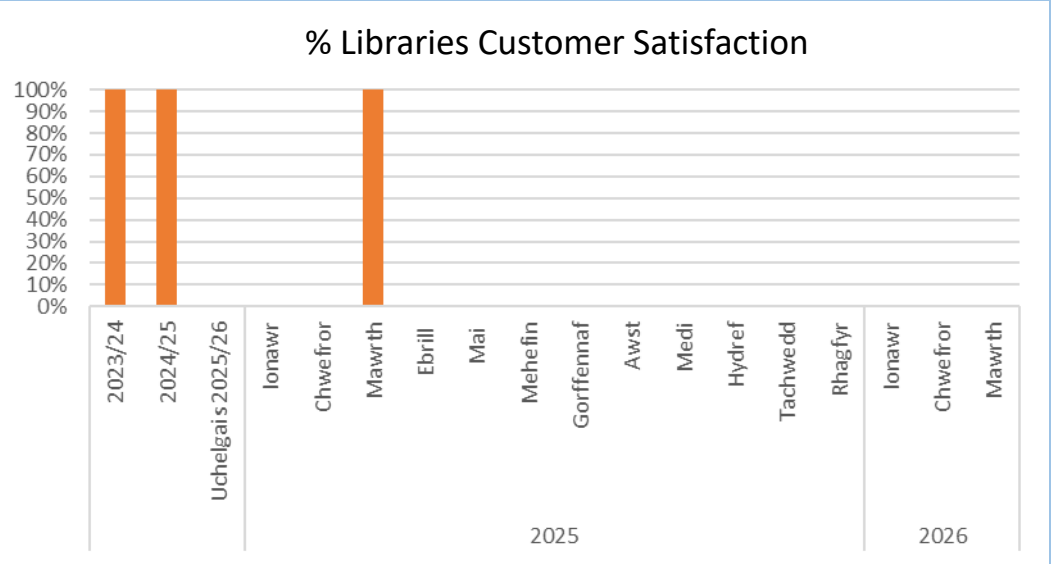
Purpose: Help me to find the books I want to read in the library, at home or on-line, give me access to computers and IT equipment, help me to use IT, provide activitis to help me learn or socialise and help me to find up-to-date information about things that are important to me.

Performance Indicator:

July/August snapshot of activity at Gwynedd Libraries						
Library	Taking part in the Summer Reading Challenge for children	Taking part in Summer Activities for children	Number of Visits July/August	Number of Loans July/August	Number of Unique Borrowers July/August	Number of New Borrowers July/August
Bangor	100	138	9182	9014	2769	201
Caernarfon	243	212	8953	13148	3297	172
Pwllheli	156	168	4043	5138	1573	74
Dolgellau	68	119	1779	3475	838	46
Tywyn	53	41	1768	2906	751	36
Blaenau	38	15	1817	1728	467	32
Porthmadog	103	145	3868	5575	1363	20
Bethesda	11	10	821	976	309	17
Barmouth	33	27	1696	1853	553	26
Penygroes	25	9	783	1010	366	8
Bala	113	15	1410	1671	497	41
Cricieth	11	53	649	999	300	10
Nefyn	45	64	625	1020	289	13
TOTAL	996	1016	37394	48513	13372	696

Overview of performance % Customer Satisfaction

To coincide with the 7th Library Standards framework we will be undertaking a comprehensive survey during November 2025 including a general survey of all Libraries as well as a specific survey for children and young people.



Economy and Community Department: Neuadd Dwyfor, Pwllheli

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

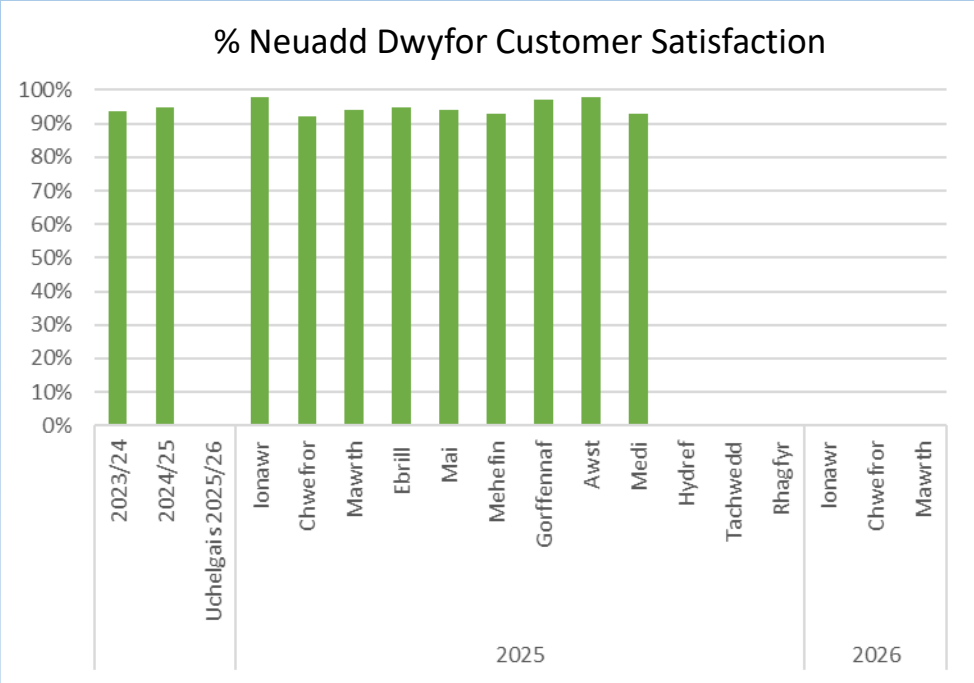
Performance Overview:

During August and September, 124 users completed the customer satisfaction questionnaire. On average, 96% of users were very satisfied with the service,

The majority of comments received during the period were positive, such as:
“All ran very smoothly from buying the tickets on-line to checking in and buying drinks in reception. The staff were lovely too !”
“Particularly enjoy the supper club that you put on once a month. ”
"It was another great night, thank you!"
"It was great to see a different show. Thank you for the opportunity in our town."
“Love everything about this theatre from its traditional circle to its modern foyer and fitting out, and the friendly helpfulness of the staff. Pwllheli can rightly be proud of this gem.”

The frequent negative comments about other users disrupting enjoyment by talking during the film, or the temperature being too hot/too cold, the lack of food and drink on offer and deficiencies in our technical equipment especially the sound system. However, where there are constructive comments, we try to give them consideration, as part of our ongoing performance improvement processes.

We are currently planning to re-establish the user group which will provide valuable feedback and suggestions for future programme planning.



Economy and Community Department: Neuadd Dwyfor, Pwllheli

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:

During summer 2025, a reduction was seen in the number of tickets sold compared to summer 2024, especially during August. Partly, because of the fine weather during the school holidays and the range of films targeted at children that were released over the summer this year.

Encouragingly, we see that ticket purchases are on the rise during September with nights such as Taylor Fever, Al Lewis and Cabarela attracting interest and advance sales.

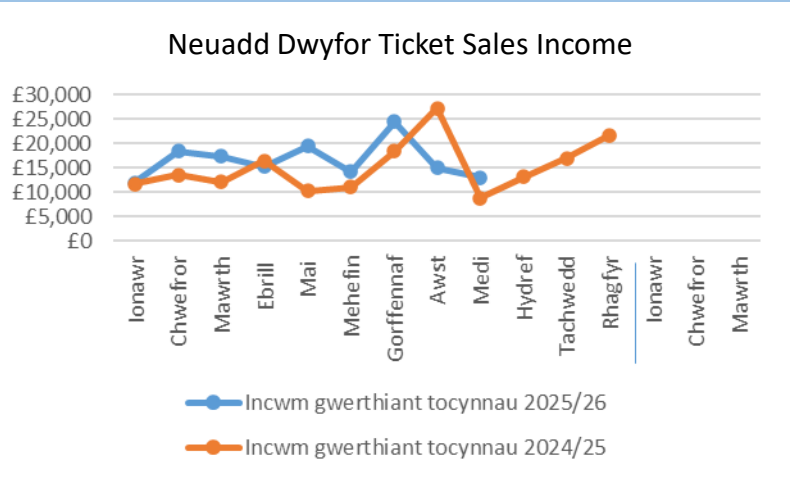
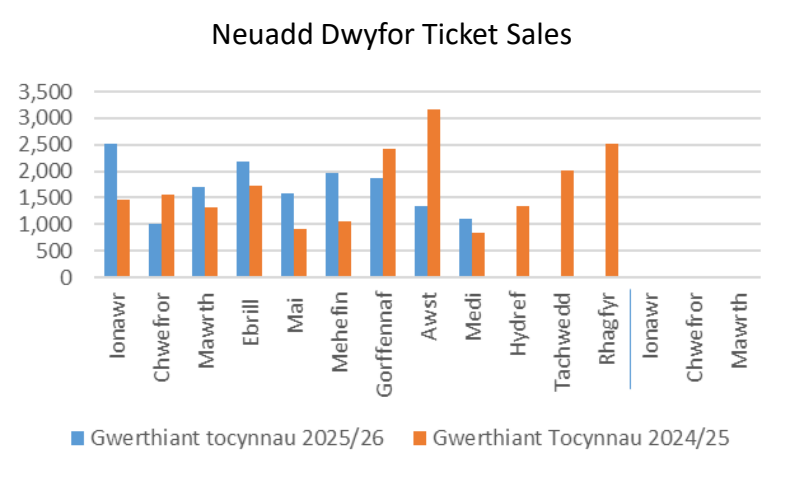
One of our priorities was to enhance the variety of the programme by offering more live music events, in addition to the usual film and theatre show offerings. The popularity of the above events shows that this priority is working and that we are responding to our users' visiting pattern.

Welsh of the West End has been confirmed for 2 performances in 2026 following the success of their May 2025 performance.

A Bingo night is in the pipeline for January. Here we will be launching Gwynedd Libraries' Bingo 21 challenge and an opportunity to test the popularity of Bingo nights.

Craft events for adults on Saturday afternoons are a new addition to the programme as well.

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



Total Cumulative Ticket Sales & Income	January	February	Tuesday	April	May	June	July	August	September	October	November	December
Cumulative Ticket Sales 2025/26	2,508	3,521	5,228	7,406	8,981	10,954	12,814	14,146	15,247			
Cumulative Ticket sales income 2025/26	£11,889	£30,211	£47,586	£62,762	£82,223	£96,395	£120,786	£135,793	£148,762			
Cumulative Ticket Sales 2024/25	1,470	3,037	4,352	6,089	7,008	8,073	10,488	13,648	14,483	15,828	17,833	20,341
Cumulative income from ticket sales 2024/25	£11,588	£25,032	£37,029	£53,478	£63,711	£74,659	£93,088	£120,317	£129,029	£142,142	£159,015	£180,708

Economy and Community Department: Tourism, Marketing and Events Service

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

Responsible Manager: Sian Jones

Purpose: To support a 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:

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

The data is collected in an annual survey which is completed by residents of the county by completing a questionnaire on the Council's website. The survey will be live on-line from the end of October 2025 and will run until mid-November 2025. A period that coincides with the timing of similar research conducted in the county in 2023 and 2024.

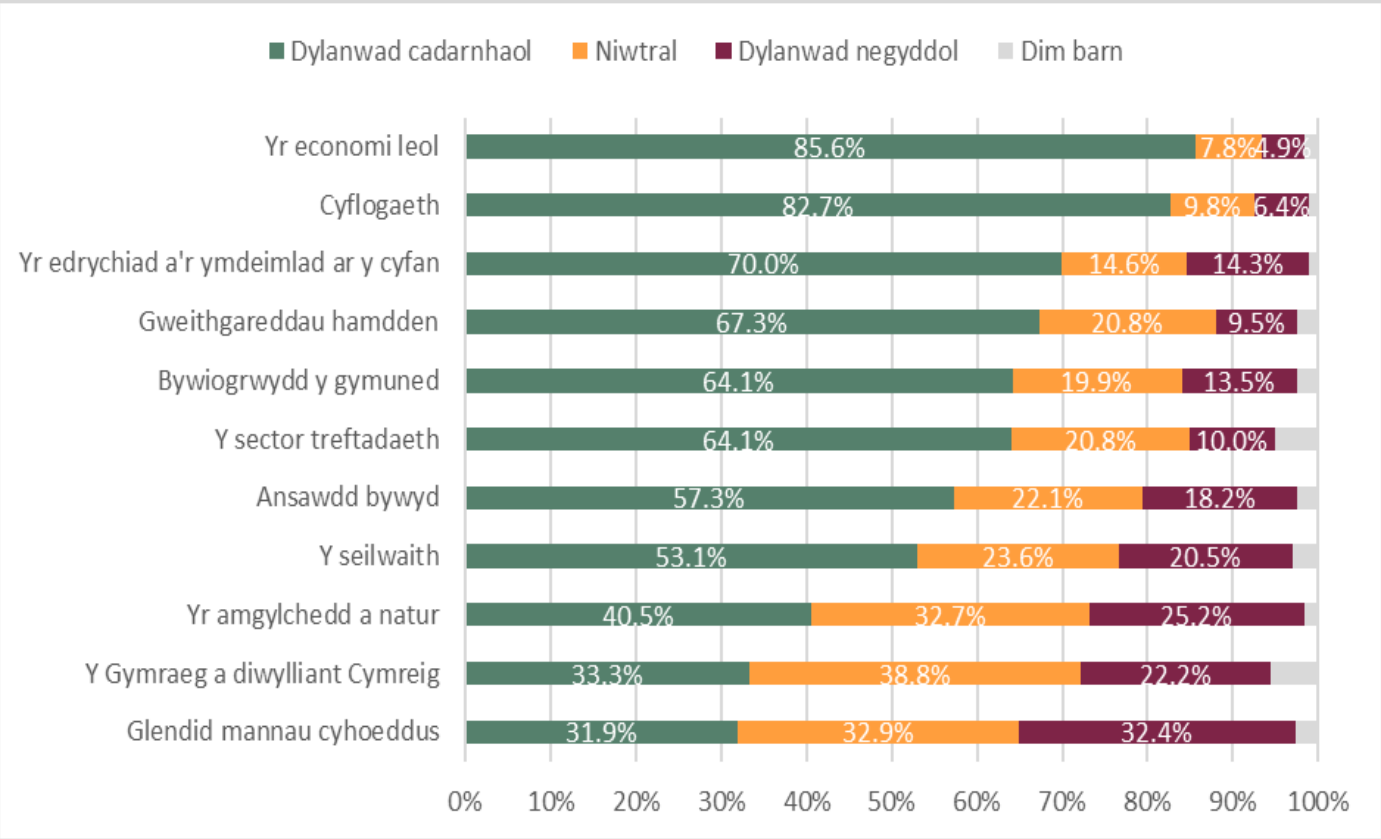
The questionnaire format is based on international research models into the area of resident views on tourism and pilot research in which the Council participated through Visit Wales in 2023.

In 2024, 1,506 county residents responded to an on-line survey on the Council's website to find out residents' views on the impact of tourism on their area of Gwynedd. Respondents are generally asked to state if they believe that tourism is having a positive, negative, or neutral impact on their community.

For those who would note that there were negative consequences arising from tourism in their area, they have an opportunity to identify what problems are arising and to what extent they are a problem.

Specific questions will be asked in the 2025 survey about the UNESCO Slate designation, the Overnight Stay Scheme (Cynllun Arosfan), events, holiday homes, the Welsh language and the tourism levy and the results can be filtered down to the level of the 13 Regeneration Areas, AONB Area, Eryri National Park Authority Area within Gwynedd and the 6 Zones within the UNESCO Slate designation.

The results will be an important medium to shape the sustainable tourism vision, work plans and bids for future funding.



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 visiting economy for the benefit and well-being of the people of Gwynedd; its environment, language and culture

Performance Indicator: **Percentage increase in businesses and enterprises successfully receiving the Gwynedd and Eryri 35 Business Pledge**

Performance Overview:

66 signed up to the Gwynedd and Eryri 35 Sustainable Business Pledge between April and October 2025. Percentage increase of 288% from the number of baselines established in 2024-5.

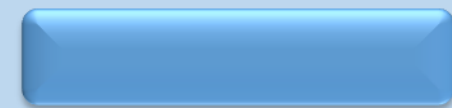
The business needs to sign up to seven principles before it can apply to sign up for the pledge:

- 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 the natural beauty and cultural importance of Gwynedd and Eryri – and contributing to a sustainable visitor economy.

The **Gwynedd and Eryri 35 Business Pledge** is part of a package of resources to raise awareness and embed the principles of the sustainable visiting economy of the Gwynedd and Eryri 2035 Plan which includes:

- Principles of sustainable tourism in Gwynedd and Eryri module** which has been newly included on the **Gwynedd and Eryri Ambassadors Scheme Platform** (471 have registered on the County Ambassador scheme. 240 have passed three Bronze level modules, 154 have passed 6 modules to Silver level and 137 have passed 9 or more modules to reach Gold level)
- Code of good practice for area visitors - **Gwynedd and Eryri 35 Visitor Pledge** [Gwynedd and Eryri Visitor Pledge](#)
- Accreditation / Gwynedd and Eryri 2035 Sustainable Business Pledge** [Gwynedd and Eryri Business Pledge](#)
- Gwynedd and Eryri 35 Information Bulletin**



Economy and Community Department: Economic 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 EMPLOYEES A REAL LIVING WAGE AND TO USE MORE OF THE WELSH LANGUAGE

(Indicator of the impact of providing support from the Council – all businesses receiving funding have to commit to paying the real living wage and use more of the Welsh language)

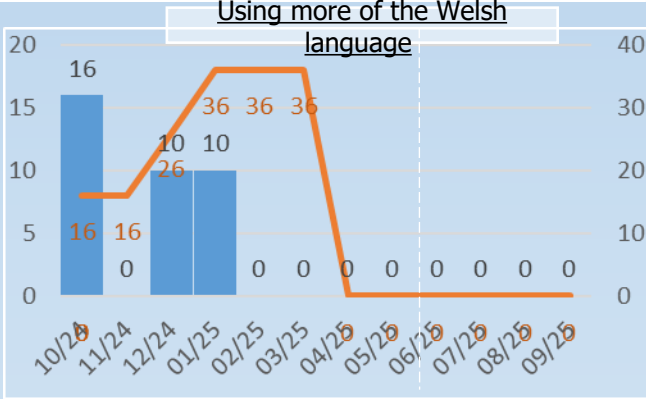
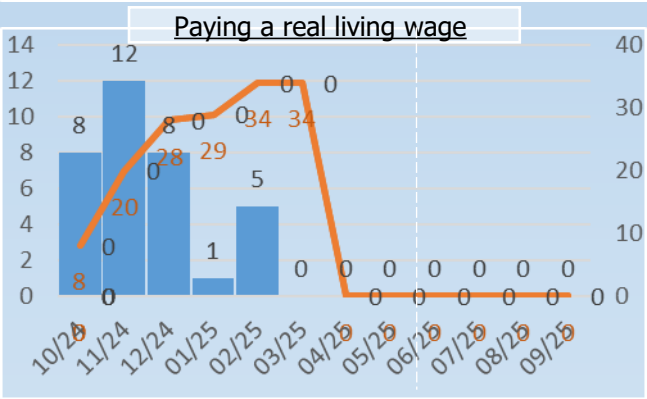
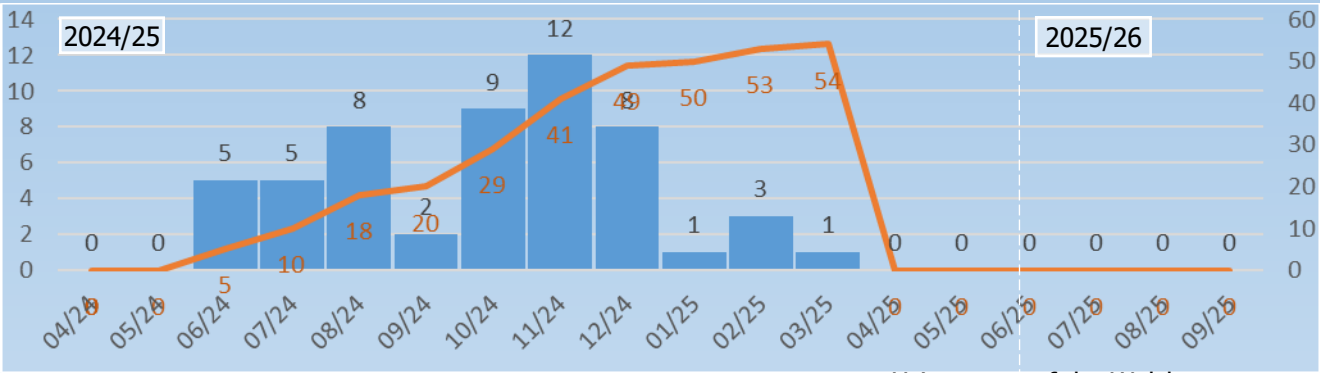
Performance overview:

A business that receives an offer of support from the Council has to commit to increasing their use of the Welsh language and to working towards paying the real living wage (minimum of £13.45) to their employees. 54 businesses have committed to our requirements in 2024/25.

More funding was secured to provide support to businesses at the start of the summer and a grant offer has been released to 47 local enterprises in October. In turn, this number will appear in the indicator.

Over a hundred requests for support are currently being assessed by the Service.

The number of businesses *paying the real living wage and using more of the Welsh language* will be monitored after completing the work funded by the Council.



Key: Bars show the performance of the indicator per month and the line shows the cumulative total for the year (starting again in April annually). The previous year (blue) and the current year (orange) are shown to allow comparisons.



Economy and Community Department: Economic 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

(Regulatory data which counts the Service's work encouraging businesses to engage in the Council's business support provision)

Performance Overview:

Engagement is the first step to ensuring that businesses receive support and that the Council understands their needs. We monitor the number of businesses that a) receive our information bulletin, b) come into contact individually, or; c) attend one of our events.

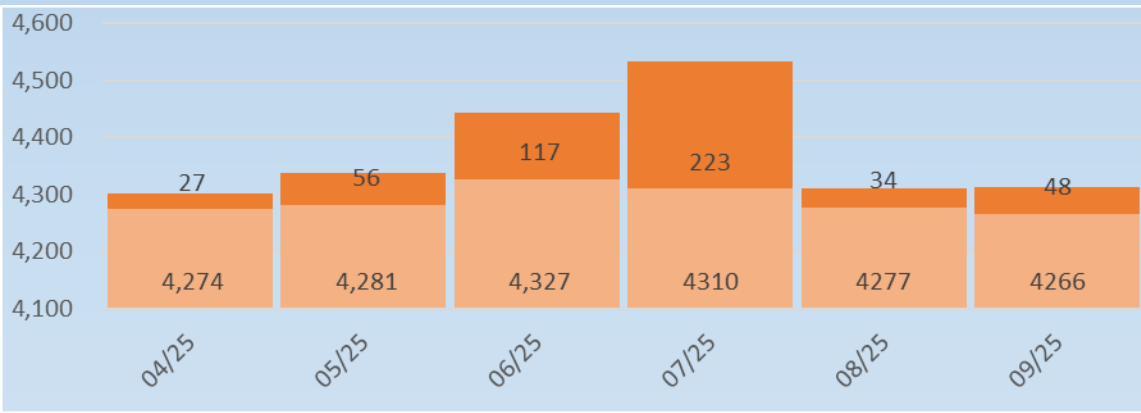
An average of 4.373 have engaged monthly during 2024/25. There was a high number in June/July as support sessions for prospective grant applicants were held.

The number of enterprises receiving our information bulletin is fairly stable (about 4,300) although there is a constant turnover.

Beyond the bulletin, there is an ongoing programme of events and visits to businesses and social enterprises.

One of the highlights of our activities is the Gwynedd Business Week in October. Events were held by the Council in all parts of Gwynedd and over 5,000 people saw information about the week via our social media.

The Service's annual opinion survey of the needs and wishes of Gwynedd businesses is also currently being carried out.



Key: Bars show the performance of the indicator per month. For 2025/26, we have enriched the data presented by distinguishing subscribers to the business bulletin (light orange) and engagement through another method (dark orange).

Economy and Community Department: Economic 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

(Regulatory data which counts the work of the Service providing financial support or practical support/training to businesses through one of our schemes.)

Performance Overview:

The Council provides financial and practical support to businesses to help them reduce their costs and / or increase their income.

Our intention is to contribute positively towards the resilience of the businesses in question (and commit the businesses to pay a real living wage to their employees and use more of the Welsh language). The amount of support we can provide is entirely dependent on how much funding we secure (from the UK and Welsh Governments mainly) to realise our support schemes.

The number of businesses receiving support is important regulatory data that measures the Council's effort in the field and the resource available to us.

For 2025/26, the Service has managed to secure a package of support worth over £900,000 for our local enterprises with SPF funding and the Nuclear Decommissioning Authority.

Until the end of September, 79 businesses had received support (66% of the similar period in 2024/25).

The support package available in 2025/26 includes a competitive grant for eligible businesses. To encourage prospective applicants, 14 support and information sessions were held across Gwynedd to help

prospective applicants draw up suitable applications.

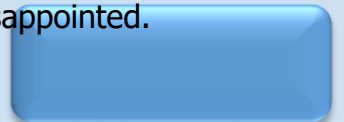
The sessions were attended by 181 businesses, here is a selection of feedback:

'Aled Roberts was an excellent support to me – explained everything clearly which ensured that I understood what he shared. I'm very grateful to him for his time and expertise.'

'I had a very beneficial meeting. Constructive and Professional guidance noting careful work that I will need to do to complete the application form.'

'I feel that attending the session has been invaluable to me and I encourage any individual who intends to complete the application form to attend one of the sessions before starting to complete the form.'

The response of local businesses to the opportunity has been way beyond the funding that is available; this is testament to positive evidence of the willingness of businesses to invest, but it's inevitable that several applicants for support will be disappointed.



Economy and Community Department: Economic 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

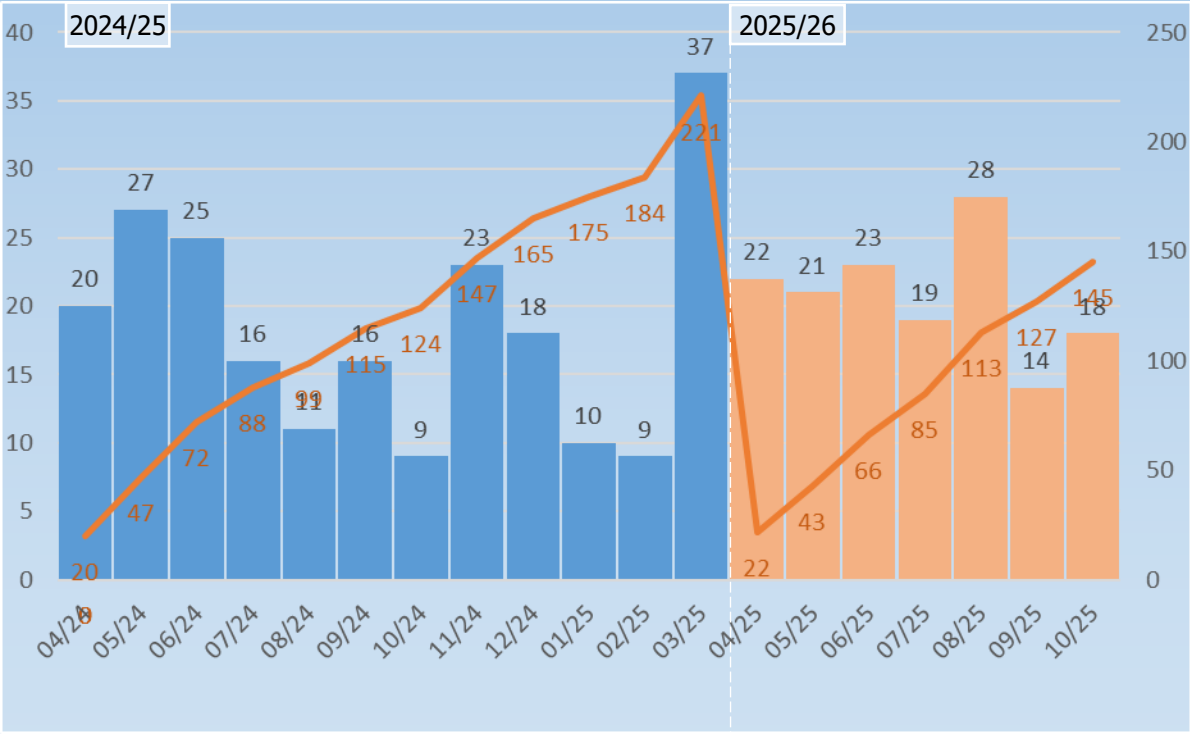
(Indicator of the impact of the Council's support to help working-age residents who are economically inactive to secure a job)

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.

So far this year, 145 local people have secured a job as a result of the help they have received from Gwaith Gwynedd.

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.



Key: Bars show the performance of the indicator per month and the line shows the cumulative total for the year (starting again in April annually). The previous year (blue) and the current year (orange) are shown to allow comparisons.

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Economy and Community Department: Economic 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

(Indicator of the impact of the Council's support to help residents in work obtain the skills they need for a better job or solve a problem to prevent them from having to increase their hours)

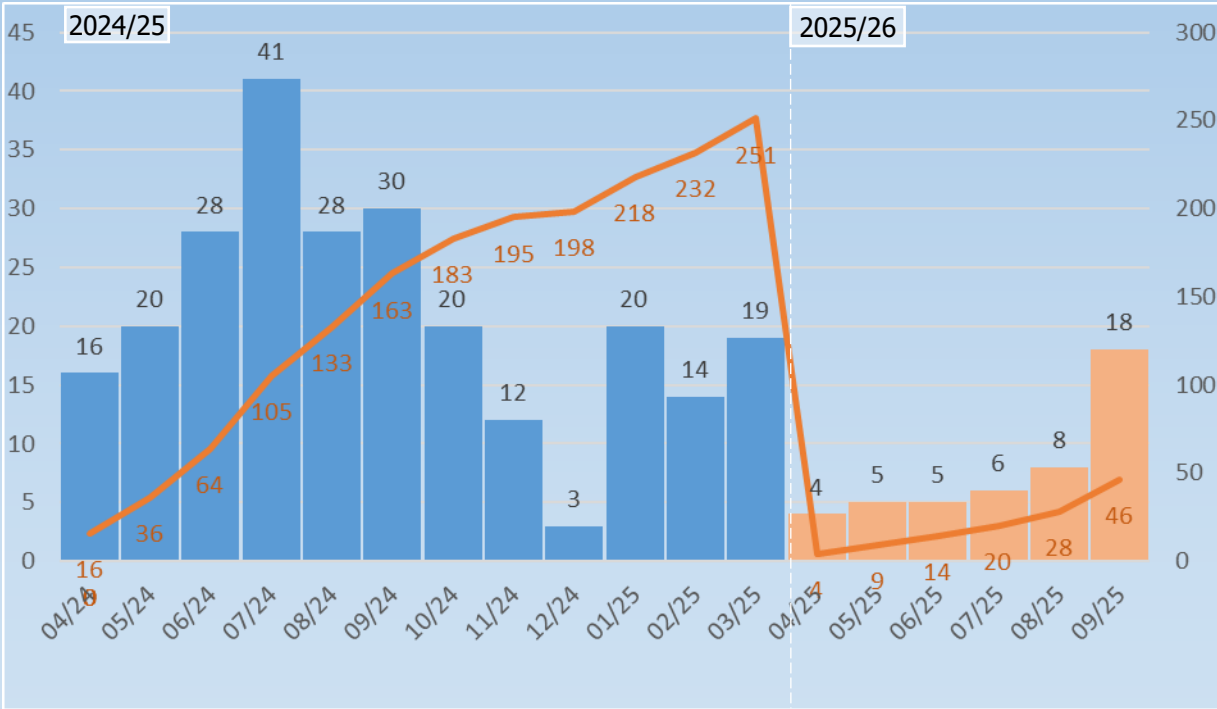
Performance Overview:

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.

The Council has extended the scope of Gwaith Gwynedd to include help for residents who are already working to overcome a problem that prevents them from working more hours or getting the skills they need to get a job that pays better.

As a result of the success of the work, further resources to continue our activity in this important area have been secured.

There are 46 people in Gwynedd with a better ability to earn a good salary as a result of the support of the Service so far this year. It was the beginning of the summer before we received confirmation of funding from the SPF; as a result, there was a decrease in our activity at the start of the year



Key: Bars show the performance of the indicator per month and the line shows the cumulative total for the year (starting again in April annually). The previous year (blue) and the current year (orange) are shown to allow comparisons.

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Economy and Community Department: Regeneration Programmes Service

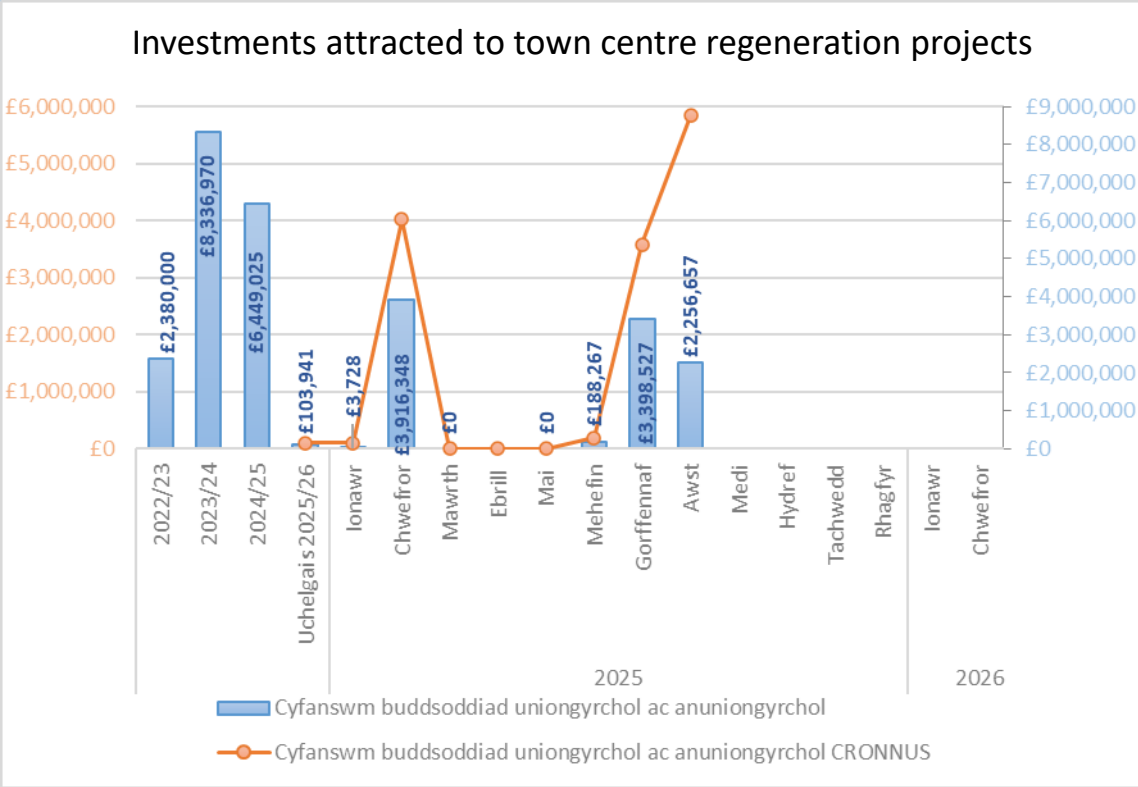
Head: Sioned Williams **Assistant Head:** Llyr Jones

Responsible Manager: Esyllt 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 Indicator:

The Regeneration Programmes Service is responsible for targeting financial support from various funding sources (including the UK Government, the Welsh Government the lottery and others). The Service is responsible for bringing relevant officers/partners together to develop and form any scheme. This indicator is based on the offer letters received from a funding stream which means that it's possible to move from a developmental phase to an operational phase and the Service has the ability to follow the Project Management steps formally. The amounts secured vary annually and depend on funders and the regeneration programmes of external bodies.



The Regeneration Programmes Service has succeeded to:

- Secure funding from the Transforming Towns Fund to implement the Bangor Empty Properties Pilot scheme with the intention of working with the owners of 5 empty properties in the city.
- Complete the Aelwyd yr Urdd upgrade scheme, Blaenau Ffestiniog as part of the Llewyrch o'r Llechi scheme and support other external partners' schemes.
- Implement a cross-section of town centre infrastructure schemes under the work of Llechi Cymru including signage and art.
- Implement a cross-section of schemes funded through funds such as Transforming Towns, Brilliant Basics, the Heritage Lottery Fund and the Shared Prosperity Fund which includes the administration of a Fund for Town and Community Councils.



Economy and Community Department: Regeneration Programmes Service

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

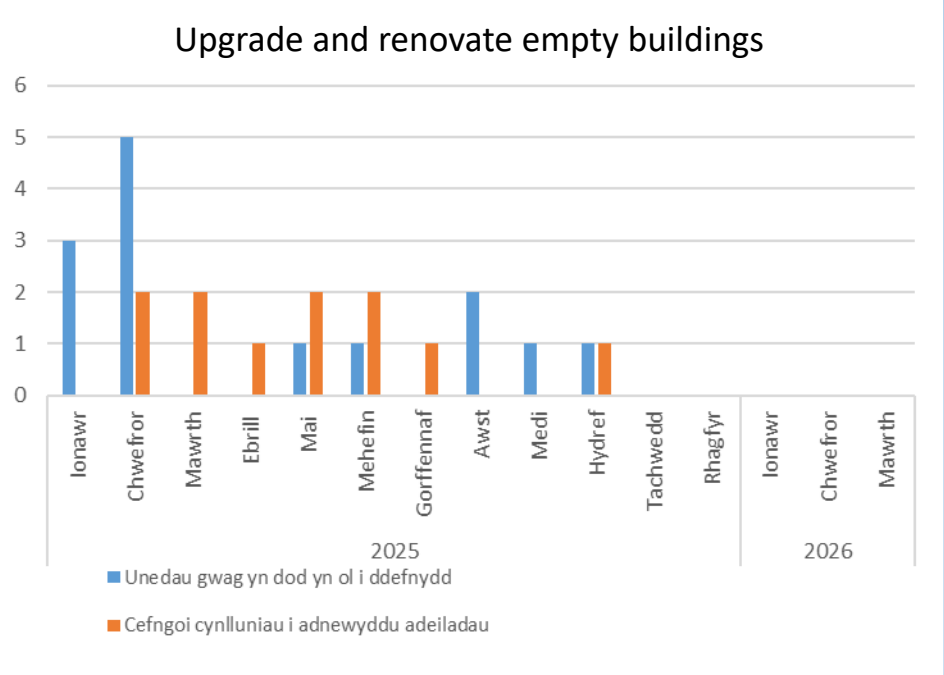
Responsible Manager: Emyllt Rhys Jones

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.



Empty units brought back into use

- Work on coordinating the cross-departmental Empty Properties Group, identifying interventions and support, and advancing to respond to the Action Plan has progressed significantly;
- An application for funding of up to £1M from the Welsh Government to deliver some of the Bangor Pilot schemes has been successful.
- Support to bring two properties in town centres back into use through support, grants and loans.

Supporting building refurbishment schemes

- Improving the image of one building in a town centre through the financial support of Transforming Towns



Economy and Community Department: Community Support Service

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

Responsible Manager: Lindsey Ellis

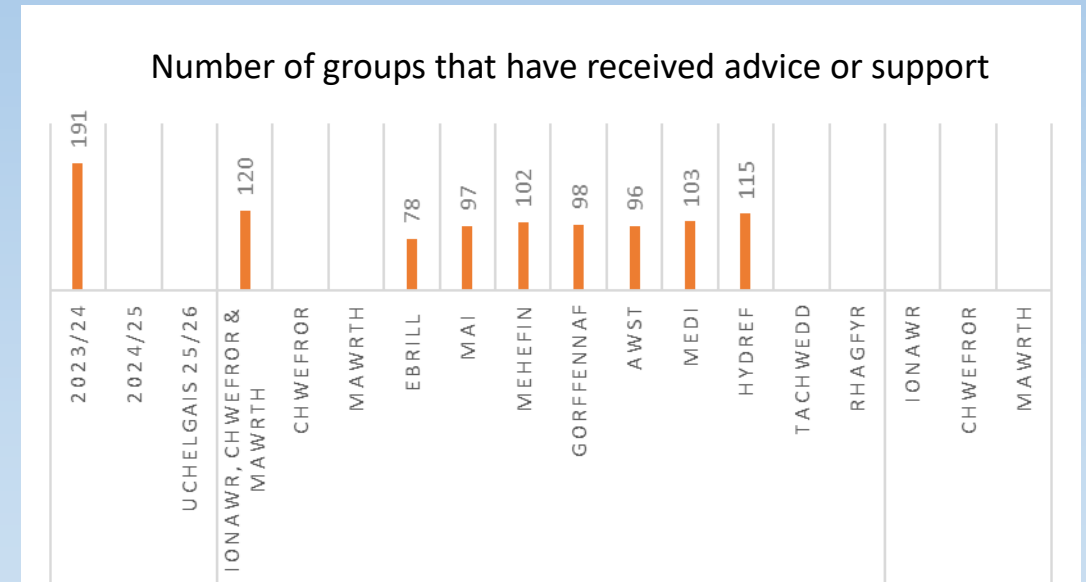
Purpose: To support local groups to play a key role in the regeneration process to improve communities .

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

Performance Overview:

The work of ensuring that Regeneration Support Fund projects are completed on time continues, as well as projects that have been approved from the Community Support Fund – a total of 33 projects.

Meirionnydd: 6		Dwyfor: 4	
Llanfachreth Village Hall	£10,482.00	Menter y Tŵr	£38,202.30
Seren Bach Nursery	£90,000.00	Pentrefelin Hall	£30,720.00
Deudraeth Cyf	£21,686.00	Y Ganolfan, Porthmadog	£94,545.72
Dysynni Hockey Club	£20,000.00	Menter Rabar	£58,991.00
Bro Ffestiniog Rugby Club	£60,000.00		£222,459.02
Cwmni Pum Plwyf Penllyn Cyf	£23,712.50	Arfon: 6	
	£225,880.50	Pentra Deiniolen Committee	£100,000.00
		Theatr Bara Caws	£30,000.00
		Antur Nantlle Ltd	£65,000.00
		Partneriaeth Ogwen	£80,000.00
		Llety Arall	£44,577.00
		Nantporth CIC	£25,000.00
			£344,577.00



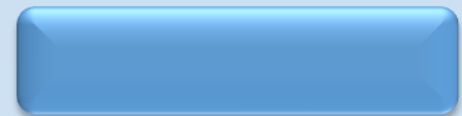
The cycle of Ardal Ni (Our Area) network meetings have been held in Meirionnydd and the area action plans have been updated in collaboration with community groups and Community and Town Councils.

Cist Gwynedd, the community grants portal has allocated £144,870 worth of grants in addition to £900,000 SPF.

**Warm Welcome Schemes – 21 in Arfon, 16 in Dwyfor, 13 in Meirionnydd.
Food Schemes – 19 in Arfon, 7 in Dwyfor, 14 in Meirionnydd**

The Service manages and implements the Community Resilience project, SPF which lays a strong foundation for collaboration in our communities with partners in the 3rd sector. The review of the Network of Community Hubs partners is ongoing identifying where and how Libraries can be brought into the model.





Economy and Community Department

Head: Sioned Williams; **Assistant Head:** Llyr Jones and Roland Evans

Responsible Manager: All department managers

Purpose: Ensure that department staff complete mandatory 'Safeguarding' and 'VAWDASV' training in accordance with their contract of employment.

Performance Measure: Percentage of department staff who have completed mandatory Safeguarding and VAWDASV (Violence Against Women, Domestic Abuse and Sexual Violence) training.

