

## Brecon Beacons Tourism Board Members

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### **Jon Child**

Jon is the owner of the Kings Arms Hotel, Abergavenny and is also a Brecon Beacons Ambassador. He has worked in hospitality for 25 years, latterly as a General Manager within chains such as Crowne Plaza, Mercure and Thistle Hotels.

### **Mick Collins**

Mick is director of Outdoors@hay, an adventure activity & accommodation provider in Hay on Wye. After leaving the Army with exemplary service in the Commando Forces, he continued an outdoor-related career working in an independent school teaching outdoor education, managing outdoor centres, freelance instructing and leading winning teams in endurance events. Mick works in partnership with his wife, already running B&B and self-catering properties in Hay before starting Outdoors@hay. He was one of the first outdoor operators in the UK to be awarded the Accredited Practitioner of the Institute of Outdoor Learning (APIOL) and is also a Member of SWOAPG.



### **Elizabeth Daniel**

Elizabeth has run Brecon Beacons Holiday Cottage and Farmhouses Ltd for the past 35 years and has in the region of 375 properties. The business now has an office with shop-frontage in Brecon and she employs 11 staff. The business has built up slowly always through word of mouth over the years. Elizabeth has a very thorough knowledge of the Brecon Beacons area, and has always been passionate about the National Park.

### **Colin Evans**

Colin Evans is the owner of Cantref Adventure Farm, which recently won UK National Farm Attraction of the Year 2016.



### **Andrew Fryer (Chairman)**

After a successful career in Royal Mail in Organisational Development, Andrew moved to Wales and developed a portfolio of activities. Andrew's main business is a 5 star bunkhouse on Llangattock Hillside opened in 2006 which is run on environmentally friendly lines (it's a Green Tourism Business Scheme Gold site & won the Visit Wales Tourism award for sustainability in 2010). The bunkhouse is also a Youth Hostel Association (YHA) enterprise site which is marketed in partnership with the YHA. Andrew is passionate about co-operative marketing and has become very involved in tourism activity locally. In addition, he is fully involved in a range of other activities including lecturing with The Open University Business School, Chair of a range of environmental not for profit organisations, and a panellist on Employment Tribunals.





### **Andy Fryers**

Andy graduated in 1992 with an Honours Degree in Environmental Science. He joined the Forestry Commission in 1993 as a Ranger in East Anglia, spent three years in the Forest of Dean as Chief Ranger from 1999 before moving to Wales in 2003 as Recreation Advisor for Wales. Andy then joined Hay Festival as Hay on Earth Director. He has rejoined Natural Resources Wales and was recently seconded to Powys County Council as part of an EU-funded project, ZEN, which was investigating ways of reducing and mitigating the negative impacts of events and festivals. Andy also undertakes a range of consultancy work, including a review of Event Guidance for WRAP. He sits on the advisory board for New Leaf, a not-for-profit co-operative that promotes sustainability

and carbon reduction within Herefordshire.

### **Edmund Inkin**

Edmund is a Director of EatDrinkSleep, a small family-owned business of dining pubs with rooms. Its headquarters are at The Felin Fach Griffin, which the company has run since 2000. The company also has 2 small hotels in Cornwall and employs more than a hundred people in Wales and Cornwall. Prior to this, Edmund worked in finance around the world for 7 years and has a business degree from Edinburgh University.

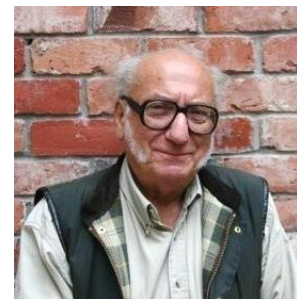


### **Muiread O Connell**

Muiread ran a party plan business in the 1970s employing 10 people and eventually opened a very successful gift shop in Surrey. After selling the property to Morrisons for redevelopment, Muiread returned to work in London as a Manager in an international legal firm. She retired and moved to Wales where she worked at her local primary school. Muiread runs a B&B and to her delight has been included in the 2014/15 Michelin Book and has been awarded AA Gold 4 Star accreditation with awards for dining and breakfast. Muiread is a Brecon Beacons Ambassador and is on the Board of Natural Mid Wales which helps promote wildlife awareness and activities in Wales for owners and visitors alike.

### **Bill Richards**

Bill has worked in a wide range of tourism roles, organised and marketed an independent hotel owner's group and been product development manager for a major national tourism organisation. Bill is senior partner at Tourism Research & Marketing which undertakes feasibility studies, strategies and marketing plans for tourism developments. Bill is an author of books and papers on the history of UK tourism, event organisation and medical tourism.



### **Mark Soanes**

Mark Soanes is a Director of Call of the Wild Ltd. This well established multi-award winning outdoor activity and training company is based in Abercrave on the southern edge of the National Park. In addition to offering a range of outdoor activities, Call of the Wild also owns 2 bunkhouses, a cafe/bar and a pub. Mark is therefore well-placed to represent the views of members given his experience in the tourism and hospitality sectors. As a Board member, Mark represents the South Wales Outdoor Activities Providers Group, the Upper Swansea Valley and the Cwmtawe Cluster.



### **Ceri Scott-Howell**

Ceri is a School Governor and treasurer for Talybont on Usk Tourism Group. She has 2 businesses run from her farm - a holiday accommodation business including two 4\* GTBS Gold Award cottage and two gypsy caravans. Ceri and her husband also run a butchery business from rare breed free range animals, winning Gold in the True Taste of Wales in 2013.

### **Carl Shaw**

Carl Shaw is owner of Dan Yr Ogof Caves-Voted by the British Public as Britains Finest Natural Wonder.

