

# MINUTES TO BRECON BEACONS TOURISM AGM

19<sup>TH</sup> APRIL 2016 – THE BLACK MOUNTAIN LODGE, GLASBURY

## **Attendees:**

Laura Thomas (Executive Director BBT), Julia Blazer (BBT), Emily Brookes (BBT), Andrew Fryer (Chair), Bill Richards (TRAM), Lise Chesters (Holiday in Brecon), Colin Evans (Cantref), Hilary Lipscombe (Old Rectory Barn), Liz Rose (Talgarth Mill), Rodney Ashwood (Delfryn B&B), Ruth Christopher (Holt Farm Cottages), Julian Stedman (Glan yr Dwr), Ian Andrews (CADW – Tretower Court), Elizabeth Jeffrey (BBMCG), Mick Collins (Outdoors @ Hay), Jacqui Kedward (National Trust), Dave Hodsby (Baskerville Hall), Emma Stevens (Lasswade Hotel), Ciaran & Muiread O’Connell (Rhedyn Guesthouse), Lee Cox (Ty Helyg Guesthouse), Martin Wibberley (Hay Tours), Alison Kidd (Eco Travel Network), Bridget Morgan (Winnie’s Hayloft), Adele Nozedar (Brecon Beacons Foraging), Ceri James (Brecon Beacons Holiday Cottages), Richard Tyler (BBNPA), Carol Williams (BBNPA), Valerie Davies (Aberyscir Coach House), Susie Gaskell (Priory Mill Farm), Julia Hindley (The Neuadd Cottages), Bethan Jones (Menter Iait), Alison Bannister (Dragons Cottage), Cliff Ross (Aubreys), Hilary & Mark Davies (Glanpant), Carl Shaw (Dan yr Ogor), Rhiannon Davies (Brecon Dementia Friendly Community), Andy Fryers (Hay Festival), Ruth Hayward (Maesyronnen B&B), Julie Bell (Felin Fach Griffin), Richard Lyster-Binns (The Kestrel Inn), Helen Jones (Trefecca Barns).

## **Apologies:**

Mark Soanes (Deputy Chair), Catherine Maggs -Barn at Brynich, Richard Lewis-Middle Ninfa Farm and Bunkhouse, Jeff Calligan-Mountain and River Activities, Mary Davies-Pyscodlyn Farm Caravan Park, Sue MacGill-Basel Cottage Holidays, Steffan Davies-Hawk Associates, Ceri Scott-Howell – Coity Bach Cottages, Emma Laverty – Foyles, Liz Marshall – Inspire2Adventure, Sheila Jenkins – Cantref Coach House, Marion Price – Ty Cooke Farm, Dunya Roberts – All in a Spin, Clare Wright – The School Annexe.

## **AGENDA**

The minutes from the last AGM were accepted as true and correct. This was proposed by Elizabeth Jeffreys and seconded by Julie Bell.

Laura Thomas gave an overview of the annual accounts to December 2016. Both Laura & the BBT Chair, Andrew Fryer, highlighted the increasing difficulties in accessing WAG and local authority funding, but affirmed BBT’s strength as having the majority of its income through Membership fees, and sufficient cashflow for the current year to maintain current levels of staffing and delivery.

Changes to the BBT Board of Directors were voted upon by all members present, with the resulting directors being elected for the coming year:

Existing board members continuing are

Andrew Fryer (Wern Watkin Bunkhouse), Mick Collins (Outdoors @ Hay), Bill Richards (TRAM), Mark Soanes (Call of the Wild), Edmund Inkin (Felinfach Griffin), Muiread O'Connell (Rhedyn Guesthouse), Ceri Scott-Howell (Coity Bach), Liz Daniel (Brecon Beacons Holiday Cottages), Andy Fryers (Hay Festival) & Jon Child (Kings Arms, Abergavenny).

New Board members were voted in as follow:

Colin Evans (Cantref) & Carl Shaw (Dan yr Ogorf Showcaves).

Laura Thomas thanked the Board for all their hard work last year and for their continued support in the voluntary capacity advising BBT.

Conclusion of the formal AGM part of the meeting.

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## MEETING

### **BBT UPDATE**

Laura gave an overview of current BBT member benefits, tourism activities, PR opportunities and an overview on the Visit Wales Year of Adventure 2016 and Year of Legends 2017. A reminder for all members to send their press releases & news stories to BBT at [breconbeaconspr@gmail.com](mailto:breconbeaconspr@gmail.com) to be picked up for the visitor-facing blog and also be forward to the destination PR team.

### **MEMBERSHIP RECRUITMENT OFFER**

A new membership recruitment incentive was launched, giving existing BBT members discounts on their subscription fees for 2017 when they recruit a new member. For more information, please visit [www.breconbeaconstourism.org](http://www.breconbeaconstourism.org) or email [info@breconbeaconstourim.co.uk](mailto:info@breconbeaconstourim.co.uk)

### **BRECON BEACONS TOURISM AWARDS 2016**

Laura introduced the new bi-annual Brecon Beacons area tourism awards that will start this year with an award ceremony on 10<sup>th</sup> November. BBT is pleased to announce that Punch Maughan has agreed to work with BBT to set up the framework and approach potential sponsors to help make these awards a success.

### **EISTEDDFOD 2016 – Castle Meadows Abergavenny**

The Monmouthshire & District Eisteddfod is happening 29<sup>th</sup> July – 6<sup>th</sup> August this year, and there are great benefits for local businesses by engaging and interacting with the organisers, helping promote the event by displaying posters, and offering accommodation within an hour's drive, as the festival will expect to receive around 150,000 visitors. There are also opportunities to advertise in the Welcome Directory.

The strap line for the festival this year is "No Welsh – No Worries", with a focus on encouraging non-Welsh speakers to start learning, and not be put off visiting the festival. There is also a service where the organisers can arrange a Welsh language taster session for staff locally, so that they can further enhance the visitor experience. Please visit [www.eisteddfod.wales](http://www.eisteddfod.wales) or email

[ggyb@eiseddfod.org.uk](mailto:ggyb@eiseddfod.org.uk) for more information or to request a visitor pack. Please [click here](#) to view the presentation from the Esiteddfod.

### **MENTER BRYCHEINIOG A MAESFED**

Bethan Jones introduced this new project that promotes the Welsh language throughout Breconshire and Radnorshire, working with communities and particularly young people.

The organisation is working with the BBNPA to create a new Ambassador scheme for Welsh language & culture, but can come out to visit businesses to help staff with learning Welsh, and are also keen to help support any events. Please contact [bethan.jones1@powys.gov.uk](mailto:bethan.jones1@powys.gov.uk)

### **DEMENTIA FRIENDLY BRECON**

Rhiannon Davies gave a talk about Dementia Awareness which is the organisation that works with communities and businesses to gain an understanding of Dementia and how you can make adjustments within your business to become Dementia Friendly.

The organisation can arrange a free 45 minute session that delivers the 5 key messages that everyone should know to be able to give confidence to dementia sufferers that would encourage them into get out and about. A business pack is being produced that will be distributed the 3<sup>rd</sup> week of May to coincide with Dementia Awareness Week, and Dementia Adventure is a scheme that helps people with dementia plus their family and carers to access supportive holidays and accommodation.

With active support from Visit Wales, Rhiannon wishes the Brecon Beacons area to become accessible and inclusive to all and hopes that BBT members will be interested in training sessions that can be arranged. For more information, please visit [www.dementiafriendlybrecon.org.uk](http://www.dementiafriendlybrecon.org.uk) or email [brecondfc@gmail.com](mailto:brecondfc@gmail.com)

### **SUSTAINABLE TOURISM OFFICER – BBNPA – NEW INITIATIVES**

Carol Williams introduced two new projects that the BBNPA have been involved with:

- Go Underground – as part of the Year of Adventure, there is a new leaflet produced with Dan yr Ogof Showcaves, Big Pit and SWOAPG encouraging people to explore the vast underground system of natural caves in the area with a series of events and arranged activities. Have a look at <http://www.breconbeacons.org/sightseeingunderground> for more details and look out for the leaflets available soon through the in-area TICs.
- Cycle Across the Beacons – The new cycle route from Llandeilo to Abergavenny is available online now on the destination site with a downloadable map <http://www.breconbeacons.org/cycleacrossthebeacons>  
Signage of the route is being arranged with a bigger launch planned afterwards. The route is aimed at young couples who are leisure road cyclists, but can be done in sections for families. Most is on made roads apart from the canal path section.

There was input from Richard Tyler about transportation with cycles to the area, that unfortunately no viable transport provider has been found for this year so the Beacons Bus

(with or without bike trailer) will not be running this summer. Comments were made, however, that bike hire, electric bike hire, bike transport and pick-up services are available via private businesses within the park. Please see [http://www.breconbeacons.org/explore/things\\_to\\_do/cycling\\_mountain\\_biking/local\\_cycling\\_businesses](http://www.breconbeacons.org/explore/things_to_do/cycling_mountain_biking/local_cycling_businesses)

For more details on either initiative, please email [carol.williams@beacons-npa.gov.uk](mailto:carol.williams@beacons-npa.gov.uk)

### **BRECON BEACONS FORAGING**

Local author and new BBT member Adele Nozedar has started a full and half day foraging school at Llanfrynach called Brecon Beacons Foraging, and offers courses as well as being able to be booked by other businesses to come and speak & forage at their premises for their guests. She will do trips for as little as 2 people. Pricing for a full day course is £80, with a ½ day midweek course being £50, both including lunch. She will also take children (£35 ea) with a minimum of 1 paying adult per 4 children. To see upcoming dates and for more information, please visit [www.breconbeaconsforaging.com](http://www.breconbeaconsforaging.com) or email Adele on [breconbeaconstoraging@gmail.com](mailto:breconbeaconstoraging@gmail.com)

### **HAY TOURS**

Martin Wibberley gave an introduction to Hay Tours which is a community enterprise run by volunteers committed to introducing the local history & architectural heritage of Hay on Wye. There are a variety of tours which generally last 1 ½ hours but are fairly short walks within the town, and they are run regularly throughout the year. Themes include a Railway Tour, Major Armstrong Tour and Hay Castle, and special dates run through the Hay Festival period.

For dates, times and pricing, please visit <http://www.haytours.org/>

### **BLACK MOUNTAIN LODGE**

Thanks were given to The Black Mountain Lodge for hosting the AGM. Emma gave a short overview including that the Lodge was originally the changeover station for the horse-drawn tramway that went from Brecon to Hay. It is now an attractive hotel with great function room, and is open 7 nights a week for food with an evening menu plus Sunday lunch. Black Mountain Activities is nearby with a wide variety of outdoor activities available including climbing wall and high level ropes & zip line.