

MINUTES TO BRECON BEACONS TOURISM

13th JUNE 2017 – PETERSTONE COURT

Attendees:

Laura Thomas (Executive Director BBT), Victoria Parry (BBT), Andrew Fryer (BBT Chair), Sunita Welch (BBNPA), Carol Williams (BBNPA) Annie Lawrie (Welsh Air Ambulance), Stephen Maggs (Business Wales) Ian Thomas (Tour Guide), Wayne Morgan & Dianne Worrell –Way2goadventures Sue MacGill (Basel Cottage Holidays), Valerie Davies (Abersycir Coach House), Carl Shaw (Dan-yr-ogof), Helen Howarth (Brecon Retreat), Amanda Phelps Barnett (Argoed Barns), Christine Crockford (Ty Helyg Guest House), Nigel Forester (Creative Photography Wales), Emma & Peter Harrison (Star Bunkhouse), Sheila Jenkins (Cantref Coach House) Julia Hindley (Neuadd Cottages), Hilary & Mark Davies (Glanpant), Julie Bell (Felinfach Griffin), Cath Maggs (Brynich Cottages and Playbarn), Colin Evans (Cantref Farm), Ceri James (Brecon Beacons Holiday Cottages), Rachel Morgan (Welsh Venison Centre & Beacons Farm Shop) Julian Stedman (Glan Dwr B&B), Bernard Illman (MBACT) Olly Cayless (Rock UK Summit Centre)

Apologies:

Mary Davies (Pyscodlyn Farm), Myfanwy Mitchell (Ellesmere Riding Centre), Martyn Green (Theatr Brycheiniog) Richard Lewis (Middle Ninfa Farm & Bunkhouse)

BBT UPDATE

Laura gave an update of about the PR Company Hills Balfour. They had delivered six successful press trips and 191 articles had been published. Also how successful Brecon Beacons blog has become with 8000-15000 views a month. She also gave an insight into the marketing benefits of BBT.

Year of Legends update

The book myths and legends which was jointly funded by BBT and Brecon Beacons National Park Authority was launched at the Hay Festival with Horatio Clare who wrote the Stories, the book can be purchased online and TIC'S.

Upcoming Legendary events

- Gospel Pass Everesting challenge Saturday 17th June
- Dynwen and Baby Dragons Coming to Tretower Court 27 June- 9th July
- Legendary Summer at Tretower Court 22nd July – 3rd September

Sue Magill mentioned the Llandovery Motorbike Weekend which is being held on 8th -9th July.

Laura informed the meeting that next year will be Visit Wales Year of the Sea Funding bids are taking place the roots campaign , iconic road routes with the National Park . 2019 will be the year of Discovery.

Dates for you Diary

Legendary Summer social at Tretower Court 29th June

Drop in Sessions 6th July Powys Business Clinics

Members Meeting 19th September Angel Hotel

Gala Dinner 30th November

Sunita Welch –National Park Visitor Survey

Sunita who is the newly appointed Public Engagement Officer at the National Park informed the meeting of the National Park Visitors Survey 2016-17. The results of the Survey goes to NPA Authority on the 30th of June before being published on the website. There has never been a study of the destination before , there was a good response from the public who were asked questions face to face and online surveys thus making the data more robust.

Annie Lawrie- Welsh Air Ambulance

Annie informed the Meeting about Wales Air Ambulance Service. This is an all-Wales charity providing vital emergency air cover for those who face life-threatening illness or injuries. The aim of Wales Air Ambulance is to reach, treat and transport patients with the greatest speed possible to the most appropriate hospital for their needs. Annie informed the Meeting of how valuable funding, supporting this Charity run service .

Stephen Maggs- Business Wales Relationship Manager

Stephen informed the meeting of the Welsh Government Business Wales Service that supports new and established businesses in Wales.

He informed Members of the roles and responsibilities of Business Wales and how it can help its priority sectors and also support Clients. He also mentioned the Micro Small Business Fund which is an investment fund targeting eligible capital investment projects in the tourism sector in Wales. It can be used either to upgrade existing or create new high quality product.

Stephen told the meeting that Business Wales in conjunction with Powys Business will be holding Drop-in Clinics offering Free Consultation and Advice at the Castle Hotel, Brecon Thursday 6th July 2017 2-6pm.

[Stephen Maggs Presentation](#)

Date of Next Meetings

19th September Angel Hotel, Abergavenny

7th November Baskerville Hall Hotel, Clyro