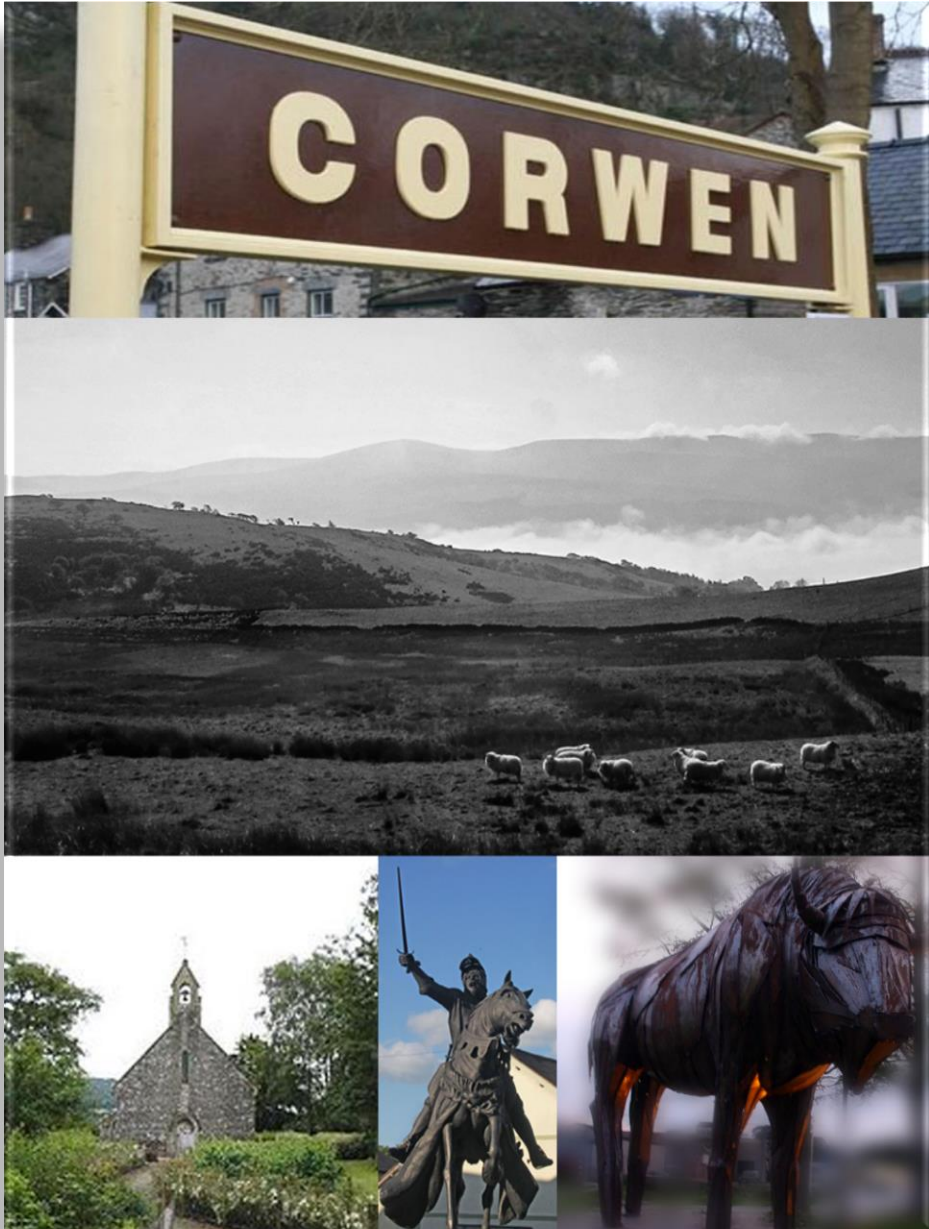


Edeyrnion Outdoor Leisure and Tourism Action Plan (2015 -18)



Bryniau Clwyd a Dyffryn Dyfrdwy
Ardal o Harddwch Naturiol Eithriadol
Clwydian Range and Dee Valley
Area of Outstanding Natural Beauty



Asiantaeth Datblygu Gwledig
Rural Development Agency



Cronfa Amseithyddol Ewrop ar gyfer Datblygu Gwledig Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
The European Agricultural Fund for Rural Development: Europe Investing in Rural Areas



Llywodraeth Cymru
Welsh Government

Foreword

The Vale of Edeyrnion has its foundations in the very fabric of Welsh history and culture. From the ancient Moel Ty Uchaf stone circle and Branâs Chambered Tomb to Owain Glyndwr's ancestral home, the high quality landscape and most importantly the welcoming people with their sense of humour and ready laughter are things that the whole of Wales should celebrate.

It is clear that this document represents a call to action for all of the tourism facing businesses in the Vale of Edeyrnion and represents an opportunity for development that should be welcomed and striven for.

The global village has opened up holiday destinations across the world, offering cheap and cheerful packages. This small corner of land is not in competition with nearby holiday destinations but with Scotland, Ireland, Barcelona, Paris... there is nowhere that tourists currently visit, and we need to be there offering our proposition.

This report highlights the two most important factors which will differentiate Edeyrnion from other destinations – quality and culture.

In a Sunday Times list of the last Millennium's most influential people, Owain Glyndwr came 7th above Lincoln and Isaac Newton. Among those voting were Yeltsin and Castro among others. Here is an internationally recognisable brand, and he is ours.

A high quality, welcoming and knowledgeable business community will harness the significant opportunity that the arrival of the steam train in Corwen represents. Additionally, it will stimulate repeat business and promote the Vale as a destination rich in attraction for visitors from all over the world.

I am excited to see this opportunity to develop the region and am confident that this wonderful area will embrace this action plan that promotes the value and quality of the Vale that I am proud to be a part of.



CYNG / CLLR HUW LL. JONES

Aelod Arweiniol dros Dwristiaeth, Hamdden a Ieuenctid
Lead Member for Tourism, Leisure and Youth

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Produced by Mentrau Bach Ltd

www.mentrau-bach.com

Executive Summary

This action plan recommends key actions for ensuring the Vale of Edeyrnion can maximise the opportunity presented to it through the outdoor leisure and tourism sector.

The actions are based upon baseline research of existing and future opportunities, current best practice both locally and nationally, reviewed with key stakeholders and in consultation with local businesses.

With the arrival of both the steam train, and Rural Development Programme (RDP) funding in 2015, there are exciting opportunities for the local community.

The community groups in the area are varied; and it is a positive challenge created by this plan to ensure that the strategy is both understood and implemented in a coherent way. With support, the groups have every prospect of delivering these actions which will maximise the exceptional quality of landscape, history and culture in a sustainable and profitable manner for the Vale and its immediate neighbours.

The key recommendations are to focus upon building a tourism facing business community that exhibits three main characteristics

1. High Quality
2. Welcoming
3. Knowledgeable

It is suggested that the Vale should focus on five differentiators, being

1. "The home of one of the most important Celtic Princes"
2. Situated within "one of the best landscapes in Europe"
3. A part of North East Wales and its collective identity as being "Altogether Brilliant"
4. A place for the whole family to enjoy time outdoors
5. Home to the 2,500 acre organic farm and estate of Rhug

If businesses develop, and embrace these points and access the funding opportunity the Vale of Edeyrnion will position itself well as a tourism destination.

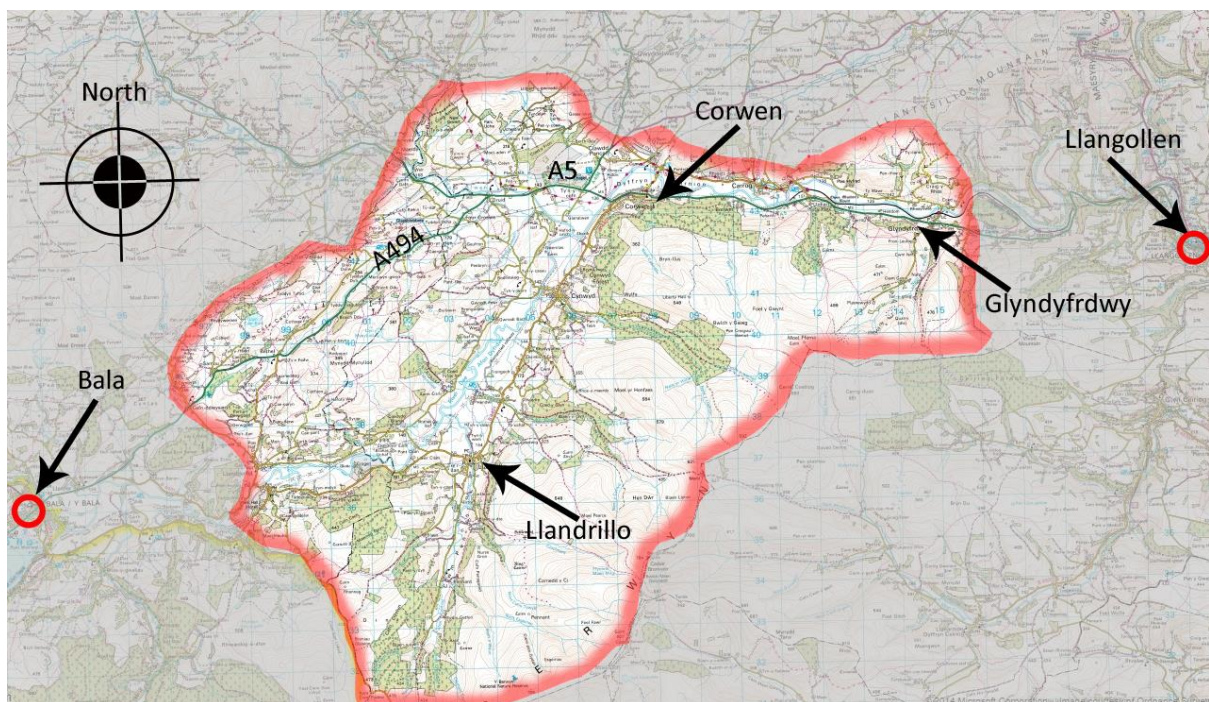
Introduction and Context

The study area is within the rural area of South Denbighshire and parts of Gwynedd. It is a broad area that covers a section of the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty; most of the Berwyn Mountains and the Dee Valley between Glyndyfrdwy and Llandderfel as well as some neighbouring areas.

The major communications travelling through the area are the A5 and the A494.

The significant residential areas within the area are Carrog, Corwen, Cynwyd, Glyndyfrdwy, Llanderfel, Llandrillo and Maerdy.

Bala and Llangollen are the closest neighbouring towns.



In 2013, Ryder Landscape consultants were engaged to undertake a strategic review of the Outdoor Leisure and Tourism offer within this study area. Through research and consultation, baseline data, trends and opportunities were established. These findings underpin the production of this study.

Within the area there are a number of groups that operate promoting and championing particular interests. These consist of the Corwen Town Council, Corwen Partnership, Corwen and District Business Association and Corwen Tourism Group. One observation that has repeatedly been raised is that many actions and projects within the Vale are being undertaken without a coherent strategy or coherent communication structure. The need is for one of the group to ensure that understanding of each action to be undertaken exists. This should promote the use of other groups' expertise wherever possible.

The arrival of the steam train has been seen by many as the most important project for tourism in the area. The Business Action Group appear to have adopted this project. The completion does bring an enormous opportunity, but with it there are also challenges to consider. Any actions should work in support of actions undertaken by other groups.

There are many unique qualities of the Vale. These must be understood, harnessed and promoted by all businesses in the area. Without a local area approach to outdoor leisure and tourism the visitor is likely to leave feeling uninspired.

Methodology

Since the first phases of work were undertaken, the reports were initially reviewed in consultation with key stakeholders. These included specific officers within Denbighshire County Council, Clwydian Range and Dee Valley AONB, Regional Tourism representatives and key business and event persons already within the Vale.

The review and feedback was considered in relationship to any new, or reviewed policies and strategies at all levels, from National to local.

Where a potential project was identified to form part of this action plan for delivery within the Vale, the opportunities have been further sifted after reconciling with potential funding opportunities.

Subsequent to this review and the inclusion of stakeholder recommendations, the results were presented through consultation with other tourism facing businesses in the Vale. These events were hosted by the Corwen Tourism Group. Feedback from these sessions was incorporated into the recommendations.

There has also been general engagement with the Business Action Group, the Town Council and the local Assembly Member to ensure that awareness of the action plan is maximised.

The action plan has been guided throughout the process by the steering group, consisting of Ceri Lloyd (Cadwyn Clwyd), David Shiel (Clwydian Range and Dee Valley AONB) and Philip Hughes (Hendwr Caravan Park).

Opportunities

There is already some extremely good work outside the Public sector taking place in the Vale. However there is a strong feeling within the community that at times this lacks strategic direction, and in places, the specific skills, or resource to make a difference.

It is clear that without a cohesive central strategy, there is duplication of effort and in places a lack of knowledge between stakeholders of other actions being taken. This can lead to a sense of frustration. It is a clear aspiration of this plan that all groups in the area can support the delivery of the overarching strategy contained within this action plan.

The opportunities are described in two distinct pillars of work. These are the generic positioning of the Vale, and activity specific actions. The immediate short term requires the consumer offer to be sharpened, and this is dependent upon the capacity of the community to work cohesively.

There are also some easily deliverable, activity specific opportunities for development that would make a big difference to the offer that the Vale of Edeyrnion makes to outdoor leisure and tourism visitors.

It was a requirement in the production of the action plan that recommendations be realistic and achievable. This requires alignment to not only funding but sustainable delivery mechanisms.

Pillar One - Generic positioning (Marketing and Promotion)

The business community must remember that the goal of being known and regarded as a welcoming, knowledgeable and high quality destination goes far beyond the scope of any funded marketing campaign. Development of this attitude is fundamental to harnessing all the opportunities. The arrival of the steam train, and thus the welcoming of new visitors, through all the suggested actions, relies upon 'selling' the Vale through positive experiences. Sharpening the offer that consumers experience will help with customer retention, stimulating repeat visits.

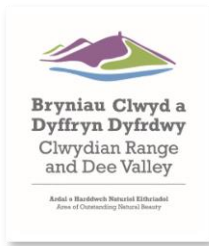
The Vale of Edeyrnion must establish its differentiators; what sets it apart from other areas locally?

It is suggested that the aspiration is set to internationalise and differentiate the opportunity to visitors. This is not without reality due to some of the exceptional offerings within the study area. There are two statements that should be recognised and developed that instantly set the Vale apart.

"The home of one of the most important Celtic Princes"

"Set amongst the best landscapes in Europe"

Owain Glyndŵr's story is a powerful offer. With his birthplace at Sycharth, his ancestral home in Llidiart y Parc, and the significance of him evading the English within Edeyrnion, the story is powerful and evocative. Corwen enjoys a legend as powerful as Beddgelerts 'story', however this has yet to be connected with the visitor in a similar manner. That Owain Glyndŵr threw his dagger from Pen y Pigyn making a deep impression in the stone beneath offers a story, and visit, that could capture and promote the historical significance of Owain Glyndŵr on an international basis.



The location of the Vale within the Clwydian Range and Dee Valley AONB provides recognition that the landscape is significant. Both the designation of the Area of Outstanding Natural Beauty AONB and the Berwyn National Nature Reserve, itself being within the Berwyn Site of Special Scientific Interest, and the Berwyn and South Clwyd Mountains and the River Dee Special Area of Conservation designations confirm that this area truly is one of the best landscapes in Europe.

Single attractions are an effective mechanism to bringing day visitors, the landscape, culture and heritage of the Vale offer a proposition that is suited to creating dwell time. The objective must be to position the Vale, or the opportunities within it as one of the top 5 destinations to visit in North East Wales.

It is crucial that Vale aligns itself with branding developed via a partnership between Tourism Partnership North Wales and Visit Wales. The North East Wales “Altogether Brilliant” brand recognises the outstanding quality of the Clwydian Range and Dee Valley AONB and the World Heritage site in Llangollen. The Vale, within the AONB must recognise its importance within the North East Wales offer.



Whilst Rhug Estate could be seen as drawing visitors away from the villages, this misses the opportunity of a brand which is strong and synonymous with high quality. Few destinations can boast a 2,500 acre Organic Farm as part of its 12,000 acre Estate that supplies produce to some of the best restaurants and retailers in the World. This should be celebrated by the Vale as a whole.

There is an opportunity to promote Corwen as a connected town, due to being one of the communities enjoying a fibre broadband connection. This is now an essential requirement for many visitors. Maximising the quality of the landscape and the availability to stay connected, is a further differentiator. The development of wireless hotspots with free access should be considered to achieve this.

At this stage of development of the overall product offer, it is worth being aware that there are a number of empty commercial or business properties within the area. These properties offer business opportunities for enthusiastic operators. Creating a vibrant atmosphere to attract new businesses will be a natural by-product of growing the attractive nature of the town for visitors. This organic business development is crucial to supporting existing businesses through increasing footfall.



Pillar Two - Activity Specific

The definition of the type of activity that should be developed in the Vale is produced by the landscape. The landscape is highly visible from Chester, and other high population areas. It is recognised as having an incredibly high value, and is the arguably the first “proper” upland countryside encountered heading north on the A5.

Being unspoilt, but still close to major populations makes the Vale more attractive than some larger, more extreme mountainous areas. The area, therefore, is attractive to young families, and those who appreciate the unspoilt and quiet enjoyment of areas rich in cultural and historical heritage. It truly is a destination for the whole family.

There are a number of outdoor leisure activities that currently take place in the Vale. These in many cases are informal recreation. Always of importance to visitors is the infrastructure (car parks, visitor information and sustenance), this presents a challenge in some of the more rural locations. This could be addressed with peripatetic delivery. There are local best practise examples and this could be further developed within the Vale as a selling point.

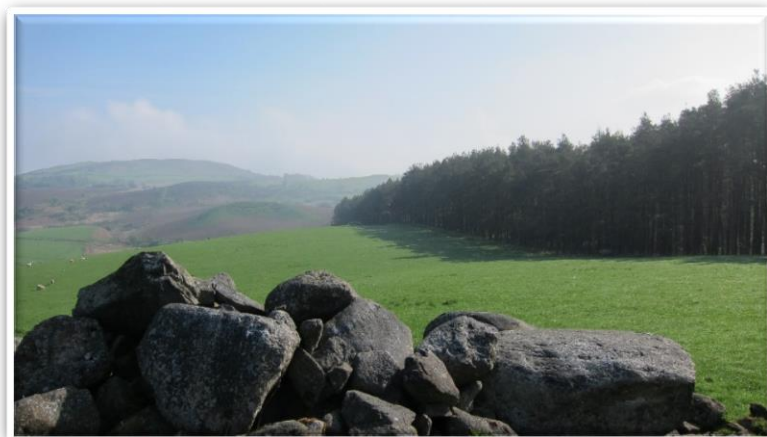


It is also worth noting there are some very special features, such as Pistyll Rhaeadr, the highest waterfall in England and Wales (and being 40 feet higher than Niagara Falls!) immediately adjacent to the study area.

Walking

The walking in the area offers an enormous diversity of experience. The development of the offer should harness the differing consumer types. The highly successful Corwen Walking Festival has shown the attractiveness of the walking offer with significant numbers attending. Expanding this activity into a year round offer is critical. Through initiatives such as these, Corwen has achieved the status of a “Walkers are Welcome” town, with current actions to expand this dramatically to a model similar to Shropshire Walkers are Welcome. This outwardly demonstrates the quality of the walking offer in the area, is an endorsement to be built upon in a competitive environment.

As visitors arrive on the train, there is a clear need for the offer to be reassuring and clearly way marked with a clear identity. These visitors may not consider themselves walkers, but will use walking as a way to explore some of the amazing features of the area. It is clear that these visitors



will largely only be able to move around on foot, and so initiatives to inspire a repeat visit should be encouraged.

Walking also offers an opportunity to experience the wilderness areas that are inaccessible in any other way. The hill forts, and Berwyn Mountains are gems that often surprise visitors. Presenting the area as a walking destination requires both breadth and depth of offer.

With some longer distance routes (Brenig Way, North Berwyn Way and Dee Valley Way and a link to Bala – Taith Tegid) passing through the area, as well as short routes like Pen y Pigyn the offer is already extensive.

Walkers benefit the area through spending money in the area. Areas that have successfully welcomed walkers have understood the market and have ensured that the quality and service match the expectations of walkers. This is a real consideration for the Vale, if buying a meal in the evening after a walk isn't easy, the A5 offers a quick escape to somewhere that it is.

As is usual with rural areas there are some short circular walks that are well known to locals, often in close proximity to accommodation providers. Turning these shorter walks into a series of documented guide walks would offer a striking opportunity for visitors. These walks could be a part of the Community Miles project that is being undertaken by the AONB.

Because walking is a health intervention which is well recognised, the value of way marked trails must be remembered for the community.

Cycling

Cycling as an activity is in a large growth phase, both in and off road. More people are participating in the activity in a more European style – as a sport. However, this increased participation has also led to younger families seeking destinations to cycle in the countryside. Waymarked trails that have been developed within the last 20 years in North Wales are typically high quality mountain biking for experienced riders at trail centres. However, where simpler trails for family riding have been developed there is large take up. Vyrnwy, Brenig and the Mawddach are all water bodies that have opportunities to cycle close and have extremely high participation levels.



The landscape of the Vale does not lend itself to trying to develop as a trail centre destination. With trails such as the three day Triban Route as well as some very wild bridleways the experienced cyclist will find a way to enjoy the area. The area is crossed by some remote public rights of way that are very attractive to more experienced and adventurous cyclists.

The Vale gives access to some very good road cycling. The area is used by large sportive style events due to its quality. It is foreseeable destinations such as Llandrillo that could easily develop itself as a “jumping off” point for some fantastic circular routes that would be attractive to both family cyclists and the more experienced rider.



Sustrans are developing the cycle routes as part of a regional strategy; this will take time, it is hoped that an offroad route between Llangollen and Corwen could be delivered as this would provide massive benefit.

As with walking, spend associated with cyclists is largely secondary. Again quality provision of services that are attractive to visitors is key – the market segment that the Vale appeals to would greatly appreciate a cycle maintenance provider in the area.

Other activities

Wildlife - The landscape offers some unique opportunities for the visitor. There are good populations of Grouse, Nightjar and Crossbill, all of which are very attractive as a bird watching offer. With sighting times of Grouse and Nightjar being at opposite ends of the day, it can quickly be seen that these two species in particular offer an increase dwell time for visitors. The quality of the “Dark Sky” offered in the area due to the lack of diffuse background lighting is also of great value. These wildlife experiences have already been successfully delivered by the AONB, but the opportunity to grow the product is significant.



Heritage – As well as the main church in Corwen, the Church of Saints Mael & Suilen, Rug Chapel and Llangar Church are very plain looking buildings that house treasures inside that aren’t immediately obvious. Both are very high quality historic buildings cared for by CADW and along with older structures such as hill forts, offer a very accessible historical trail that is very attractive to overseas visitors. Even many residents are unaware of these amazing treasures on their doorstep.

Food - Whilst often identified as a secondary offer in areas popular with outdoor leisure, food is worthy of a mention in its own right. Many visitors to the area have heard of the UK’s “best bacon butty” at Llandegla, the ubiquitous “Bison Burger” at Rhug, the quality of Tyddyn Llan in Llandrillo and the quality of Fish and Chips in Corwen. Combined with the activity of the Clywdian Range Food Trail to the north, the Vale has the foundations of a great reputation that will only to stimulate more visitors through their taste buds.

Events - The area is well positioned to attract a large-scale event within the associated outdoor sector. Basing an event within the Vale brings promotion of the area and sector expertise from a third party. The immediate financial benefit is in the provision of services, food, bed nights and visitor attractions for those supporting a participant. There is also the opportunity to be creative and deliver an event that is new and innovative; there are venues that would lend themselves well to a large festival. Care does need to be taken to ensure that the event supports and enhances the major assets that the Vale has and doesn’t seek to compete with neighbours.

Watersports - Local business and participants identify the value of water related recreation. This includes both country pursuits and watersports. The physical nature of the bodies of water within the Vale is suitable for family participation and there are many areas that are similar that enjoy extensive financial benefit from water based activity.



Funding alignment

Rural Development Plan

At the start of 2015, a new round of Rural Development Programme (RDP) money will be available to rural Denbighshire. Early indications are that this will be worth £1.7 million for the area, over seven years. This will be managed by Cadwyn Clwyd for the Vale. The study area does contain parts of Conwy and Gwynedd, and RDP funding is also available through these authorities.

RDP funds within the key themes, these have been defined broadly by Welsh Government

A range of projects can be supported including small-scale infrastructure, ICT and renewable energy, support for local basic services and cultural and natural resources. In line with local development strategies, it is the aim that the activities supported will promote jobs and growth, and help tackle poverty in communities.

Cadwyn Clwyd have confirmed that for the purposes of this Action Plan the LEADER themes within RDP are:

- 1. Adding value to local identity and natural and cultural resources.*
- 2. Facilitating pre-commercial development, business partnerships and short supply chains*
- 3. Exploring new ways of providing non-statutory local services*
- 4. Renewable energy at Community level*
- 5. Exploitation of digital technology*

Visit Wales – Partnership for Growth

Through working with the AONB it is possible for the Vale to attract support from the Partnership for Growth fund (P4G). The clear intention from the AONB is to support the development of outdoor leisure and tourism in the Vale. The recent *“Clwydian Range and Dee Valley AONB Sustainable Tourism Strategy and Action Plan 2015 – 2020”* is the primary guiding document for this funding.

It is also significant that there is opportunity for funding from other sources, such as the Heritage Lottery Fund. Some of this could also be accessed in partnership with bodies such as local authority or the AONB. It is also possible to make a direct application from an appropriate body.

Denbighshire County Council Area Plans and Destination Management Plans

The Corwen and Edeyrnion Area Plan (2013-2020) has £10,000 identified to match fund against projects that supports *“sources of training for the community to help them start up or become sustainable cottage industries in sectors such as, but not exclusively, tourism or outdoor activities.”*

There is also a further £5,000 for a feasibility study which supports *“the community in finding a community enterprise use for redundant buildings e.g. the closed school in Glyndyfrdwy and the soon to be closed schools in Llandrillo & Bryneglwys.”*

There are projects associated with the Vale, that are placed the Denbighshire County Council *“Denbighshire Destination Management Plan 2014-2017”* has a number of actions, especially around promotion and marketing (signage) that requires close consultation with D.C.C to ensure collaboration and remove duplication.

The long term sustainability of the Vale is dependent upon investment from the private sector. This will become more attractive as the Vale develops its own identity and high quality offer. As well as investment in commercial development of attractions, it is also foreseeable that the community could stimulate its own investment using social enterprise as a mechanism.

[Social Enterprise.](#)

Within the social enterprise sector there are a very broad range of funding opportunities ranging from relatively small interventions through to landscape altering schemes. The key schemes that have had success in similar environments are those operated by the Lottery, The Tudor Trust and Esmée Fairbairn Trust, as well as community development funding schemes run by Local Authority. As a view to scale the Lottery manages schemes in Wales ranging in value from £500 to more than £1 million. As an example of philanthropic trusts, the Tudor Trust doesn't limit grant size, but in 2013-14 distributed £19.9 million with an average grant size of £54,398. Specifically, within Wales the Tudor Trust granted £1,207,000 to 18 beneficiaries in the same period.

Action Plan

The two main themes, although very closely linked have been defined in the two tables beneath. Those with a theme of mainly business development, or capacity building carry the prefix of a 'B'. Those with a mainly activity specific theme carry a prefix of 'A'. It is quick to identify through cross reference, the essential nature of a coherent approach to delivery.

Business Development Action Plan (Pillar One)

Theme	Ref	Key Actions	Cross ref	By When	Lead	Funding
<i>Build capacity and resources of CG to develop cohesion and efficacy</i>	B.1.1	Mentoring and coaching for the main group to enable effective communication and action taking	All	Feb-15	CG	AP P4G RDP
	B.1.2	Peer visits to bring best practise and ideas to the Vale	B.2, B.3, B.4, A.4	Apr-15	AONB	
	B.1.3	Identification and guidance of a simple marketing strategy – maximising differentiators	A.1.3, A.2.1, A.3, B.2.3, B.3, A.4	Mar-15	CG	
	B.1.4	Training on the effective use of social media	All	Mar-15	CG	
	B.1.5	Commissioning of high quality landscape images	A.2, A.3, B.3, A.5, A.6	Aug-15	AONB	
	B.1.6	“Welcome Host” style training including knowledge building of other attractions in the area	A.1.3, B.3.4	Jun-15	CG	
	B.1.7	Promote collaborative working with the AONB, DCC, Town Council and all community groups	All	Ongoing	CG	

CG – Community Group
 AONB – Clwydian Range and Dee Valley AONB
 WF – Walking Festival
 VW – Visit Wales

AP – Area Plan linked funding
 P4G – Partnership for Growth
 RDP – Rural Development Programme
 PI – Private Investment

Theme	Ref	Key Actions	Cross ref	By When	Lead	Funding
<i>Develop the Wireless offer in Corwen</i>	B.2.1	Partner with a communications provider to create WiFi Hotspots through the Vale	B.3, A.5	Jun-15	CG	RDP
	B.2.2	Developed linked hotspots within the Vale to maximise coverage		Sep-16	CG	
	B.2.3	Promote Corwen as a “connected community”	B.3.3	Ongoing	CG	
<i>Increase the value of digital marketing</i>	B.3.1	Ensure all tourism business recognise the value of “Discover Denbighshire”	B.1.3	Feb-15	CG	RDP
	B.3.2	Create clear toolkit guidance for all businesses on how to maximise the use of central marketing	B.1.3, B.1.4, B.1.5	Mar-15	CG	
	B.3.3	Ensure more than 50% of businesses have content on “Discover Denbighshire”	B.1.6, B.2.3	Oct-15	CG	
	B.3.4	Partner with an academic institution to produce “What’s On” information provision from Denbighshire, Conwy and Gwynedd	B.1.6	Oct-15	CG	
	B.3.5	Implementation of an effective community driven social media campaign	All	Sep-15	CG	

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Theme	Ref	Key Actions	Cross ref	By When	Lead	Funding
<i>Ensure the Vale is a location for a Pilot Ambassador Scheme</i>	B.4.1	Ensure more than 50% of the businesses actively use “Altogether Brilliant” as a tool	B.1.6	Sep-15	CG, AONB	RDP P4G
	B.4.2	Ensure businesses understand that the Ambassador scheme proposed within the AONB Sustainable Tourism Plan will only succeed if high standards are achieved and maintained	B.1.3, B.1.6, B.3.3	Apr-15	CG, AONB, DCC	
<i>Medium term strategic development</i>	B.5.1	Ensure opportunity for regular discussion with strategic partners on medium term opportunities	B.1.7, A.3.2, B.3	Ongoing	CG	AP P4G RDP PI
	B.5.2	Prepare a feasibility study for the use of Cynwyd Forest as a family walking, cycling and watersports hub	B.1.5, A.2, A.3, B.3	Ongoing	CG	
	B.5.3	Ensure that developments for cycling are well aligned with the consumer need by engaging fully with Ride North Wales, and future developments by Sustrans and others developing cycle route.	B.1.5, B.3, A.4, A.5, A.6	Ongoing	CG	
	B.5.4	Promote opportunities for attraction development to potential private sector investors	All	Ongoing	CG	
	B.5.5	Prepare a contingency plan for the closure of Llandrillo school and future community use	A.3, B.2, A.4, A.5, A6	Ongoing	CG	
	B.5.6	Identify and promote opportunities to attract a large event to the Vale of Edeyrnion		Ongoing	CG	

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Activity specific action plan (Pillar Two)

Theme	Ref	Key Actions	Cross ref	By When	Lead	Funding
<i>Define the Vale as "the birthplace of the most important Celtic Prince"</i>	A.1.1	Establish the facts with the Corwen historic society		Mar-15	CG	RDP
	A.1.2	Create the story in a sellable manner	A.1.4	Apr-15	CG	
	A.1.3	Promote and publish the story	B.1.6	Ongoing	CG	
	A.1.4	Delivery of the Dagger Trail within Corwen to build the Owain Glyndŵr Story	A1, A.2, A.3, B.5.1	Jun-15	AONB	
<i>Guided Wildlife Walks</i>	A.2.1	Identify the current walks and expand the availability to meet consumer need	B.3.4	Ongoing	AONB, CG	RDP
	A.2.2	Train local volunteers/business providers in high quality knowledge of the species	A.3.1	Jul-15	CG	
	A.2.3	Gain endorsement from VIP for the quality of the area for species	B.1.3, B.3	Mar-15	AONB, CG	
	A.2.4	Promotion of the walks	B.1.5	Ongoing	CG	
	A.2.5	Drive targeted social media campaign	B.1.1., B.1.3, B.1.4	Ongoing	CG	
	A.2.6	Encourage editorial print media content	B.1.3	Ongoing	CG, VW	

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<i>Support the development of the Walking Festival</i>	A.3.1	Develop a pool of walk leaders who can lead regular simple low level walks	A.2.2	Sep-15	WF	RDP
	A.3.2	Expand the partnership with Cotswold outdoors for marketing and navigation training – expansion to Shrewsbury store	B.1.3, B.1.5, A.2.6	Oct-15	WF, CG	
	A.3.3	Development of a shuttlebus style provision through the season and access to walks for the less able	A.3.5, B.1.6, A.6.5	Oct-15	CG	
	A.3.4	Provision of waymarked routes that meet the need of consumers	B.1.1, A.3.5, A.1.4	Ongoing	AONB	
	A.3.5	Production of community based walks from B&B's	A.2, A.3, B.3	Apr-15	CG	

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Theme	Ref	Key Actions	Cross ref	By When	Lead	Funding
<i>Develop the Food offer</i>	A.4.1	Organise peer visits to high quality food providers within the Vale and beyond. These should be familiarisation trips within the Vale, or best practice visits to other areas.	All	Oct-15	CG	RDP
	A.4.2	Promote the opportunity for new business to the Vale	All	Ongoing	CG	
	A.4.3	Promote a "Trip Advisor" based competition to stimulate existing businesses to strive for better quality	B.1.6	Jun-15	CG	
<i>Create a peripatetic information and hospitality provision</i>	A.5.1	Produce a feasibility study containing the mechanisms and outline business case for "Shepherd Hut" TIC and food provision	A.2, A.3, A.4, A.6, B.5.3	Apr-15	CG	RDP PI
	A.5.2	Identify positions within key locations and events outside the Vale for marketing purposes	B.1.3, B.1.5, B.1.7	Apr-15	CG	
	A.5.3	Identify rural areas of the Vale that will benefit from a program of support from the Hut	A.4	Apr-15	CG	
	A.5.4	Promote partnership marketing of the business opportunity with high quality food providers	A.4	May-15	CG	
	A.5.5	Quality assurance phase of delivery		Ongoing	CG	

CG – Community Group
AONB – Clwydian Range and Dee Valley AONB
WF – Walking Festival
VW – Visit Wales

AP – Area Plan linked funding
P4G – Partnership for Growth
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Theme	Ref	Key Actions	Cross ref	By When	Lead	Funding
<i>Develop a multiday, baggage transferred walking trail</i>	A.6.1	Identify the quality attraction around the Vale and produce an aspirational route	B.1.3, B.1.5, A.2, A.3, A.4	Jul-15	CG	RDP PI
	A.6.2	Identify existing accommodation providers close to the aspirational route		Jul-15	CG	
	A.6.3	Undertake gap analysis to provide high quality “glamping” provision on the aspirational route		Aug-15	CG	
	A.6.4	Scope the opportunity of partnering with a walking holiday provider	B.5.3	Sep-15	CG	
	A.6.5	Encourage a local taxi provider to make provision for baggage transfer, potentially with the offer of exclusive provide within a service level agreement	A.2, A.3.3, B.5.3	Jul-15	CG	
	A.6.6	Identify the synergies with a cycling and equestrian route		Oct-15	CG	
	A.6.7	Develop and implement a route	A.2, A.3, B.3	Mar-16	CG, AONB	
	A.6.8	Promote through social and print media channels	B.1.5, A.2, A.3, A.4	Ongoing	CG	

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Recommendation

Along with clear need to practically deliver the individual actions contained within the plan, it is essential to ensure that the outputs from this report be reviewed and directed on a quarterly basis as a minimum.

It would be an important statement on the desire to succeed from the community if this could be done by one lead group and communicated to all other interested community groups.

Conclusion

The baseline research identified exciting prospects within the Vale of Edeyrnion for promoting outdoor leisure and tourism opportunities.

Having conducted consultation at a number of different levels it is clear there is also much support, and excitement for the coming three years and further into the future from the Vale.

It is absolutely essential that the tourism business community is a cohesive group that communicates effectively within the local area, and fully with key stakeholders. With this embedded in the normal running of the group it will be very possible to communicate externally with visitors and potential visitors. This, in turn, will support more spend within the businesses and invigorate further development and investment from the private sector.

There is a real challenge ahead. Whilst the arrival of the steam train will bring much opportunity, there is a desperate need to greet the train with a high quality offer.

2015 brings opportunities for funding through the Rural Development Programme, as well as significant support available from the Clwydian Range and Dee Valley AONB, and Denbighshire County Council.

It is submitted that, with good management this will enable capacity building through the latter part of 2014, and be well positioned, with support, to really accelerate development in 2015 and beyond.

Although the actions are all intertwined and important to one another many could be addressed as stand-alone projects. The strength however is in the quality of the whole offer and thus value to the consumer.

There is every reason to expect the Vale of Edeyrnion to become synonymous with high quality, welcoming and a unique offer for visitors. This will absolutely underpin the success of all businesses within the Vale.

Success for businesses within the Vale will lead to prosperous and healthy communities that are sustainable and vibrant. It is clear that this is a highly desirable outcome, and one that many residents would like to see for the future of the Vale of Edeyrnion.

