

# DEINIOLLEN COMMUNITY DESTINATION PLAN



*Deiniolen, Peter Prendergast*

Developed by:

Mari Beynon Owen

Julia Thomason, Julia Thomason Associates

Rob Chambers, Chambers Conservation

---

## **Contents**

1. Executive Summary
2. Introduction
3. Demography and Economic Profile
4. Strategic Context
5. Regeneration Projects
6. Community Audit
7. Infrastructure and Services
8. Consultation
9. Visitor Assessment
10. Historic Built Environment Assessment
11. Key Challenges and Opportunities
12. Conclusions and Recommendations
13. Potential Sources of Funding
14. List of Appendices :

Appendix 1 : List of individuals/organisations consulted

Appendix 2 : Index of Multiple Deprivation/Employment by sector

Appendix 3 : Visitor/Tourism Profile

Appendix 4 : Historic Built Environment Opportunities Study

## **1 Executive Summary**

This Community Destination Plan complements the development of the Landscape of North West Wales's World Heritage Site Nomination; it has the following two objectives:

- To increase awareness, pride and understanding of the rich heritage of the slate industry;
- To promote the social and economic regeneration of the area.

This draft Community Destination Plan has been informed by primary and secondary research, which has included:

- A document and data review of Deiniolen's demography and economic profile, strategic context, regeneration projects and visitor/ tourism profile.
- An assessment of the village's infrastructure, services, community provision, visitor offer and historic built environment.
- An assessment of Deiniolen's key strengths and weaknesses, as well as the challenges and opportunities presented;
- Identification of potential funding sources to inform the prioritization/ viability of projects;
- Conclusions and recommendations in which we identify themes for the development of Deiniolen.

The Plan is accompanied by a draft Action Plan, which sets out potential projects, but the final Action Plan will be completed when the Rural Futures programme projects have been agreed and submitted. The final action plan is a working document and will be updated regularly and reviewed annually by Gwynedd Council and its stakeholders.

The **key findings of our secondary research** can be summarised as:

- The Welsh Index of Multiple Deprivation shows that access to services and housing are the most significant areas of deprivation in Deiniolen and education is the least deprived.
- Data gathered from the 2011 census shows that the unemployment rate (7%) is slightly higher than the averages for Gwynedd (5.5%) and Wales (6.5%).
- An online survey (as part of the development of Gwynedd's Destination Management Plan) highlighted that visitor and public facilities, including quality visitor attractions; access to infrastructure and services, including parking; tourist friendly engagement; and shops/ shopping opportunities were all issues that should be addressed.
- 2016 was the most successful year to date for Gwynedd's tourism sector, with expenditure reaching over £1 billion, visitor numbers of over 7 million and an increase in spending outside the summer months.
- Visitors are attracted to Gwynedd for its landscape, countryside and beach, as well as its extensive outdoor activities. 82% of visitors were highly satisfied with their visit and 98% reported that they were likely to return to Gwynedd.

The **key findings of our primary research** can be summarised as:

- The need to **make the village centre more lively** for the benefit of both community and visitors.
- **Transport services to be improved** - a community bus service could benefit the elderly; a better integrated public service linking Llanberis and Allt Ddu could help ease traffic congestion in both villages
- **Improve visitor facilities** and encourage visitors to visit the village centre
- Provide a range of **leisure services** in order to engage young people in village activities
- Create opportunities to present and **interpret the village's social and cultural identity**; develop events, activities and exhibition spaces.
- Identify **new access routes** to Dinorwig Quarry and ways to link Llanberis and Deiniolen; create new nature paths and use old tramway as cycle route; review signage and other interpretation devices.
- Ensure that the village and quarry's **historic built environment** is protected and find new uses for industrial heritage buildings and others of architectural interest.

## **2 Introduction**

This Community Destination Plan has been developed to complement the development of The Slate Landscape of North West Wales World Heritage Site Nomination in order to increase awareness, pride and understanding of the rich heritage of the slate industry and to promote the social and economic regeneration of the area.

Deiniolen is the most recent name for the settlement of Cynfi, on the slopes of the Elidir mountain range; when the chapel was built in 1823, the village was then renamed Ebenezer; whilst its unofficial name continues to be Llanbabs, a reference to the village of Llanbabo on Anglesey from where men travelled to work at Dinorwig quarry and stayed the week in the quarry barracks.

From 1809 onwards, a business partnership led by Assheton Smith, of the Vaynol Estate, oversaw the development of the quarry, and business started to boom with the construction of a horse-drawn tramway to Port Dinorwic in 1824. At its peak in the late 19th century, covering over 700 acres, employing more than 3,000 men, it was the second largest opencast slate producer in the country, indeed in the world, the first being Penrhyn Quarry at Bethesda. By 1930 the number employed at Dinorwig had dropped to 2,000; it continued in production until 1969.

Deiniolen/Dinorwig village, are well known for its surrounding climbing routes; and as the main access point for Dinorwig quarry.

The Deiniolen electoral ward, which includes Clwt y Bont and Dinorwig has a population of 1,909 (source : Census 2011).

### **3 Demography and Economic Profile**

:

- The population of Deiniolen is 1,909; 1,361 (71%) of whom are of working age - aged 16-64;
- 69% of the population is economically active; we provide more detail on employment sectors in Appendix 2;
- 31% are classified as economically inactive; 7% of whom are unemployed and 20% is classified as long-term sick/ disabled;
- 25% of population (16+) have no qualifications;
- 65% of the population own their property; 20% live in socially rented property; and 15% live in privately rented property;
- 23% of households do not have a car;
- 80% of the population are in very good/ good health; 14% in fair health; and 6% in poor health;
- With regard to social class, 24% of the population are managerial and professional; 31% are skilled; 32% are part/ unskilled; and 12% are students/ other.

Comparison with Gwynedd and Wales averages:

- The proportion of the population that is economically active (69%) is higher than the average for both Gwynedd (65%) and Wales (66%); accordingly the proportion of the population that is economically inactive (31%) is lower than the Gwynedd average (35%) and the Wales average (34%).
- Unemployment rates (7%) are slightly higher than the averages for Gwynedd (5.5%) and Wales (6.5%).
- The proportion of the population that is long term sick/ disabled (20%) is significantly higher than the Gwynedd average (12.5%), but comparable to the Wales average (18%).
- The proportion of the population (16+) that does not have qualifications (25%) is commensurate with the average (23% for Gwynedd and 26% for Wales).
- Property ownership (65%) is commensurate with the average (66% for Gwynedd and 68% for Wales).
- The proportion of households who do not have a car (23%) is commensurate with the average for Gwynedd (21%) and Wales (23%).
- Deiniolen has similar levels of people in very good/ good health (80%) to the averages for Gwynedd (81%) and Wales (78%); levels of people with fair health and very bad/ bad health are also reflective of the average.
- Deiniolen has slightly lower than average levels of professional and managerial social class (24%) than average (27% for both Gwynedd and Wales); the levels of part/ unskilled members of the community (32%) are higher than average (26% for Gwynedd and 29% for Wales); the proportions of skilled members of the community are commensurate with the average. However, the proportion of students (12%) is lower than the average (17% for Gwynedd and 15% for Wales).

The main employers in the Deiniolen/Llanberis area include:

**Siemens Healthineers** – medical equipment manufacturing facility. Over 400 people are employed in roles that include scientists, engineers, operations, accountants, quality professionals, buyers and laboratory technicians.

**DMM International** – mountaineering equipment manufacturer, currently employs over 150 people and is establishing operations in Denver, North America.

**Dinorwig Power Station; Engie/First Hydro** - employs 180 people in both Dinorwig and Ffestiniog Power Stations.

**The National Slate Museum** – employs 14 people across the organization.

**Menter Fachwen** – community enterprise company, employs 24 people and supports a further 52 individuals, which combined equates to 35 full time equivalent jobs.

#### The Welsh Index of Multiple Deprivation

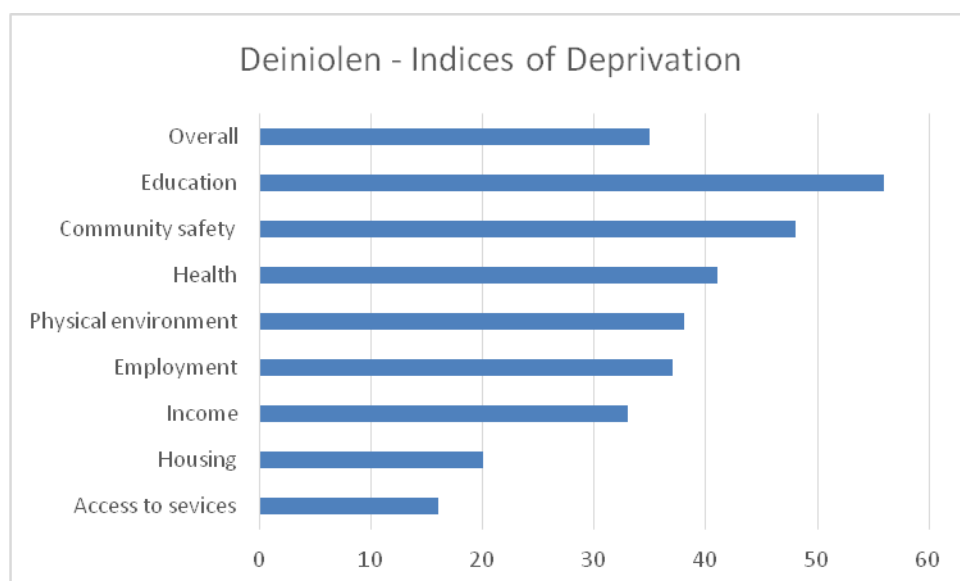
The Welsh Index of Multiple Deprivation (WIMD) 2014 is the official measure of relative deprivation for small areas in Wales; these are called Lower Super Output Areas (LSOAs) and have an average population of 1,600 people. Because all LSOAs have around the same population it is easier to carry out comparative analysis. The Index is presented as a set of ranks; rank 1 reflects the most deprived area and rank 1909 reflects the least deprived area, which allows us to know which areas are more (or less) deprived than others, but not by how much.

In Appendix 2 we provide data that shows how the Deiniolen LSOA compares to other areas across Wales and within Gwynedd; the data shows that access to services and housing are the most significant areas of deprivation in Deiniolen and education is the least deprived.

#### Ranking of LSOAs in Gwynedd

The following chart show how Deiniolen ranks within Wales against individual indicators. As we set out above, the data is presented in a reverse index, i.e. the lower the score the higher the deprivation level and vice versa – the higher the score the lower the deprivation level; for example the chart below shows that Deiniolen has a low ranking for access to services, which means that it is amongst the most deprived (within the top 10% - 20%) in Wales.

The chart allow us to understand how the deprivation levels in Deiniolen compare to the rest of Wales.



## **4 Strategic Context**

The strategic context for the area is detailed in the separate *Strategic Context for the Slate Area* document; in summary, these are the policies which currently influence activities in the Deiniolen area:

### **National:**

- Wellbeing for Future Generations Act; Welsh Government
- Tourism 2020 (Partnership for Growth); Welsh Government
- The Wales way; Visit Wales
- Themed Years; Visit Wales
- Light Springs through the Dark: A Vision for Culture in Wales; Welsh Government
- Historic Environment Strategy for Wales; Cadw
- Inspire Our Strategy for Creativity and the Arts in Wales; Arts Council Wales

### **Regional/County:**

- Gwynedd Council Plan 2018-2023; Gwynedd Council
- Gwynedd Council Improvement Plan 2018 – 2023; Gwynedd Council
- Gwynedd Council Wellbeing Statement; Gwynedd Council
- Gwynedd Council Arts Plan; Gwynedd Council
- Regional Skills and Employment Plan; North Wales Regional Skills Partnership
- Gwynedd Destination Management Plan 2013-2020; Gwynedd Council
- The Snowdonia National Park Management Plan; SNPA

### **Local:**

- Wales Slate World Heritage Site Nomination 2016 – 2020 Economic Plan; Gwynedd Council
- Our Local Economies, Communities Building Prosperity; Building Communities Trust

- Rural Futures - Deiniolen; National Lottery Community Fund/ Severn Wye Energy Agency Ltd and BRO Partnership

## **5 Regeneration Projects**

### **Rural Futures**

Deiniolen is one of the ten areas in Wales within the Rural Futures programme, funded by National Lottery's Community Fund. Working in an area over a period of two years, the programme aims to make a positive impact on the lives of people living in poverty in small rural communities in Wales.

Rural Futures can support communities to address issues such as:-

- income and employment
- transport and access to services
- lack of facilities
- poor broadband and digital exclusion
- housing and fuel poverty
- the demand for welfare and advice services
- loneliness and isolation
- 

The programme at Deiniolen, following an intensive period of consultation, is in its last phase, with community groups and organisations working on developing projects which could address the issues and challenges identified.

Rural Futures and LleChi/Gwynedd Council, are working closely together to ensure that Deiniolen, which is within the UNESCO World Heritage Site Status area can develop projects which reflect its rich social and cultural identity, bringing benefit to the community and encouraging heritage-led regeneration initiatives.

## **6 Community Audit**

In order to better understand Deiniolen's provision for its residents and its visitor offer we have carried out a community audit, by which we mean an external audit of Deiniolen as a community.

### **Community Representation**

In this section we summarise the community facilities and organisations that operate in Deiniolen, in order to provide an overview as to the provision for the local community.

**Llanddeiniolen Community Council** – the villages of Deiniolen, Clwt y Bont and Dinorwig are within the community council area.

**Menter Fachwen** : social enterprise which works with people with disabilities ensuring that they are given opportunities to become valued members of the community, gain respect and self-confidence and increase their skills.



Based in nearby Cwm y Glo, Menter Fachwen provides various services in Deiniolen: It manages Tŷ Elidir, a community centre facility which provides meeting rooms; library, youth club facilities.

Caffi Ebs, the only café in Deiniolen, provides a catering outlet/ training facility for Menter Fachwen clients; it's open five days a week.

There are ongoing discussions with Pwyllgor Pentra, the recently formed Village Committee, about taking on the management of play and sport facilities in the village.

The following **community, cultural and heritage organisations** are active in Deiniolen :

- Bingo Club
- Cefn y Waun Chapel
- Christ Church
- Deiniolen Golf Society
- Deiniolen Literary Society
- Deiniolen Silver Band
- Ebenezer Chapel
- Eisteddfod Deiniolen
- Gŵyl Deiniolen/Carnival
- Junior Football Club
- Lleisiau Llanbabs
- Literary Society
- Merched y Wawr
- Pwyllgor Pentra
- Snooker Club
- Youth Club

**Cultural, arts and community events** are held at Ysgol Gwaun Gynfi, the primary school, and Tŷ Elidir.

Gŵyl Deiniolen is held in June, culminating in the village carnival. The week's activities include the Deiniolen 10k Road Race, considered one of the hardest courses in the UK.

## **7 Infrastructure and Services**

**Bus:** The bus service from Deiniolen to Caernarfon runs Monday – Saturday, 06.45 -17.55; Sunday and Bank holidays, three buses only, 09.45, 11.15, 14.45.

The bus service from Llanberis via Deiniolen to Bangor runs Monday – Saturday, 06.30 – 18.48; Sunday and Bank holidays, five buses between 08.10 – 17.48.

**Road/Parking:** Deiniolen is located off the A4244 road; there are no public car parks in the village; there is a parking area at the side of Tŷ Elidir, the community centre, and street

parking without restrictions is available on the High Street; on-road parking area at Allt Ddu, but overflows at peak times, as used by climbers/outdoor pursuit visitors.

## **8 Consultation**

### **Previous Public Consultation**

In 2013, the Grŵp Dyfodol Deiniolen (GDD) group was formed with the aim of establishing a multi-purpose centre for the benefit of Deiniolen and local area residents. Local community groups and organisations were consulted regarding potential sites and range of activities and facilities to be provided.

In 2014, architects Russell-Hughes Ltd were commissioned to write an options appraisal, which identified Ebenezer Chapel building as the preferred option, and to provide initial designs for conversion of the existing building and new areas.

(Options Appraisal for Community Hall in Deiniolen, Russell-Hughes Ltd; Future of Deiniolen Group, February 2014)

The chapel was put up for sale at auction in 2018 which precluded GDD from purchasing it with grant funding. The group was disbanded and outstanding grant monies distributed to various local community organisations.

### **Current consultation**

The consultation process in Deiniolen has been informed by the National Lottery Rural Futures Initiative, led locally by Adrian Roberts, Place Co-ordinator for Severn Wye Energy Agency. It was agreed, as there was an intensive consultation programme already in place, that we collaborate on identifying and developing projects within the community.

We attended the Rural Futures Story Studio event in Deiniolen in November 2018; we have contributed to the Rural Futures Deiniolen Steering Group meetings; and attended subsequent meetings of the new grouping, led by Pwyllgor Pentra Deiniolen (Deiniolen Village Committee).

Outline projects, many of which may be developed further through the Rural Futures programme over the coming months, are listed in the accompanying Action Plan.

We have also consulted independently with Menter Fachwen, the social enterprise company which manages Tŷ Elidir, a community facility in Deiniolen and Caffi EBs; and is currently in discussion about managing other facilities in the village.

The National Slate Museum, Llanberis, has been consulted in relation to interpretation services and access to Dinorwig Quarry; social and cultural identity projects in collaboration with local community groups.

### Consultation findings

Here we summarise the principal issues in terms of community development which have been identified so far through the consultation process.

#### **Decline of village centre**

Due to economic decline, the High Street is empty. There is one small convenience store in the village; one pub and one café, (open weekdays only) in Deiniolen.

There is no chip shop and this has been identified as a major gap in terms of community provision. The lack of shops and places to socialize, apart from Tŷ Elidir, the community centre, affects young people especially.

#### **Transport Services**

According to the villagers, the bus service is erratic and undependable; there are no buses running in late evening which means that for those who go to Caernarfon, Llanberis or Bangor to work, they have to get a taxi home, which generally, makes it uneconomical.

The infrequent bus service is also problematic for the elderly and those needing to travel for hospital appointments at Ysbyty Gwynedd, Bangor. Consultation has brought up the issue of a community bus service, run by the community itself. There are practical issues in terms of insurance, staffing etc. which would need to be addressed and further researched.

#### **Visitor Facilities**

Most visitors drive to Allt Ddu, the access point for Dinorwig Quarry, which is extremely popular with walkers, and climbers. There is a car parking area but this is full to capacity at weekends and during the summer. Many stay overnight in campervans/motorhomes but there are no toilets.

The increasing pressure on the Allt Ddu area is of great concern as controlling the flow of visitors becomes increasingly problematic, especially in relation to safeguarding the natural environment. Several have expressed the need to research the possibility of providing a community run car park/visitor centre at Allt Ddu, which could provide an income stream for the benefit of the village.

As already outlined, the current lack of shops and cafes in the village itself, means that the village loses out on tourist spend in the area.

#### **Leisure amenities**

Football is an important part of Deiniolen's heritage, as the quarry provided a ready supply of strong young men who looked to sport for relaxation. The village Junior Team is based at Cae Bwthyn ground, the main village football pitch.

The upkeep and maintenance of the village's pitches and upgrading the facilities at Cae Bwthyn is of particular concern to Pwyllgor Pentra [Village Committee] which has been recently formed to safeguard the village's facilities for young people and provide them with leisure and entertainment amenities to the future.

The committee successfully accessed funding to re-open the Youth Club at Tŷ Elidir, with parents providing supervision and organising activities. Around 30 young people regularly attend every week. Other projects for consideration are an all-weather pitch; skate park, which would be dependent on grant funding.

### **Interpretation and social and cultural identity**

The UNESCO World Heritage Site Status bid has increased awareness of the need to record, interpret and relate the history of the village and of course, the quarry and quarry society.

A small group of interested individuals, set up a walking group early in the year, led by a local historian, whose research was funded by Llanddeiniolen Community Council. The group has produced a comprehensive review of interpretation opportunities: new signage, use of digital technology such as History Points; potential provision of interpretation facilities; new informational guides and maps to the area. The report was presented to Llanddeiniolen Community Council and LleCHI in June 2019. Its recommendations are incorporated within projects identified by the accompanying Action Plan.

Deiniolen Silver Band – established in 1835, the band reflects a sense of shared history and community, specific to the slate quarry area: a sense of place, the importance of the communal band hut; pride in its musical history; carrying on tradition and encouraging young people to take part in group activity and learn new creative skills.

The band would like to see greater interpretation of its history and the part it plays in strengthening the village's identity, in order to increase awareness amongst younger members of their musical heritage.

Menter Fachwen are considering providing a display of old photographs etc at Tŷ Elidir to encourage a stronger sense of social and cultural identity amongst the centre's users.

The National Slate Museum, Llanberis, Organised a series of events over the summer of 2019 to commemorate the closure of Dinorwig Quarry in 1969 : guided walks; school workshops; commemorative concert/event; oral history project; recording names of quarry galleries and paths; archive films presentations.

### **Infrastructure, Orientation and Linkages**

The report presented to Llanddeiniolen Community Council and LleCHI recommends provision of new signage; creating new pathways within the quarry to create a circular route between Dinorwig and Llanberis, linking up with the National Slate Museum. There are ongoing discussions with landowners about potential new routes into the quarry area.

Menter Fachwen, have identified the potential of attracting visitors to Deiniolen through creating a series of nature paths, which if combined with a tree planting project, and supported by local farmers, would improve the natural environment; promote traditional skills such as laying slate fencing [crawia] and create employment opportunities.

Sustrans (national UK charity which aims to make it easier for people to walk and cycle) is keen to work with local community organisations to develop new cycle routes; the old tramway was identified by the Interpretation Group as a possible new route.

## **9 Visitor Assessment**

In this section we assess Deiniolen's visitor offer in order to better understand the challenges and opportunities for the future development of the town.

(In Appendix 3, we provide a general visitor/tourism profile for the area).

### Layout/Arrival

Deiniolen is situated high above Lake Padarn, overlooking Llanberis. The setting is dramatic with panoramic views of down to the coast and across to Anglesey; upwards towards Snowdon and Elidir Fawr, which provides the backdrop to the majestic slate blue workings of the Dinorwig Quarry. It is arguably one of the best vantage points in Snowdonia.

Located off the A4244, the road runs through the main village to Dinorwig before ending at Allt Ddu, the main access to Dinorwig Quarry, and where the no 85 bus ends.

### Visitor Information: orientation/ signage/ tourist information

There are no information/interpretation panels in Deiniolen itself, nor in Dinorwig village or Allt Ddu.

There are some interpretation panels inside the Lodge Café at Dinorwig relating to the slate industry but none outside for public view.

### Facilities

**Public conveniences:** no provision, which is particularly problematic as many people stay overnight in campervans and motorhomes at Allt Ddu without access to toilet facilities.

**Cafes/restaurants:** Caffi EBs, Deiniolen – homely café, run by local social enterprise Menter Fachwen, providing employment and training for clients with disabilities; open weekdays only, 09.00 – 16.00. Lodge Café, Dinorwig – good food, relaxed atmosphere, geared towards walkers/climbers as also operates hostel; open Thursday to Monday, 09.00 – 16.00

### Visitor Attractions and Activities

There are no established visitor attractions or activities in Deiniolen itself, however its proximity to Snowdon, and the village of Llanberis, provides visitors with easy access to the **following major attractions:**

**National Slate Museum** – the National Slate Museum is housed in the original Victorian workshops on the site of the former Dinorwig slate quarry; the working museum tells the story of the North Wales slate industry through live demonstrations, talks, exhibitions

events and interpretation. Operated by the National Museum of Wales the museum attracts approximately 142,000 visitors a year.

**Snowdon Mountain** – received 557,991 visitors during 2018, which was an increase of 32,838 on 2017 figures.

**Snowdon Mountain Railway** - the railway climbs an incline of 1,085 metres above sea level to reach the summit of Snowdon. Hafod Eryri Visitor Centre at the summit of Snowdon receives, on average, half a million visitors a year.

**Parc Padarn** - Padarn Country Park is 800 acres; facilities and activities include cafes, children's playground, waymarked nature trail; ropes and ladders adventure course for children and adults; Lon Las Peris, a family cycling track; walking trails, including a 8km trail around Llyn Padarn; Vivian Quarry, a listed ancient monument; Vivian Diving Centre; and three sites of special scientific interest.

**Llyn Padarn** is approximately 2 miles long and at its deepest point is 94 feet (29 m) deep, making it one of the largest natural lakes in Wales. Home to a rare Arctic char. Kayaking, rowing and sailing are permitted; there is a launching and landing pontoon. Activities include Padarn Watersport Centre, Snowdon Star passenger boat and Padarn Boats.

**Llanberis Lake Railway** - narrow gauge heritage railway that runs for 2.5 miles along the northern shore of Llyn Padarn.

**Quarry Hospital** - the museum provides an insight into health care in Victorian times; housed in a former hospital ward and operating theatre objects on display include 19th century hospital equipment.

**Electric Mountain** – First Hydro's (Engie) visitor centre in North Wales; visitors are taken by bus underground to the power station, which is 750 metres inside the mountain, where they can see the pumps and turbines in operation.

**Dolbadarn Castle** - built early in the 13th century by Llywelyn Fawr ('the Great'). The Castle is Grade 1 listed, and is under the guardianship of Cadw, who maintains the site as a tourist attraction (unmanned).

## Events

We have identified the following **events** that are delivered in Deiniolen village:

- Deiniolen 10k Road Race – Deiniolen's annual road race is considered to be the hardest 10k road course in the UK; the event is held in June and has a maximum number of 200 participants.
- Deiniolen Carnival - an annual event celebrated at the end of June, it has just celebrated its tenth anniversary.

### Accommodation provision

Although there is no serviced accommodation in Deiniolen itself, there are four bed and breakfasts in the vicinity of Deiniolen, as well as the following:

- **Snowdon Inn Hostel**, two bunkhouses (ten bed/eight bed); two camping fields.
- **Lodge Dinorwig Hostel**, 14 bunk bed room.
- **Snowdon View Caravan Park**, seasonal pitches for touring caravans and seasonal rentals for static caravans.
- **Llys Derwen Caravan and Tent Site**, site for touring vans, motor homes and tents; two camping fields; two static caravans for hire.
- **Brynteg Holiday Home Park**, holiday lodges and static caravans; hire; 30 different adventure activities are available on site for guests and residents.
- **Cae Mabon**, eco-retreat centre which has seven dwellings made from straw bales, cedar logs, cob, stone, thatch, turf, timber and hempcrete, can accommodate up to 30 people.

In addition to this accommodation, which is in the immediate vicinity of Deiniolen there are seven B&Bs; six guesthouses; six hotels; three bunkhouses; two caravan and touring parks; one hostel; one campsite; and one Inn in Llanberis and its immediate vicinity.

There is a considerable amount of non-serviced accommodation; Trip Advisor lists 152 holiday rentals within a 10km radius of Deiniolen and Air BnB lists eleven properties in Deiniolen itself.

A bed stock survey is currently underway and this section will be updated once the findings are available.

### Deiniolen's Online Profile

Deiniolen's online profile is limited; an online search presents various links to holiday properties in, or in close proximity to Deiniolen. Other than a Wikipedia page there is no website or online forum that provides information on Deiniolen; this will exacerbate the perception that Deiniolen has limited tourist amenities.

### Visitor reviews

Given the lack of tourist facilities and amenities in Deiniolen there are no online reviews that directly address the village itself, however it has been possible to find comments about Deiniolen in reviews of the non-serviced accommodation in the village; given that these are secondary reviews, they are limited but nonetheless prove useful:

Positive reviews on Deiniolen include that it is 'a lovely location' and 'a lovely small village not too far from anywhere', there are 'fantastic views and paths from Deiniolen' and the 'surrounding area is great to explore on foot or in the car.' Negative reviews include 'no local pubs or restaurants to speak of' and a 'sleepy town, not a lot around.' (Air BnB and Trip Advisor).

## **10 Buildings and Built Environment**

We have carried out **Historic Built Environment Assessments**, to which the following selection criteria have been applied:

### **Statutory protection:**

- Listed buildings (by grade, I, II\*, II).
- Scheduled Monuments.
- Buildings and features within Conservation Areas.

### **‘At risk status’:**

- As defined by Cadw’s buildings at risk register (BAR) for each individual area. Classifications as follows:
  - At Risk
  - Vulnerable
  - Not at Risk
- Based on a brief inspection from external (noting if uses are apparent whether the building or feature appears derelict or vulnerable).

### **Context in terms of slate industry heritage:**

- Importance in the context of the slate industry heritage of the area (albeit the scope of work does not allow for heritage assessments or research on individual buildings or sites).
- Feedback from the consultation process on the perceived local significance of a building, feature or site.
- Providing a representative selection of the buildings which supported the slate industry and their communities.

### **Regenerative and interpretive potential:**

- Potential of an individual building or site to contribute to the regeneration of the area, provide significant interpretive potential or other opportunity.

Our findings are set out in full in Appendix 4; here is a summary of prioritised built environment projects. These are not necessarily just the most significant sites, but those which balance significance (in the context of the slate industry) with the potential to provide significant community regeneration outcomes. The highest priority sites have been identified as:

1. **Felin Sarn**, Former Writing Slate Mill. By some margin, the most important building (II\*) in Deiniolen. Currently in use as industrial workspace (in part), adjacent Important structures are derelict. Potential to create a hub for the area, with workspace, visitor facilities, accommodation and interpretation/recreation of a small part of the mill. New walking links to the quarries and Deiniolen/Clwt-y-Bont. Could also be ‘park and ride’ to Allt Ddu. Options Appraisal required.

2. **Siop y Gornel**, on the High Street. Could make a nice, small community-led project. Not listed but well sited and one of the earliest buildings in the village.c.1830. Potential to



provide deli/bakery/chip shop, combining provision for locals and tourists. Potentially small feasibility required.

**3. Former Carnegie Library** – Potential to use part of the building to support Youth Provision, and also interpret this key building. Options Appraisal required.

**4. Townscape.** Deiniolen has suffered from the application of inappropriate materials to the facades of many buildings. A targeted programme of improvements, decoration (or removal) of pebbledash, reinstatement of traditional features, and street Improvements could dramatically improve the townscape. This should, however, be accompanied by a clear design strategy and ethos, and based on an understanding of the character of the village.

**5. Quarry Routes and Connections** New routes and connections to be considered (potentially in conjunction with the Felin Sarn project) to provide walking or cycling routes to Dinorwic and the quarries. These could potentially make use of existing and historic routes, including the former tramway (which ran through Clwt-y-Bont from the quarries)

## **11 Key Challenges and Opportunities**

It is evident from our consultation and research that there are some fundamental challenges facing Deiniolen which must be addressed in order for the village to maximise the benefits that will arise from the World Heritage nomination; here we summarise the key challenges and opportunities that would enable the town to address these.

### **SWOT Analysis**

The following SWOT analysis assesses Deiniolen from the perspectives of both visitors and community members and summarises the strengths, weaknesses, opportunities and threats of its visitor offer and provision for its residents:

<b><u>STRENGTHS</u></b>	<b><u>WEAKNESSES</u></b>
<b>COMMUNITY</b> <ul style="list-style-type: none"> <li>• Strong sense of community, Welsh language, identity, and culture</li> <li>• Community groups are working together in response to Rural Futures Initiative to develop cohesive community projects.</li> <li>• Recently established Pwyllgor Pentra taking lead on developing funding proposals within Rural Futures Initiative framework.</li> <li>• Strong focus on providing leisure and sport facilities for young people within community, which reflect the village's social and cultural identity</li> <li>• Tŷ Elidir provides a focus for community events and related facilities.</li> <li>•</li> </ul>	<b>COMMUNITY</b> <ul style="list-style-type: none"> <li>• Village Centre is empty and lacks basic facilities.</li> <li>• Lack of community transport service to support older people/ disabled etc.</li> <li>• No community entity currently able to take financial responsibility for management of community assets.</li> <li>• Lack of employment opportunities</li> <li>• Skills gap within community groups in relation to project development funding and management.</li> <li>• Lack of public transport in evening</li> </ul>

<p><b>TOURISM</b></p> <ul style="list-style-type: none"> <li>• Panoramic view of Snowdon and Llanberis- one of the best vantage points in Snowdonia.</li> <li>• Main access point to Dinorwig quarry for climbing, walking</li> <li>• Outstanding landscape and scenery in the surrounding area</li> <li>• Easy access to main tourist attractions and facilities in Llanberis</li> <li>• New group established with interest in interpretation; improving the footpaths; creating new access routes; and improving visitor facilities, which includes car parking.</li> </ul> <p><b>BOTH TOURISM AND COMMUNITY</b></p> <ul style="list-style-type: none"> <li>• Unique quarry landscape, historic features and architecture</li> <li>• Strong sense of pride in community and desire to share its social and cultural identity with a wider audience</li> <li>• Menter Fachwen delivers training and employment opportunities in the hospitality and horticultural industries, both of which can support the growth of tourism.</li> </ul>	<p><b>TOURISM</b></p> <ul style="list-style-type: none"> <li>• Despite its dramatic location and proximity to Snowdon, it is not a tourist destination.</li> <li>• Food outlets are open in daytime only – limited offer</li> <li>• No serviced accommodation in the village itself.</li> <li>• Does not capitalise on the proximity of Llanberis and its visitors.</li> <li>• No interpretation/information panels; lack of clear signage in the quarry area.</li> <li>• Lack of public conveniences</li> </ul> <p><b>BOTH TOURISM AND COMMUNITY</b></p> <ul style="list-style-type: none"> <li>• Need for better tourist/ public facilities</li> <li>• Lack of coherence in developing projects for the benefit of both the community and tourist sector</li> <li>• Need community strategy to capitalize on tourist spend in the area and create new opportunities for local people to develop new businesses.</li> </ul>
<p><b>OPPORTUNITIES</b></p> <p><b>COMMUNITY</b></p> <ul style="list-style-type: none"> <li>• Rural Futures – significant funding opportunity</li> <li>• Create effective relationship with Menter Fachwen in order to facilitate management of community assets, in particular village play areas/football pitches.</li> <li>• Provide leisure amenities for young people – encourage them to engage with community.</li> <li>• Capitalize on skills training and personal development opportunities provided through Rural Futures to develop the potential of future community leaders.</li> </ul> <p><b>TOURISM</b></p> <ul style="list-style-type: none"> <li>• Close proximity to Llanberis which is operating close to full capacity:</li> <li>• Provide new accommodation options, particularly serviced accommodation in the village itself;</li> <li>• Create new ways to access Dinorwig via circular walk through Llanberis;</li> <li>• Provide additional parking facilities.</li> </ul>	<p><b>THREATS/ CHALLENGES</b></p> <p><b>COMMUNITY</b></p> <ul style="list-style-type: none"> <li>• The village centre remains empty and lifeless .</li> <li>• Limited take up of Rural Futures funding due to lack of cohesion and vision</li> <li>• Public /community transport issues remain unresolved.</li> <li>• Failure to develop community led tourism sector initiatives which could contribute to local economy and employment</li> <li>• Economic sustainability and general decline of villages in rural areas</li> <li>• Uncertain economic and political climate</li> </ul> <p><b>TOURISM</b></p> <ul style="list-style-type: none"> <li>• No facilities in village centre and as a result visitor numbers remain low.</li> <li>• A lack of visitor facilities (particularly at weekends/ evenings)</li> <li>• Missed opportunities in terms of addressing the increase in local spend which visitor overflow from Llanberis could provide.</li> <li>• Interpretation strategy, plans for new signage and routes not activated.</li> </ul>

<ul style="list-style-type: none"> <li>Promote Deiniolen as destination for walkers/climbers and mountain bikers – main access point to Dinorwig Quarry</li> <li>Create new community run parking area at Allt Ddu.</li> </ul>	
<p><b>BOTH TOURISM AND COMMUNITY</b></p> <ul style="list-style-type: none"> <li>World Heritage Site nomination</li> <li>Explore ways to extend opening hours of the village's cafes; work to attract new food and beverage outlets</li> <li>Improve public transport provision in the evening</li> <li>Explore potential of creating an environmentally friendly visitor space at Allt Ddu.</li> <li>Gain maximum benefit from Rural Futures funding schemes.</li> <li>Develop effective interpretation strategy which promotes the rich social and cultural identity of Deiniolen.</li> <li>Develop new income streams for the benefit of the community</li> </ul>	<p><b>BOTH TOURISM AND COMMUNITY</b></p> <ul style="list-style-type: none"> <li>Risk that village centre remains empty and unattractive.</li> <li>Unwillingness to develop village as a visitor hub</li> <li>Lack of entrepreneurship in relation to start-up businesses</li> <li>No take up of skills training and professional development opportunities.</li> <li>Community groups struggle to work together.</li> <li>Community entity that has no financial management experience – so unable to access funding support.</li> </ul>

## **12 Conclusions and Recommendations**

The conclusions and recommendations outlined below have come out of the consultation undertaken in conjunction with the Rural Futures Initiative, including our community audit and visitor assessment. The process of identifying projects which could be put forward for funding by Rural Futures has not yet taken place, therefore these recommendations may be reviewed when that process has been completed. These are the themes as regeneration priorities which we have identified :

- Village centre improvement
- Transport services
- Visitor facilities
- Leisure amenities
- Interpretation and social and cultural identity
- Orientation, linkages and signage
- Historic built environment

### Village centre improvement

- Few of the many visitors heading up to Allt Ddu stop in the centre. Encouraging Caffi EBs to extend its opening hours to include weekends, and possibly evenings, would attract more visitors to spend their money within the village, whilst also providing another social hub for the village.
- Many would like to see a chip shop open in the village – this could add to the visitor offer as well as provide a much needed community facility. The empty Siop y Gornel, an interesting building from a local history and architectural perspective, which stands right in the centre of the village, could be a potential site, combining a sense of historical identity with popular use.

### Transport services

- The public transport infrastructure is limited and, according to those consulted, erratic and undependable. The bus service to Bangor, especially for the elderly requiring transport for hospital visits, is unsatisfactory; also there is no late evening service from Caernarfon, Llanberis, and Bangor therefore limiting potential employment opportunities in the leisure sector.
- It would seem that most visitors to Allt Ddu/Dinorwig come by car as many bring equipment/bikes etc. There is however the possibility of creating new walks and routes through Dinorwig Quarry to link up with Llanberis, therefore an integrated bus service might also serve walkers based at either start point.
- A community minibus service has been proposed, which would be primarily a community resource, servicing the needs of the elderly for shopping, hospital visits; providing access to leisure and sport activities for young people, etc. There are practical considerations to be addressed – insurance, staffing, scheduling, location, ownership/management.

### Visitor Facilities

Our research indicates that Deiniolen, because of its dramatic location and panoramic views, its proximity to Allt Ddu, the main access route to Dinorwig Quarry; and to Llanberis, has great potential in terms of expanding its offer to tourists. These could include :

- Controlled parking area at Allt Ddu; public toilets; interpretation/information provision. The provision of a community owned car park at Allt Ddu, which would generate income for community projects has been suggested by members of the interpretation group which initiated a series of research walks. Ownership of community assets and land may be the overriding factors for any such scheme.
- New pathways and access routes; circular route linking up with National Slate Museum/Llanberis/Padarn Lake Railway.

- Develop programme of events around new paths; opportunity to engage with local history; industrial heritage; social and cultural identity.
- Provision of cafes, mobile food services etc; extend opening hours to evenings/weekends.

Whilst there are significant opportunities, especially as capacity at Llanberis is being over-stretched, there has to be real consideration given to the extent and scope of tourism development in Deiniolen, so that it complements the natural beauty and unspoilt landscape. Traffic congestion; environmental pollution and maintaining a sustainable tourism offer will require careful planning.

#### Leisure facilities

The need to ensure that the village remains a vibrant, attractive place for young people is being addressed by the recently established Pwyllgor Pentra [Village Committee]. First and foremost was the need to re-open the Youth Club, which due to cuts by Gwynedd Council Youth Services had been closed. Funding was secured and the club is now run by parents, who organise activities at Tŷ Elidir, the community centre managed by Menter Fachwen. Around 30 young people attend every week; previous issues in terms of vandalism and unsocial behaviour seem to have been resolved.

- Pwyllgor Pentra has also identified the provision of football pitches in the village as another important element in terms of ensuring that young people engage in the community and sport. These are subject to community asset transfer arrangements as part of Gwynedd Council's policy to devolve maintenance and upkeep of community play and sport areas. Cost and delivery of these services are being considered and Menter Fachwen, the local social enterprise, has been approached with a view to taking on a management role.
- A new skate park and all weather pitch are other facilities which Pwyllgor Pentra is considering. These would be dependent on further feasibility research, identifying locations and of potential sources of funding.

Currently the committee is entirely voluntary and therefore, without official charity/community interest status, it is unable to enter into management agreements and take control of any potential community assets. The lack of a constituted community entity, which could lead on community development and initiatives, as identified through Rural Futures needs to be addressed.

#### Interpretation and social and cultural identity

The village has an extremely strong sense of its social and cultural identity; the legacy of the quarrymen and adherence to the cultural and community organisations they established in the village - football, silver band; Eisteddfod, church, chapel, carnival, snooker club, literary society – are all active today.

#### Interpretation Report/Llanddeiniolen Community Council

In response to the activities of Gwynedd Council's LleChi programme in support of the UNESCO World Heritage Site Status bid, a walking group was established to investigate and discover the Deiniolen area's history; explore existing industrial heritage features within Dinorwig Quarry and consider future interpretation requirements for both local people and tourists. The group was led by a local historian, whose input was funded by Llanddeiniolen Community Council.

The group has produced a comprehensive report which covers interpretation facilities – current and future provision; access routes, new pathways and linkages with Llanberis, restoration of important historical buildings and features; review of existing informational leaflets and maps; events; guided walks; provision of History Points; branding and interpretation strategy. These are all detailed in the accompanying Action Plan.

- The group is voluntary and has made its recommendations to LleChi/Gwynedd Council for further consideration and prioritization following formal adoption of the Action Plan and the Rural Futures funding programme. At this stage, it does not have the funding or indeed organizational capacity to pursue these ideas without funding support from other sources.
- One issue identified is the lack of an interpretation space/centre which would also function as a meeting point for guided walks/educational activities. Allt Ddu is suggested as a possible location, but extensive planning would need to be undertaken at this stage to ascertain its feasibility.
- The National Slate Museum in Llanberis is currently developing a major funding bid for the re-development of its interpretation and museum facilities, therefore the provision of interpretation facilities in Deiniolen needs to be considered within this context.
- Another option is Felin Sarn and the re-use of these historic buildings as a visitor hub/interpretation and educational space.

The interpretation of Dinorwig Quarry has long been the work of the National Slate Museum in Llanberis, but with the UNESCO bid and Deiniolen being identified as a Community Destination Plan area, there is a growing sense that the community would like to celebrate and promote its history and identity, particularly as in August 2019, the closure of the quarry will be commemorated. Special events are being organised which will focus on Deiniolen village and the people who served the quarry, in addition to those organised by the National Slate Museum.

Many of the issues identified in the report are pertinent to the overall interpretation plan which is currently being developed on behalf of the bid team. It is essential that the various local groups who are engaging with issues of interpretation are consulted in order to achieve a cohesive strategy which reflects local concerns and also capitalizes on local knowledge and sense of pride in sharing their social and cultural identity.

There are other organisations who wish to engage with interpretation :

- Menter Fachwen, whose walks officer, Gareth Roberts, has extensive knowledge of the area's history has access to an extensive archive of photographs, memorabilia etc, is considering providing a Deiniolen history display at Tŷ Elidir.
- Deiniolen Silver Band is also in discussions about formalizing its display of band photographs, memorabilia at the Band Hut, in order to present the band's history and thereby instigate a sense of pride amongst its younger members of its legacy, and its important contribution to the cultural identity of Deiniolen.

As both these venues are only open at specific times of the day, some consideration should be given to where best to present the materials; the medium and future management.

It may be that these collections could be incorporated as a stand-alone Deiniolen section within the People's Collection platform, managed by the National Library of Wales. Staffing resources and time allocation need to be considered, unless the work is done on a voluntary basis.

#### Orientation, linkages and signage

The Dinorwig Quarry has shaped the history of Deiniolen and Llanberis; both communities share a sense of social and cultural identity and a particular understanding of its industrial heritage.

Topographically, the quarry straddles the mountain between the two villages. The main access to Dinorwig for mountaineers and outdoor pursuits' enthusiasts is at Allt Ddu, beyond Deiniolen and Dinorwig village, whilst Llanberis has developed as a major tourist destination due its location at the foot of Snowdon, the amenities around Lake Padarn and attractions such as the National Slate Museum.

- Several of those consulted in both Llanberis and Deiniolen, mentioned the lack of connectivity between the two as currently there is no circular route through the quarry, therefore denying visitors to the Slate Museum access to the quarry itself, although there are routes via Parc Padarn to Deiniolen.
- As Llanberis is full to capacity at peak times, with related problems in term of parking and visitor flow, it is felt that it would be worth considering opening up new routes which would create different visitor flows allowing people to either walk the entire route or potentially use public transport to arrive at either end of the quarry route.
- Currently signage is not clear; style of information and content vary, and it was suggested that there should be a comprehensive review of the information/interpretation strategy should new pathways be created. Positioning of History Points within the quarry is also being considered.

- Another new potential route is the old tramway which could link up with Parc Padarn to provide a cycle route, with the support of Sustrans.

### Historic built environment

There are many significant buildings and built features which merit further consideration in terms of renovation, re-use and regeneration potential. More information and an initial assessment, subject to further discussion with the relevant conservation organisations and officers, can be found in the accompanying Historic Built Environment Opportunities Study (Appendix 4)

Through a review of both protected (i.e. listed or scheduled) heritage sites and those not currently afforded that protection, a number of key potential projects have emerged. These are not necessarily just the most significant sites, but those which balance significance (in the context of the slate industry) with the potential to provide significant community regeneration outcomes. These are detailed in Section 10/Historic Built Environment and in the attached Action Plan.

- **Felin Sarn**, former writing slate mill. By some margin, the most important building (II\*) in Deiniolen.
- **Siop y Gornel**, not listed but well sited and one of the earliest buildings in the village.c.1830.
- **Former Carnegie Library**, key building, potential as interpretation space and also use to support youth provision.
- **Townscape**, a targeted programme of improvements, decoration, reinstatement of traditional features to improve the townscape.
- **Quarry Routing and Connections** New routes and connections to be considered to provide walking or cycling routes to Dinorwic and the quarries.

### Organisational issues and challenges

Discussion around the Rural Futures programme and our consultation has raised some general issues which will require further consideration in relation to future community development :

#### Community entity

Currently there is no constituted community entity which could assume constitutional responsibility for projects. This is particularly pertinent to projects which depend on the transfer of community assets and those which require robust financial management structures. These include the proposed community bus service; community- run car parking; management of football pitches/play areas.

#### Organisational/project development capacity

The community groups are run on a voluntary basis and the prospect of increased funding has inspired these groups to come up with various initiatives, but realistically these cannot be run voluntarily. There needs to be an acknowledgement that if substantial funding is



accessed, there has to be a corresponding programme for development of business/organizational/project management skills; and ensure that an allocation for project management and admin costs built into any funding applications.

#### Complementary development of visitor facilities and attractions.

The Community Destination Plans for Deiniolen and Llanberis need to take into account parallel developments in each village, so that conflicting funding bids are avoided and an integrated approach encouraged when similar activities and facilities are being proposed.

As Llanberis reaches peak capacity with all its accompanying problems, there is potential for Deiniolen to be developed as an alternative destination in the area. An integrated approach, which considers traffic issues; visitor flow; connectivity; environmental sustainability would need to be implemented.

### **13 Potential sources of funding**

We have identified the following potential sources of funding; we set these out in more detail in the accompanying funding document (alongside other, smaller funding streams), to for consideration alongside the development of the proposed projects:

- North Wales Growth Bid
- Rural Community Development Fund
- Tourism Investment Support Scheme (TISS)/ Micro Small Business Fund (MSBF)
- Development of a Visitor Giving Scheme
- Lottery Funding:
  - National Lottery Awards for All
  - People and Places (Medium and Large Grants)
  - Rural Programme Round 2
  - The Heritage Fund (previously HLF)
  - Rural Futures
- Rural Development Programme/ Arloesi Gwynedd Wledig (LEADER)
- The Architectural Heritage Fund
- The Empty Homes Programme
- Vacant Homes Assistance Grants
- Welsh Government Regeneration
- Communities Facilities Programme/Welsh Government
- Foundational Economy/Welsh Government
- Arts Council Wales
- First Hydro Community Fund
- Gwynedd Community Arts Fund, Gwynedd Council

### **Appendix 1 List of individuals/organisations consulted**

- Deiniolen Silver Band
- Gŵyl Deiniolen

- Gwynedd Council Community Support Officer (Deiniolen)
- Menter Fachwen
- National Slate Museum, Llanberis
- Pwyllgor Pentra
- Rural Futures
- Rural Futures Deiniolen Steering Group
- Llanddeiniolen Community Council
- Idris Thomas, Local Historian

## **Appendix 2 Indices of Multiple Deprivation/Employment by sector**

### **Indices of Multiple Deprivation**

The data shows how the Deiniolen LSOA compares to other areas across Wales and within Gwynedd; access to services and housing are the most significant areas of deprivation in Deiniolen and education is the least deprived.

	<b>Overall rank (of 1909)</b>	<b>Overall %</b>	<b>Gwynedd rank (of 73)</b>
Overall	671	30% - 50%	9
Income	626	30% - 50%	8
Employment	701	30% - 50%	9
Health	774	30% - 50%	9
Education	1072	50% LEAST	24
Access to services	300	10% - 20%	31
Community safety	919	30% - 50%	28
Physical environment	716	30% - 50%	7
Housing	395	20%-30%	35

### **Employment by sector**

The following table (source: census data, 2011) shows the sectors in which the economically active members of the communities are employed; in the main part the proportions employed in each sector in Deiniolen are similar to the average proportions employed in each sector in Gwynedd as a whole – there is no variance greater than 4%. The most notable differences are that manufacturing is higher than average in Deiniolen and employment in

agriculture, forestry and fishing and accommodation and food services are lower than average.

The sectors that provide the highest proportions of employment (over 10%) are health and social work, education, wholesale and retail and construction; the lowest sectors (below 3%) are agriculture, forestry and fishing, transport and storage, professional, scientific and technical and communication, finance and property.

Industry of employment	Deiniolen	Gwynedd average
Agriculture, Forestry & Fishing	0.8%	3.5%
Mining, Quarrying, Energy & Water	4.5%	2.6%
Manufacturing	8.9%	5.8%
Construction	10.8%	9.6%
Wholesale & Retail	12.7%	14.5%
Transport & Storage	2.5%	3.4%
Accommodation & Food Services	7.5%	9.8%
Communication, Finance & Property	2.9%	4.3%
Professional, Scientific & Technical	2.5%	3.7%
Administrative & Support Services	4.2%	3.5%
Public Administration & Defence	7.0%	6.4%
Education	14.0%	12.6%
Health & Social Work	14.8%	14.7%
Other	6.9%	5.6%

### **Appendix 3 Tourism/Visitor Profile**

Here we provide a summary of the profile of visitors to Gwynedd in order to better understand the type of visitors Deiniolen currently attracts and can hope to attract, as well as visitor motivations and expectations.

#### **Gwynedd Destination Management Plan 2013-2020**

The main aims of the Gwynedd Destination Management Plan 2013-2020 are:

- to extend the tourism season,
- to increase visitor spend,
- to improve the quality of the visitor experience,
- to improve integration of tourism with other aspects of life,
- to enhance the natural, built and cultural environment, infrastructure and amenities,
- to build and maintain quality public
- to provide well paid, year-round quality jobs and skills development.

The Destination Management Plan carried out an online survey and whilst the findings relate to Gwynedd as a whole the majority of issues raised are pertinent to Deiniolen; the following can be noted as key issues to address:

- Better visitor facilities
- Better public facilities, e.g. visitor superstructure such as holiday accommodation and dedicated
- Activities to infrastructure elements including roads and other public spaces,
- Quality visitor attractions,
- Parking provision,
- Better local services,
- More tourist friendly engagement,
- Improved shops and shopping opportunities

Any tourism developments in the Deiniolen area should take the aims and issues noted above into consideration, in order to ensure that any projects at a local level feed into the strategic priorities of the Destination Management Partnership.

#### Wales Visitor Survey, 2013; visitor needs

A survey undertaken in 2013 on visitor needs (as part of the Wales Visitor Survey) found the following **key findings**:

- Day trip planning is minimal; 69% interviewed day visitors to Wales reported that they did not use any information to plan their trip to Wales.
- 57% of UK staying visitors used online information to plan their visits, compared to 18% that used offline sources, however many participants expressed the importance of printed material during their visit; 38% of UK staying visitors to Wales used offline sources during their trip, compared to 17% who used online sources.
- The most fundamental influences on attracting new visitors to a region are recommendations and experiences of friends / relatives / colleagues
- Local people, especially accommodation providers, play a very important role in influencing visitors where to go. Their advice is sought and trusted more than online reviews because they live there, and so many visitors use local knowledge to verify their list of planned activities, or seek new ideas.

#### Wales Visitor Survey, 2016

The 2016 Wales Visitor Survey, undertaken by Beaufort Research, reported the following **key findings on Gwynedd's visitor profile**:

- The majority of visitors to Gwynedd live in England (60%),
- higher than average proportion of staying visitors in Gwynedd and is much higher than the all Wales proportion (37%) of visitors from the rest of the UK
- approximately a third (37%) of visitors live in Wales compared to 59% of overall visitors to Wales; 3% live abroad, compared to 4% of the all Wales average
- Gwynedd attracts a higher proportion of more affluent ABC1<sup>1</sup> visitors (48%) compared to all Wales sites (32%).

---

<sup>1</sup> ABC1 and C2DE are approximated social grades; the six categories (A, B, C1, C2, D and E) and is a socio economic classification produced by the UK Office for National Statistics. The categories break down as follows:

- The survey found that over a third of visitors (35%) to Gwynedd visit with children (the majority of whom are younger children)
- Just under a third of visitors (30%) are couples
- The significant majority (71%) of visitors (who were interviewed) to Gwynedd were on a day trip, which is substantially lower than the all Wales average of 88%.
- The vast majority of staying visitors lived in England (82%) and the average number of nights stayed in Gwynedd was 5.8, which compares to 6.0 across Wales

#### **Motivations for visiting and activities undertaken:**

- A greater proportion of visitors to Gwynedd (73%) cited that their reason for visiting was to enjoy the landscape/ countryside/ beach than for all Wales (56%).
- Visitors to Gwynedd were also much more likely to have come to take part in outdoor activities compared to all sites in Wales (41% compared to 25% respectively)
- The three most popular activities, each undertaken by around a third of visitors to the region, were visiting the beach (34%), general sightseeing (33%) and visiting country parks (31%).

#### **Satisfaction with the overall experience, revisiting and recommending:**

- In general, visitors to Gwynedd were highly satisfied with their visit to Wales, with over eight in ten (82%) awarding a score of 9 or 10 (out of 10) for Wales overall as a place to visit.
- Visitors' trips to/ in Wales exceeded expectations for just over a third of visitors to Gwynedd - 37% reported that their trip was better than expected
- Almost all visitors to Gwynedd reported that they were likely to return to Wales in the future (98%); 92% of whom said they would definitely visit again, while 6% said they would probably visit again.

#### **Visitor numbers and the associated economic impact**

The tourism sector in Gwynedd in 2016 had its most successful year to date (2016 being the most recent set of data available); tourism expenditure in the local economy reached over £1 billion. As well as increases in peak season visitor numbers, there was an increase in visitor spending outside of summer months – the period October to April showed a substantial increase in expenditure compared to previous years.

Over 7 million people visited Gwynedd in 2016, which marked an increase of 3.2% on the previous year; 3.5 m of these visitors were staying visitors (an increase of 5.5% on 2015), the remaining 3.6 m were day visitors.

In terms of economic impact, direct expenditure reached £0.75 billion in 2016 (an increase of 4.7% on the previous year), which resulted in an economic impact of just over £1 billion (a 4.5% increase on 2015). Direct employment (FTEs) through tourism was 12,725 in 2016 (an increase of 1.6% on 2015); and total employment (FTEs) reached 15,557 (an increase of 2.1% on the previous year). (Source: STEAM data).

#### **Appendix 4 Historic Built Environment Opportunities Study**

**WSTS01 Listed buildings , Deiniolen**

**WSTS04 Other buildings, Deiniolen**

**WSTS08 Opportunities, Deiniolen**

**Buildings and historic features –Deiniolen and Dinorwig**