



LLANBERIS COMMUNITY DESTINATION PLAN



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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.

The development of this Plan has itself been informed by extensive primary and secondary research, which has included:

- A document and data review of Llanberis' demography and economic profile, strategic context, regeneration projects and visitor/ tourism profile.
- Detailed assessments of the village's infrastructure, services, community provision, visitor offer and historic built environment – some of which has included audit work from the perspective of a 'secret visitor';
- An assessment of Llanberis' key strengths and weaknesses, as well as the challenges and opportunities presented;
- Identification of potential funding sources to inform the prioritisation/ viability of projects;
- Conclusions and recommendations in which we identify themes for the development of Llanberis.

The Plan is accompanied by an Action Plan, which sets out and prioritises ongoing, proposed and potential projects, alongside requisite resources, timescales, project lead and potential partners; this document is a working document and will be updated regularly and reviewed annually by Gwynedd Council and its stakeholders. Projects, and their prioritisation, have been identified in consultation with the community and stakeholders; prioritisation is reflected in the Action Plan.

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 issues, or potential issues in Llanberis, but that the majority of indicators, particularly the physical environment, compare favourably to Gwynedd and the rest
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of Wales. Data gathered from the 2011 census shows that levels of unemployment are slightly lower than average and the proportion of the population in Llanberis that is economically active is significantly higher than average.

- 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.
- Several community groups are active in the village, providing community spaces and activities; enhancing the townscape and also supporting local organisations by distributing surplus income generated through events and tourism.

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

- **Improve visitor facilities and infrastructure** for the benefit of visitors and the community.
- Build on existing **interpretation, social and cultural identity projects** and encourage more comprehensive interpretation of Dinorwig Quarry and its buildings.
- Create **new footpaths, quarry access and cycle routes**.
- Provide new **leisure facilities** for the benefit of the community.
- Ensure that the village and quarry's **historic built environment** is protected and greater interpretation of 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.

Llanberis lies on the southern bank of Llyn Padarn, at the foot of Snowdon, the highest mountain in Wales. The village takes its name from Saint Peris, an early Welsh saint. It is a popular centre for outdoor activities including walking, mountaineering, climbing, mountain biking, as well as water sports.

The village is a popular starting point for ascents of Snowdon, also for the Snowdon Mountain Railway, which has been running since 1896.

The National Slate Museum is housed in the former workshops of Dinorwic Slate Quarry. 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 (Y Felinheli) 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.

The Dinorwig Power Station, a pumped hydro storage scheme, was constructed inside the abandoned quarry. Work started in 1974 and was completed ten years later.

3 Demography and Economic Profile

- The population of Llanberis is 2,026 (source: 2011 census); 1,501 (74.1%) of whom are of working age - aged 16-64; 72% of the population is economically active
- 28% are classified as economically inactive; 5% of whom are unemployed and 18% is classified as long-term sick/ disabled;
- 24% of population (16+) have no qualifications;
- 65% of the population own their property; 18% live in socially rented property; and 16% live in privately rented property;
- 23% of households do not have a car;
- 81% of the population are in very good/ good health; 13% in fair health; and 6% in poor health;
- With regard to social class, 33% of the population are managerial and professional; 32% are skilled; 25% are part/ unskilled; and 10% are students/ other.

Comparison of Gwynedd and Wales averages:

- The proportion of the population that is economically active (72%) is significantly higher than the average for both Gwynedd (65%) and Wales (66%); accordingly the proportion of the population that is economically inactive (28%) is significantly lower than the Gwynedd average (35%) and the Wales average (34%).
- Unemployment rates (5%) are slightly lower than the averages for Gwynedd (5.5%) and Wales (6.5%).
- The proportion of the population that is long term sick/ disabled (18%) 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 (24%) 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%).
- Llanberis has similar levels of people in very good/ good health (81%) 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.
- Llanberis has significantly higher than average levels of professional and managerial social class (33%) than average (27% for both Gwynedd and Wales); the proportions of skilled members of the community (32%) are higher than the average (30% for

Gwynedd and 29% for Wales) and the levels of part/ unskilled members of the community (25%) are slightly lower than the average (26% for Gwynedd and 29% for Wales). The proportion of students (10%) is significantly lower than the average (17% for Gwynedd and 15% for Wales).

The main employers in the 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 130 people in Dinorwig Power Station.
- **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.
- **Snowdon Mountain Railway** and **The Royal Victoria Hotel** also employ many.

Table 2 in Appendix 2 shows the sectors in which the economically active members of the communities are employed.

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.

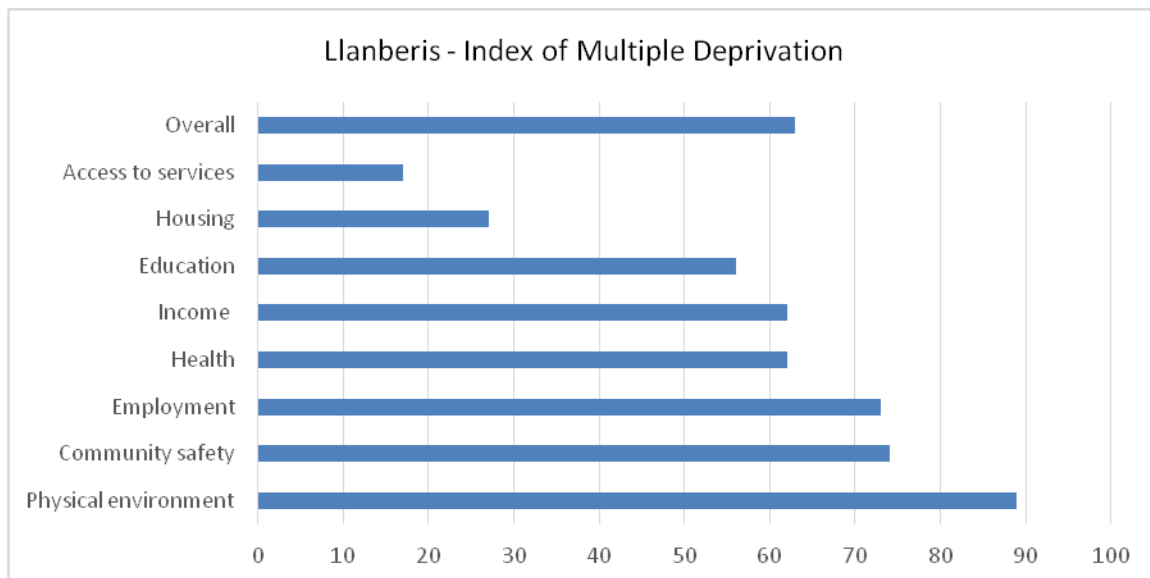
In Appendix 2 we provide data that shows how the LSOA in Llanberis compares to other areas across Wales and within Gwynedd.

The data shows that access to services and housing are issues, or potential issues in Llanberis, but that the majority of indicators, particularly the physical environment, compare favourably to Gwynedd and the rest of Wales. Data gathered from the 2011 census shows that levels of unemployment are slightly lower than average and the proportion of the population in Llanberis that is economically active is significantly higher than average.

Ranking of LSOAs in Gwynedd

The following charts show how Llanberis 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 Llanberis is in the 50% least deprived for all indicators other than access to services, for which it falls into the most 10% - 20%.

The following chart allows us to understand how the deprivation levels in Llanberis compare to the rest of Wales:



4 Community Audit

Community Representation/Activity

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

Llanberis Community Council – the villages of Llanberis and Nant Peris are within the community council area.

Community Groups/Activity

Llanberis Community Centre – community hub which local community groups can use for free; small concert/theatre/meeting space; leisure centre/sports facilities; nursery facilities. The Centre contributes any surplus from car parking income to local groups and causes.

Grŵp Datblygu Llanberis Development Group – the group’s main aims when created in 2010 was to protect, improve and preserve Llanberis, to promote pride in the community, to raise awareness in the local environment and to raise funds through grants and donations.

Llanberis Tidy Village - the group’s main focus is the weekly litter picking session in the summer and monthly in the winter. This alleviates the general litter problem, which is made worse by overnight campers in the village; it is responsible for planting flowers around the village; and arranges community events such as the Christmas Fair.

St Padarn Church - church members have organised a massive funding appeal in order to pay for the architectural survey required to assess extent of structural work required to save the Church. Members of the community have volunteered their services and provided labour free of charge to maintain the building in the meantime. To date, the community support has meant that they have almost reached their target. This has been achieved by holding events and activities in the church which have provided a new focus for the community. The aim for the future is to provide a more flexible space within the church space to be used in different ways by the community.

Y Ffestri – Community arts theatre based in the vestry of an old chapel; it provides a performance, rehearsal and creative space for the community. It offers a children's after school art club; circus skills training and circus workshops for Youth Services/NEETs. It operates a Community Time/Skills bank scheme. It collaborates with different local organisations and will soon start work on a mural funded by Engie for the Electric Mountain Centre. Y Ffestri uses two redundant phone boxes on the High Street as temporary art exhibition spaces.

Ynni Padarn Peris - community hydro scheme which raised £280,000 by share offer, 97% of which was contributed by local people. It started producing energy in 2014 on Afon Goch. It's in the process of establishing a charitable arm which will distribute its surplus earnings, approx £10,000 pa to local conservation projects; community enterprise initiatives and energy saving schemes.

Community, cultural, sports and heritage organisations in Llanberis :

Capel Coch

Dyffryn Peris Male Voice Choir

Gŵyl Llanberis/Carnival

Hwb Eryri

Grŵp Datblygu Llanberis Development Group

Llanberis Football Club

Menter Fachwen :

Shop, High Street, Llanberis;

Caffi Caban y Cwm and shop, Greenworks Joinery, Greenworks Horticulture; Cwm y Glo

Menter Fachwen (Walk and Discover Project)

Merched y Wawr

Peris Valley Adventure Club

Snowdonia Canoe Club

St Padarn Church

WI

Y Ffestri

Ynni Padarn Peris

Cultural and arts venues in the village:

- Llanberis Community Centre – community events; concerts, small scale theatre productions

- Y Festri – performance, rehearsal and creative space.

5 Infrastructure and Services

Bus: The bus service from Llanberis to Caernarfon runs Monday – Saturday, 7.30 – 17.40; Sundays and Public Holidays, five buses between 08.00 -16.45.

The bus service from Llanberis to Bangor runs Monday – Saturday, 06.15 – 18.30; Sunday and Bank holidays, four buses between 10.00 – 17.30.

The Snowdon Sherpa service runs from Llanberis to Pen y Pass on Saturdays, Sundays and Bank Holidays - ten buses between 07.45 – 17.00. The last bus from Pen y Pass departs at 17.35.

Parking: There are four pay and display car parks in Llanberis and around the lake, providing a total of 656 spaces. There are a limited number of free, short term parking spaces on the High Street for access to shops and services; some cafes and hotels also have paying car parking spaces - the Royal Victoria Hotel has 300 parking spaces.

Cycle Route: Lôn Las Peris is a combined cycle/footpath track (1 mile) along the shore of Llyn Padarn; the Ffordd Brailsford Way cycle route passes through Llanberis.

Wi-fi – the Wi-fi Eryri scheme has received funding from the Rural Development Programme to progress the development of a wi-fi service for Snowdon and surrounding area which will primarily serve the Mountain Rescue Service and other emergency services.

6 Consultation

Previous consultation

Glyn Rhonwy Quarry, on the outskirts of Llanberis is designated as a Strategic Development Site by Gwynedd Council, and several ambitious schemes for leisure/tourism use such as a holiday village, an indoor skiing centre and a mountain biking centre have previously been proposed. In response to a proposal by Quarry Battery Company for a pumped storage scheme, Gwynedd Council issued a *Local Impact Report : Glyn Rhonwy Pumped Storage Scheme*, in February 2016 which took into consideration the community consultation undertaken by the company.

Consultation is now being undertaken locally in relation to the development of the International Earth Resources Centre, also to be located at Glyn Rhonwy Quarry, adjoining the proposed Pumped Storage Scheme. www.ierc.world.

Our consultation

We attended the following events and activities at which we undertook community consultation:

Llanberis Tidy Village Litter Pick: took part in the weekly two hour Sunday morning session, working along the High Street in Llanberis; consulted with members of the public and the litter picking team.

St Padarn Pop Up Shop: attended a pop up shop day, held by the Church Appeal Committee to raise funds for the architectural survey required to assess extent of structural work required to save the Church; consulted with committee members and members of the public in church cafe.

International Earth Resources Centre Presentation, Llanberis Community Centre: attended presentation by project leaders of the benefits of the proposed project to the local community; consulted with residents; local councillors.

We consulted with the following **local stakeholders:**

- Engie/Dinorwig Power Station
- Hwb Eryri
- Llanberis Community Centre
- Llanberis Community Group/Llanberis Tidy Village
- Llanberis Community Council
- Menter Fachwen
- National Slate Museum
- St Padarn Church
- Y Festri
- Ynni Padarn Peris

Projects which are currently in development and new ones identified through the consultation process for potential development to the future are listed in the accompanying Action Plan.

The findings of our consultation

Here we summarise the principal issues in terms of community development that were identified as part of our consultations.

Visitor facilities and infrastructure:

In the last couple of years, there has been a marked increase in tourism in Llanberis with most of the destinations and attractions reporting higher visitor numbers. The outdoor sports/adventure market has expanded due to various marketing initiatives and Llanberis has become a centre for:

Watersports – facilities on Llyn Padarn have been greatly improved since the installation of by Gwynedd Council of pontoons from the 2012 London Olympics water sports' venue;

Extreme sports – rock climbing; orienteering, mountain biking, scuba diving in Vivian Quarry;

Several high profile mountain running and endurance races and competitions are held in the village and surrounding area;

It is generally felt by the community that Llanberis is now at peak capacity in terms of tourism and that it's having a detrimental impact on the village in terms of facilities and infrastructure. The main concerns are:

- Traffic congestion and parking - there are insufficient parking areas and therefore cars are being parked in residential areas.
- Increase in air bnb properties in the village are adding to the parking problem; house prices are being inflated and therefore become unaffordable for local residents. It is estimated that the number of air bnb properties has doubled in the last year, now totalling approximately 280.
- Litter – wild campers and campervans, particularly in the Lagoons area by the lake, contribute to the severe litter problem, with insufficient bins and recycling areas for the increased amount of litter dumped.
- A year round programme of races and competitions ensures that the tourist season is extended and therefore contributes to the local economy. There is some concern that the original concept of the Snowdon Race, which is still organised and managed by local organisations, has been over-commercialized to the extent that companies from outside the area now reap the profits from these endurance events whilst creating problems for the local population as outlined above.

Interpretation and social and cultural identity

National Slate Museum

The location of the National Slate Museum in Llanberis provides authority and expertise in terms of the overall interpretation of the slate quarry industry in Wales. Visitors are able to view the craftsmanship and skills of the quarrymen; experience the living conditions and gain an understanding of industrial and social history. Whilst the museum celebrates the legacy of all of the slate industry areas, the presence of Dinorwig Quarry looms above the museum, and of course the village in general. The visit to the Quarry Hospital, which is managed by Gwynedd Council, adds greatly to the visitor experience.

The Museum has an extensive outreach programme; it provides educational activities on site; creative collaborations supported by Arts Council Wales and has recently embarked upon a series of family friendly entertainment events, opening up the museum to the community.

To the future, it is aiming to re-develop the site and revamp its exhibition facilities so that it can add to its interpretation capacity. It would also become the hub in North Wales for the National Museum of Wales, providing temporary exhibition spaces in order to present elements of the national collection. It would certainly transform the museum and provide new opportunities for interpretation of the National Museum's various collections. This is an ambitious long-term plan, requiring significant funding; it is currently at the pre-feasibility study stage.

Menter Fachwen

The Walk and Discover programme of walks is led by Menter Fachwen's walks co-ordinator, Gareth Roberts, who has extensive knowledge of the area and provides a series of guided walks all year round, mainly in the slate quarry areas but also further afield. These have all been extensively researched and there are also printed leaflets to accompany the various local walks. These are available at the Menter Fachwen shop in the High Street in Llanberis, which also serves as a local history resource centre.

There are plans for Menter Fachwen to re-locate from their current base in Cwm y Glo to the vacant Cwm y Glo school building. It is envisaged that the local history resource would be housed in the school building and elements presented within a new interpretation space within the building.

Isaac Hughes Photography Collection

Gareth Roberts (see above) has access to a privately owned collection of photographic plates, the work of local photographer/developer, Isaac Hughes. Most of the photographs are of slate quarrymen and some are already exhibited at the National Slate Museum. However the collection merits a permanent home.

A Journey from Llanberis to Clegir/Gwilym Roberts

Gwilym Roberts was a local man who had a particular interest in local history, and is commemorated at the Llanberis Community Centre. Recently his personal archive of Llanberis history was saved from damp conditions and is being stored at the community centre. This is an invaluable historical archive which needs to be properly maintained, including his handwritten account of village life, *A Journey from Llanberis to Clegir*.

Hwb Eryri

In 2015, Hwb Eryri received grant funding to promote Llanberis; provide tourist information services, interpretation/information panels; and help co-ordinate facilities for incoming events. It delivered the above and now provides tourist information at the Outdoor Shop in Llanberis High St, as the Electric Mountain Centre is currently closed due to refurbishment. Some of its responsibilities in terms of community events have been transferred to the Grŵp Datblygu Llanberis Development Group.

One interpretation opportunity identified by Hwb Eryri is the potential to provide some information at Hebron Chapel, located just off the main Snowdon footpath and railway. The chapel is disused but could lend itself to presenting the legacy of the slate quarrymen who built and funded the chapel itself.

Dinorwig Quarry

Dinorwig Quarry straddles the mountain between Llanberis and the villages of Dinorwig and Deiniolen. It's a dramatic presence, looming above the village and the lake. Whilst there is a public footpath, there are no interpretation panels and many of its key buildings are off limits.

As part of its development plan, the National Slate Museum would like to gain access to the quarry via the Incline, but this would require the co-operation of Engie, the company who

owns the quarry and the Dinorwig Power Station, deep in the mountain. Engie currently runs tours into Electric Mountain, providing a highly entertaining and informative experience. It does not currently have plans to provide interpretation of the quarry itself.

The walking group set up by the Llanddeiniolen Community Council to consider interpretation on the Deiniolen side of the quarry, identified several interpretation elements which could be introduced: information panels, way markers, History Points, guided walks, educational activities etc and new pathways (see below).

Electric Mountain Centre

Currently being refurbished – it has been suggested that due its central location, there could be a small exhibition space for interpretation of the area's history.

Orientation and Linkages

The increase in numbers of visitors to Llanberis and its inherent challenges in terms of visitor flow, parking and infrastructure issues such as erosion, has prompted several individuals and organisations to consider new access routes, foot paths and cycle routes.

Gilfach Ddu Incline Walk

Currently the Dinorwig Quarry is accessed via a public footpath but as part of its redevelopment plans, the National Slate Museum would propose the creation of a new footpath up the Incline.

By linking up with the main footpath and potentially other footpaths and new cycle routes, which are being proposed by other organisations, (see below); as well as possible alternative parking facilities in Deiniolen, a new circular route, between Llanberis and Deiniolen is a possibility.

The Llanddeiniolen Community Council Walks Research project recommends creating new pathways within the quarry to create a circular route between Dinorwig and Llanberis, linking up with the National Slate Museum. As previously noted, this would depend on the co-operation of Engie, the quarry's owners.

Menter Fachwen, has identified the potential of creating a series of nature paths in the Dinorwig/Llanberis area, 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.

Lake Circular Route

Currently there is no wheelchair accessible route around the entire lake. It might also be possible to link up with the old tramway and even provide a water taxi service from shore to shore.

Park Run

A proposed route for a local park run would be to start from the National Slate Museum and run up past the barracks in the quarry. This would require additional waymarkers and annual event insurance.

Coed Doctor

A popular woodland area used by locals, which is currently proposed as a community asset transfer scheme from Gwynedd Council. This could provide another opportunity to develop nature paths.

Leisure Facilities

Flow Park™ – concept for an all range flow park has been developed by Chris Williamson, owner of a cycling shop in Llanberis, and has the support of Parc Padarn (parkland managed by Gwynedd Council). The flow park would be located on the approach road to National Slate Museum/Dinorwig Power Station. This would provide an opportunity to develop bike/skate and fitness skills. A community facility, free of charge, to be run by a charitable organisation. Feasibility study needs to be commissioned.

All weather football pitch – this would be an asset for the community, providing a training facility for local football teams, running groups and other sports.

7 Visitor assessment

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

Layout/Arrival

Llanberis is located on the A4086 from Caernarfon, on the shores of Llyn Padarn and at the foot of Snowdon. The village High Street is lively, full of cafe, hotels and outdoor adventure shops. There is ample parking on the lakeside side of the village; and some short stay spaces for access to shops and services on the High Street.

Visitor Information: orientation/ signage/ tourist information

There are several interpretation panels along the High Street and on one corner there is an attractive display of slate carrying trams. History Points are also situated along the street.

Previously visitor information services were provided at the Electric Mountain centre but as this is currently closed for refurbishment, the tourist information point is now situated at the Outdoor Shop on the High Street, although this is not very well signed. Several of the outdoor equipment shops provide weather conditions information for climbers/walkers.

The Snowdonia Slate Trail, from Bethesda, comes down to Parc Padarn and there's useful interpretation information on its website.

Facilities

Public conveniences: there are 3 public toilets in the village.

Cafes/restaurants: numerous cafes on the High Street; favourites are: Llygad yr Haul, Rumdoodles; Caffi Mafon, although they all close late afternoon. Pete's Eats is a Llanberis institution serving generations of climbers, although Pete is no longer in the kitchen. It's open in the evening; other pubs are also open in the evening for food, but generally serve fairly ordinary pub grub. Limited choice in the evening.

Visitor Attractions and Activities

Llanberis's proximity to Snowdonia National Park, specifically the Llanberis Pass and its visitor amenities make it a popular location for visitors. The following visitor attractions are located in Llanberis, or in close proximity to the town.

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 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.

Lake 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 – 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 (not staffed).

St Padarn's Church dates back to 1885 and is situated in the centre of Llanberis; it is open daily for visitors.

Arete Outdoor Centre provides outdoor learning courses for schools, groups and families as well as residential and training/ qualifications for outdoor instructors; it offers a range of outdoor activities .

Boulder Adventures operate from Bryn Mountain Centre, which provides bunkhouse accommodation in Llanberis, and offer a range of outdoor activities. Activities can be delivered as part of residential adventure packages.

Llanberis Events

Llanberis has a series of events programmed throughout the year, the majority of which are outdoor events focussed on running or swimming activities in Snowdonia, the most prominent of which are:

The Snowdon Race is held in July every year and starts and finishes in Llanberis. 650 runners from ten countries took part in 2019's race to the summit of Snowdon.

The Snowdonia Marathon, held annually in October, has been voted the best British marathon twice and comprises a gruelling course that starts and finishes in Llanberis; the route circumnavigates the Snowdon massif and passes Pen y Pass, which is 1,100 feet above sea level. 3,000 places are available for runners, the majority of which, for 2019 entry, sold out within 20 minutes of going on sale.

Other outdoor competitive events that are held in, or start/ finish in, Llanberis, many of which receive commercial sponsorship, include:

- Ultra-Trail Snowdonia
- Snowdonia Slate Man Triathlon and Duathlon – May
- The Snowdon 500/ Welsh Three Peaks Challenge – May
- Welsh 1,000m Peaks Race - June
- Love SwimRun, Lake Padarn – June
- Inov-8 Snowdon Twilight – June
- St David's Hospice Dragon Boat Race – June
- Snowdonia Seven 22 mile race – July

- Scott Snowdonia Trial Marathon: Ultra, Full, Half, 10k – July
- International Snowdon Race – July
- The Big Welsh Swim, Lake Padarn - July
- The Legend Triathlon - July
- Big Brutal Swim – August
- Seriously Brutal Duathlon – August
- The Brutal Extreme Triathlons: half, full and double ('the world's toughest triathlon') – August/ September
- Rat Race: Man versus Mountain – September
- Maverick Ultra Trail Series – September
- Snowdonia Triple Challenge – September
- Snowdonia Trail Running Challenge Marathon – September/ October
- Snowdonia Marathon - October
- Enter the Dragon – October.

The Llanberis Carnival is held in Llanberis every July and parades down the High Street.

Accommodation

There is a wide range of accommodation in the village: 7 hotels/guesthouses; 6 bed and breakfasts; 5 bunkhouses; youth hostel; 2 caravan sites – static and touring; glamping site/ yurts

There are a number of camping and caravan sites in proximity to Llanberis, but as these are located over three miles from the village we do not list them here. There are approximately 280 airbnb properties in Llanberis.

Online profile

Llanberis has a relatively extensive online profile given the range of visitor attractions, accommodation and food and drink outlets. Three websites (www.llanberis.com ; www.hwberyri.co.uk and www.llanberis.org) provide background information on the village, photos of the scenery, information on visitor attractions, listings of accommodation and restaurants and events. The website www.llanberis.com invites local businesses to add their business to the listings to the relevant section of the website.

Visitor reviews

Overall visitor reviews of Llanberis are positive, with visitors citing the range of activities and their positive impression of the village, its amenities and presentation. We provide a summary of reviews:

Llanberis is described as a 'truly impressive place, steeped in history yet still retaining an air of tranquillity' (www.llanberis.com)

'The village is very much focused on climbing/walking as you would expect with a number of specialist equipment shops - also the Snowdon Railway, Electric Mountain, Lakeside Railway

and some nice walks along the edge of the lakes. There's a couple of pubs, some cafes and takeaways as well as a small Spar' and 'there is so much to do in the area for families.' (Trip Advisor)

Negative reviews include a comment that 'over the weekend the town was really busy but after the weekend people go and the place is empty and some of the eating places didn't seem to be open at nights' and one reviewer who wrote that Llanberis is 'nothing to get excited about.' (Trip Advisor).

8 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 5; 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. **Church of St. Padarn (listed II*)** The most significant building in the village, strong slate industry links through the funding by the Assheton Smith family and design by prominent architect Arthur Baker. Potential to increase usage and sustainability significantly, with strong interpretive links to the quarries and increased and diversified usage, better support facilities may be required.
2. **Capel Jerusalem** – On approach to Llanberis from Nant Peris. Potentially highly visible site with strong connections to Castell Dolbadarn, visible connections to the quarries and the Snowdon range. Options Appraisal and owner consultation suggested.
3. **Former HSBC Bank** – High quality building in the centre of the village, prominent site. Vacant since departure of bank. Options Appraisal and owner consultation suggested.
4. **Former Capel Nant Padarn site** – Potentially interesting site in the centre of the village, some remnants of the Capel’s former support spaces still standing with good boundary walls. Very prominent site, strong visual connections to quarries. Options Appraisal and owner consultation suggested.
5. **Capel Hebron** – Unique site with connection to the adjacent Hebron station on the Snowdon Mountain Railway. Interesting background story and great potential. Options Appraisal and owner consultation suggested.

9 Key Challenges and Opportunities

It is evident from our consultation and research that there are some fundamental challenges facing Llanberis 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 that we identify for the village and the opportunities that would enable the village to address these.

SWOT Analysis

The following SWOT analysis assesses Llanberis 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:

STRENGTHS	WEAKNESSES
<p>COMMUNITY</p> <ul style="list-style-type: none"> • There is a strong sense of community – people work together for the overall benefit of the community. • Community has taken on issues such as litter and is motivated to take action • Recent appeal for funding for church restoration has seen positive response from community. 	<p>COMMUNITY</p> <ul style="list-style-type: none"> • Tourism income generation does not necessarily benefit community – need to find ways of maximising opportunities. • Community needs to better address negative impact of tourism • Inability to control exterior operators and determine events schedule/tourism

<ul style="list-style-type: none"> • Tourism income e.g parking at Community Centre is used for benefit of the community • Ynni Padarn Peris community hydro scheme benefits the community • Y Festri provides creative focus for the community and serves many different sectors 	<p>development</p> <ul style="list-style-type: none"> • Tourism is perceived by many residents as negative factor despite it being the largest income and employment generator in Llanberis.
<p>TOURISM</p> <ul style="list-style-type: none"> • Outstanding location in heart of Snowdonia • A wide range of tourist attractions and visitor amenities including wet weather and non-activity based attractions, which serve a wide range of visitors and groups. • A plentiful supply of serviced and non-serviced accommodation to meet all budgets. • Good online profile of the town with informative and well maintained websites. 	<p>TOURISM</p> <ul style="list-style-type: none"> • Most food outlets open during the day only • Limited choice of cafes/restaurants open in the evening; insufficient range • A number of food outlets cater to peak season/ visitor times and close when visitor numbers drop (i.e. mid-week), which results in a limited offer during the off peak season.
<p>BOTH TOURISM AND COMMUNITY</p> <ul style="list-style-type: none"> • Unique landscape and scenery, historic features and architecture • Strong sense of pride in community and desire to share its social and cultural identity with a wider audience. 	<p>BOTH TOURISM AND COMMUNITY</p> <ul style="list-style-type: none"> • Parking problems in the village – the increase in non-serviced accommodation (holiday lets) is exacerbating the problem. • Lack of care of natural environment and understanding of sustainability issues
<p><u>OPPORTUNITIES</u></p>	<p><u>THREATS/ CHALLENGES</u></p>
<p>COMMUNITY</p> <ul style="list-style-type: none"> • UNESCO World Heritage Status may bring a different type of visitor, but this will need careful management to ensure the negative impacts of tourism are not exacerbated. • Increased responsible tourism could bring new income to the village • Review of parking and litter issues by Gwynedd Council within an integrated tourism destination plan for Llanberis • IERC development could provide employment and attract a different type of visitor 	<p>COMMUNITY</p> <ul style="list-style-type: none"> • Uncontrolled tourism development . • Changing linguistic profile of village – impact on number of Welsh language speakers. • Lower employment levels due to potential reduction in operations at Siemens and DMM as a result of Brexit. • IERC development could have dramatic impact on infrastructure, services etc • Economic sustainability and general decline of villages in rural areas • Uncertain economic and political climate
<p>TOURISM</p> <ul style="list-style-type: none"> • Provision of additional parking facilities. • Creation of new footpaths and circular routes could help alleviate visitor flow challenges • Re-development of the National Slate Museum could provide an exciting new attraction/destination • New interpretation at Dinorwig Quarry and other sites such as Capel Hebron • • 	<p>TOURISM</p> <ul style="list-style-type: none"> • Tourism is not controlled and without an integrated plan, current issues such as parking and litter will not be resolved • Increase in airbnb properties • Uncontrolled development of wild camping/campervans • Lack of understanding of environmental impact of tourism

<p>BOTH TOURISM AND COMMUNITY</p> <ul style="list-style-type: none"> • The nomination for UNESCO World Heritage Site status. • National Slate Museum re-development – sense of cultural pride and relevance of social and industrial history; re-inforcing its position as North Wales hub for major national cultural institution • Community and tourism sector develops integrated strategy for the benefit of the village 	<p>BOTH TOURISM AND COMMUNITY</p> <ul style="list-style-type: none"> • Negative impacts of tourism (overcrowding etc.), particularly the environmental impacts (traffic, pollution, litter); campervans pose a particular challenge. • Rising house prices due to people purchasing second homes – the advent of air bnb has made the process of holiday lettings easier and more cost effective • Parking problems will exacerbate if the increase in second home purchase continues
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10 Conclusion and recommendations

Following our consultation and research, which includes our community audit and visitor assessment, we have identified the following themes as regeneration priorities for Llanberis:

- Improve **visitor facilities and infrastructure** for the benefit of visitors and the community.
- Build on existing **interpretation, social and cultural identity projects** and encourage more comprehensive interpretation of the Dinorwig Quarry and its buildings.
- **Orientation and linkages** - create new footpaths, quarry access and cycle routes.
- Provide new **leisure facilities** for the benefit of the community.
- Ensure that the village and quarry's **historic built environment** is protected and greater interpretation of industrial heritage buildings and others of architectural interest.

Visitor Facilities and infrastructure

Llanberis is an increasingly popular destination within Snowdonia National Park, renowned for its outdoor sports/adventure sports activities. It is, according to its residents, currently running at peak capacity in terms of infrastructure and services.

- Consideration should be given by the relevant planning authorities to effective management of the village's infrastructure - parking, litter disposal. At present the community has taken on extra responsibility for litter picking but which is probably unsustainable over a long period of time.

- Encourage sustainable and environmentally friendly tourism through destination marketing; encourage tourism operators to promote green code of conduct to their clients.
- New parking alternatives should be considered – several residents have suggested the potential use of Glyn Rhonwy Business Park as a Park and Ride facility to alleviate parking issues in the village.
- Control development of air bnb properties in the village.

Interpretation, social and cultural identity

- More interpretation and signage at Dinorwig Quarry and its important industrial heritage buildings. (These are detailed separately in the Historic Built Environment Assessment Report for Dinorwig Quarry)
- Engie, the owners of the quarry should be encouraged to provide interpretation and signage for visitors interested in the site's industrial history.
- Key buildings in the village could potentially provide new interpretation spaces in particular St Padarn Church and Capel Hebron
- The wealth of archive material collected by Gareth Roberts, Menter Fachwen merits being properly exhibited and should be properly funded. (Awaiting confirmation of potential new location).
- The re-development of the National Slate Museum is key to future interpretation in Llanberis of the slate industry.

Orientation and Linkages

- Several new routes, footpaths and cycle routes have been proposed, many of which could link up with new routes from the Deinolen side of Dinorwig Quarry, and which have been presented in the Deinolen Community Destination Plan.
- Visitor flow, traffic congestion and a new system of orientation could greatly benefit Llanberis and also provide another networks of footpaths, encouraging visitors to explore the surrounding area.
- The creation of new nature paths by Menter Fachwen, in conjunction with a tree planting scheme, supported by local farmers would be an asset for the area.

Leisure Facilities

- The community, especially young people, would benefit from enhanced leisure facilities such as the flow park and all weather pitch.
- As Deinolen is also considering the possibility of providing an all weather pitch, it may be useful to liaise between the two villages.

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 5)

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 8/Historic Built Environment and in the attached Action Plan.

Community support and organisation

The commitment to community in Llanberis through the activities of various community groups is remarkable and makes the village a relatively self-sufficient unit.

- The Llanberis Community Centre supports itself and local organisations from the income generated by the Centre's car park.
- The efforts of the Llanberis Grŵp Datblygu Llanberis Development Group to take on the responsibility of additional litter picking is to be commended, although in the long term it may be unsustainable and a proper management plan should be instigated.
- Y Ffestri provides an important community space, encouraging creativity and skills development.
- Ynni Padarn Peris benefits the community through its hydro electric scheme and also will soon be contributing its surplus money towards community projects.

11 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)
 - Climate Action Fund [Autumn 2019]

- 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
- Voluntary Development Fund/Gwynedd
- Community Chest/Sport Wales
- First Hydro Community Fund
- Gaynor Cemlyn-Jones Trust
- Gwynedd Community Arts Fund, Gwynedd Council

The projects have been identified in consultation with the local community and stakeholders, however their implementation and prioritisation in the accompanying Action Plan will be subject to an appropriate lead body being identified and funding secured to undertake identified tasks. The Action Plan will be reviewed annually by Gwynedd Council and key stakeholders.

Appendix 1 List of individuals/organisations consulted

- Engie/Dinorwig Power Station
- Hwb Eryri
- International Earth Resources Centre
- Llanberis Community Centre
- Llanberis Community Council
- Llanberis Community Group/Llanberis Tidy Village
- Menter Fachwen
- National Slate Museum
- Snowdon Race
- St Padarn Church Appeal
- Y Ffestri
- Ynni Padarn Peris
- Chris Williamson, Framed Bicycle Company
- Elin Tomos, Local historian
- Kevin Jones, Gwynedd County Councillor
- Lindsey Colbourne, Artist

- Gwynedd Council Community Support Officer
- **Appendix 2: Index of Multiple Deprivation/ Employment by sector**

The following table sets out how the deprivation levels in Llanberis compares to Wales as a whole and Gwynedd:

Llanberis: Index of Multiple Deprivation			
	Overall rank (of 1909)	Overall %	Gwynedd rank (of 73)
Overall	1208	50% LEAST	44
Income	1193	50% LEAST	47
Employment	1387	50% LEAST	33
Health	1190	50% LEAST	29
Education	1070	50% LEAST	23
Access to services	317	10% - 20% MOST	34
Community safety	1406	50% LEAST	52
Physical environment	1697	50% LEAST	60
Housing	512	20% - 30% MOST	41

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 Llanberis are broadly similar to the average proportions employed in each sector in Gwynedd as a whole – only wholesale and retail has a variance that is greater than 3%; the majority have a variance of 2% or less.

Industry of employment	Llanberis	Gwynedd average
Agriculture, Forestry & Fishing	1.7%	3.5%
Mining, Quarrying, Energy & Water	2.3%	2.6%
Manufacturing	8.4%	5.8%
Construction	9.1%	9.6%
Wholesale & Retail	10.2%	14.5%
Transport & Storage	5.2%	3.4%
Accommodation & Food Services	10.5%	9.8%
Communication, Finance & Property	2.2%	4.3%
Professional, Scientific & Technical	4.8%	3.7%
Administrative & Support Services	2.9%	3.5%
Public Administration & Defence	6.6%	6.4%
Education	14.8%	12.6%

Health & Social Work	13.4%	14.7%
Other	7.9%	5.6%

Appendix 3: 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 Llanberis 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

Appendix 4 : Visitor/Tourism Profile

Here we provide a summary of the profile of visitors to Gwynedd in order to better understand the type of visitors Llanberis 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 Llanberis; 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 Bethesda 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.

It is clear that both online and offline marketing material/ information is important for visitors and these findings are important to consider when reviewing Bethesda's online presence and profile, as well as when planning future marketing campaigns and the development of promotional/ printed material, for example, the possibility of establishing an Ambassador's scheme could be explored, through which local people act as Ambassador's/ guides/ information sources for visitors.

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 ABC1¹ visitors (48%) compared to all Wales sites (32%).
- 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.

¹ 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:

AB – higher and intermediate managerial, administrative, professional occupations

C1 – supervisory, clerical, junior managerial, administrative, professional occupations

C2 – skilled manual occupations

DE – semi skilled and unskilled manual occupations, unemployed and lowest grade occupations.

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 5 : Historic Built Environment Opportunities Study Sheets:

W03 Listed Buildings

W06 Other Buildings and Features

W10 Opportunities Llanberis

Buildings and Opportunities Matrix: Llanberis, Deiniolen and Dinorwic