

NORTH WALES & EUROPE

INVESTING IN A BRIGHTER FUTURE FOR NORTH WALES

ISSUE 2: WINTER 2014/15

Produced by the North Wales Specialist European Team on behalf of the North Wales Economic Ambition Board.

EXPLOITING OUR STRENGTHS

Capitalising on North Wales' assets to boost economic growth



ERDF
Llywodraeth Cymru
Welsh Government

Ewrop & Chymru: Buddsoddi yn eich dyfodol
Cronfa Datblygu Rhanbarthol Ewrop

Europe & Wales: Investing in your future
European Regional Development Fund



ESF
Llywodraeth Cymru
Welsh Government

Ewrop & Chymru: Buddsoddi yn eich dyfodol
Cronfa Gynddeithasol Ewrop

Europe & Wales: Investing in your future
European Social Fund



Landscape and Environment
Increasing the economic potential of the awe-inspiring landscape and environment.

Heritage, Culture and Language
Making the most of our outstanding and vibrant cultural and historical resources.



THE **NORTH WALES ECONOMIC AMBITION BOARD** BRINGS TOGETHER THE REGION'S SIX LOCAL COUNCILS TO DRIVE ECONOMIC GROWTH ACROSS THE REGION.

Exploiting North Wales' strengths to boost economic development



During the last six years the investment from the European Structural Funds (over £279m including £154m Convergence funding) is helping to create the right environment for economic growth in North Wales. Over £56million, including over £25 million of Convergence funding of this investment has been used in the region to boost the region's outdoor activity and cultural heritage tourism industry.

We speak to Councillor Dilwyn Roberts, Chairman of the North Wales Economic Board about the difference the investment is having:

It's no big secret that North Wales has a wealth of riches when it comes to its unique landscape, culture, heritage and language. Ensuring that North Wales benefits from its valuable assets in a sustainable way is central to our plans to develop the region's economy. We recognise our region's outdoor activity and cultural heritage tourism offer as a key area of growth within our wider tourism industry.

We are also poised to exploit a range of opportunities from our natural resources including scientific research, energy generation and new products that will maximise growth in our economy and help North Wales compete on a global scale.

OUTDOOR ACTIVITIES BOOST

Tourists visiting North Wales to take part in outdoor activities are estimated to contribute **£213 million** to the region's economy every year.

We are already seeing the positive results of the European Structural Funds investment in our outdoor activity and cultural heritage tourism industry which has helped us in partnership with our businesses and communities to develop and improve our local visitor offer at a number of locations and sites across the region. Over 320,000 people have visited the sites supported from this investment to date, contributing to our existing tourism industry which is already generating £1.8 billion for the North Wales economy each year.

Landscape and environment

Capitalising on our panoramic mountains, hills, forests, stunning coastline and lakes is beginning to pay dividend.

A package of schemes including the Conwy and Denbighshire Cycling Centre of Excellence and Snowdonia Centre of Excellence supported in the region under the Visit Wales Sustainable Tourism project are demonstrating some very tangible benefits. Across the region over 220,000 visitors have taken advantage of some of the best cycling and angling facilities the outdoor activity tourism industry can offer. Improved accessibility around Anglesey's

coastline has also attracted 160,000 additional visitors to the Island where new and existing coastal recreational infrastructure has been enhanced and created through Anglesey's Coastal Environment Project.

Another key development that will drive forward tourism in the region is the new National Sailing Academy in Pwllheli. The project is set to create a world class watersports and activity centre attracting national and international sailing competitions, and promises to attract thousands of visitors to the area every year.

Heritage, culture, language

As well as its natural wealth, North Wales also has outstanding heritage and cultural sites, world heritage fortresses, cultural centres, slate quarries and a vibrant living language to safeguard and develop for benefit of the region.

Structural Fund investment has been used in North Wales to bring the past to life through improved interpretation, promotion and marketing to maximise the economic and cultural value of heritage and enhance the historical and cultural experience for visitors.

Heritage and cultural sites supported under the Our Heritage, Mona Antiqua and Princes of Gwynedd schemes funded under CADW's Heritage Tourism Project have attracted over 155,000 visitors to date.



HERITAGE TOURISM BOOST

Visitors to sites supported by CADW's Heritage Tourism Project are estimated to contribute **£19.3 million** per year to the Welsh economy supporting over 1,000 jobs.



Ribride who operate from the improved Beaumaris Pier

LANDSCAPE AND ENVIRONMENT

Investments have been made to enhance the outdoor activity tourism offer in North Wales by taking full advantage of our spectacular natural landscape and environment - providing a passport to adventure throughout the year.

To capitalise on this natural wealth, centres of excellence have been created across the region. Conwy and Denbighshire have established the Cycling Centre of Excellence, Snowdonia has the One Big Adventure Centre of Excellence. Pwllheli is set to house the National Sailing Academy, and in Aberdaron there is a new Coastal Tourism Centre of Excellence.

The refurbishment of Beaumaris Pier, part of the EU funded Anglesey Coastal Environment project, is an example of how this work can have a knock-on effect on the wider economy. The work enabled businesses such as adventure boat ride specialists Rib Ride to operate from Beaumaris and attract more people into the town.



Princes of Gwynedd interpretation

HERITAGE, CULTURE AND LANGUAGE

EU Structural Funds have been invested to maximise the economic value of local heritage assets and history and enhance the cultural heritage tourism offer in North West Wales – bringing the past to life.

Investment in the Our Heritage, Princes of Gwynedd and Mona Antiqua projects has been used to encourage visitors to explore the cultural heritage landscape of Conwy, Gwynedd and Anglesey and a consistent approach to interpretation across all of these historically important sites has been developed.

Digital platforms have been developed to promote and market the North Wales cultural heritage offer to the wider world to attract more visitors, keep visitors in the area for longer, and increase visitor spend in the local economy.

ACADEMY TAKING SHAPE

Building work has started on £4 million Pwllheli National Sailing Academy and Events Centre as part of the wider package of £8.3 million secured by Gwynedd Council to strengthen the local maritime and sailing industry.

Part funded through the Convergence ERDF programme the new centre, which is set to open this summer, will host events and some of the world's best sailing competitions.

Councillor Mandy Williams-Davies, Gwynedd Council's Economy Cabinet Member said: "We are proud in what Pwllheli has to offer to the leisure and outdoor industry and recognise that the National Sailing Academy is essential to strengthen this industry for the benefit of the local community and economy."

www.plasheli.org



Pwllheli's Sailing Academy and Events Centre is set to open in 2015



EXTENSION FOR COASTLINE PROJECT



A project that will further maximise the economic benefits of Anglesey's coastline has been extended until June 2015.

Having already attracted more than 160,000 additional visitors to its coastline, the Anglesey Coastal Environment project has been handed an extra £1.3 million to further develop on-shore and off-shore facilities around the island's spectacular coastline.

Developments will include access and improvement works at Trearddur Bay, Porth Dafarch, Rhosneigr and Cemaes Bay.

The project also ran a series of free watersport taster sessions in Menai Bridge, Rhosneigr, Amlwch and Porth Dafarch to encourage people to experience the various recreation opportunities that Anglesey has to offer.





NEW HOME FOR CYCLING HUB

A successful social enterprise project in Rhyl has moved into its new home.

Established since 1989, The Bike Hub has relocated its bike hire business to the new waterfront facilities at Foryd Harbour (funded under the Physical Regeneration in North West Wales Improvements scheme) which is on the Sustrans cycle route network. The hub offers a comprehensive range of bike hire and accessories as well as a brand new cafe stop for the general public.

The project provides employment opportunities to adults with learning disabilities - allowing them interact within a friendly retail environment.



ADVENTURE TOURISM BOOST FOR NORTH WALES

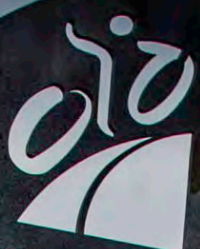
New figures from the Welsh Government shows outdoor activity tourism in North Wales is worth £213 million a year to the region's economy.

Tourism Minister, Edwina Hart, said: "North Wales offers a wide range of outdoor activities and adventure opportunities for visitors and they have an important role to play in attracting visitors to Wales. This sector has increased in popularity in recent years due to a demand for experiences and lifestyle-orientated holidays."

Playing its part is the EU-backed Outdoor Tourism Project which is promoting further growth of the sector. Backed by the Ireland-Wales Programme 2007-2013, the project involves six organisations including Conwy County Borough Council, Gwynedd Council, the North West Wales Outdoor Partnership and partners in Ireland. The project seeks to understand the challenges and barriers experienced by providers, promote and develop training opportunities, enable the sharing of best practice and to explore new and innovative opportunities.

www.outdoortourism.org





marsh tracks

beicio gogledd cymru ride north wales

parc beicio traciau'r gors

Croeso i Parc Beicio Traciau'r Gors. Llwybr beicio mwydd 1.5 cilometr, rhyfeddol a heriol, bydd eich calon yn curo gan roi gwên fawr ar eich wyneb.

AIRHOSWCHI!
Darlithwch hen gystaf

Faint o sgiliau?

- Sgiliau beicio ydych chi chi gyswrtu cyson heb godi sbectol
- Mae'n rhaid i chi fod yn "curo" i yrru. Ffurfio drwy y nodweddion sbectol a'r gogledd.
- Mae'n gyswrtu'r awyrgylch i'w parhau'n dda, mae'n ddiwybwr i'r awyrgylch yn hysbysu.
- Mae'n gyswrtu'r awyrgylch i'w parhau'n dda, mae'n ddiwybwr i'r awyrgylch yn hysbysu.
- Mae'n gyswrtu'r awyrgylch i'w parhau'n dda, mae'n ddiwybwr i'r awyrgylch yn hysbysu.

Faint o offer?

- Rhwyd - rhwyd cad hysbysu a rhwyd i'w parhau'n dda.
- Rhwyd - rhwyd cad hysbysu a rhwyd i'w parhau'n dda.
- Rhwyd - rhwyd cad hysbysu a rhwyd i'w parhau'n dda.

Gofalwch am eich gilydd

- Gofalwch am eich gilydd - gofalwch am eich gilydd.
- Gofalwch am eich gilydd - gofalwch am eich gilydd.

Edrychwch cyn neidio!

- Edrychwch cyn neidio! - edrychwch cyn neidio!
- Edrychwch cyn neidio! - edrychwch cyn neidio!

- 1 Degrle
- 2 Bryniau Chryd
- 3 Pedaal Cofly
- 4 Hiraethog
- 5 Y Bwybr gartref / Pethau Fawr

Cofiwch - byddwch yn ddigonol, beicio'n dda i'w parhau'n dda a gylu'r offer i'w parhau'n dda. Darlithwch y panel gwybodaeth ddiogelwch - **rhwyd**!
Remember - stay safe and ride within your ability with the right kit. Read the safety instruction panel - **enjoy**.



marsh tracks bike park

Welcome to Marsh Track MTB Bike Park. An awesome 1.5km mountain bike track with attitude, guaranteed to get your heart pumping and to give you a great big smile.

STOP!
Read this first

Got the skills?

- You must be a confident cyclist before attempting a steady pace.
- You must be a confident cyclist before attempting a steady pace.
- You must be a confident cyclist before attempting a steady pace.

Emergency Information

In case of an accident, call 999 or 112 for the police, fire and ambulance services. Marsh Track is a public facility and is not responsible for any accidents or injuries.

ON THE RIGHT TRACK

Rhyl's Marsh Tracks is North Wales' latest offering to the cycling world.

The EU-backed mountain bike pump track is a 2km track with attitude, packed with sculpted jumps and expansive view over the estuary.

Councillor Brian Blakeley, Chairman of Denbighshire County Council said: "The Marsh Tracks forms part of the North Wales Cycling Centre of Excellence, which acts as a hub in the region for the development of sustainable tourism.

By re-developing this previously disused site, Marsh Tracks has given visitors and locals a chance to appreciate the new environment and gives them a superb biking facility - as well as increasing the tourism contribution to the local economy."

www.marshtracks.co.uk



BRINGING HISTORY ALIVE



The EU funded Ein Treftadaeth (Our Heritage) project brings history alive and ensures that local communities and visitors enjoy lasting experiences.

The £1.7m project is led by Gwynedd Council on behalf of Conwy Council, Snowdonia National Park and a number of partners as part of Cadw's Heritage Tourism Project. It aims to maximise economic value of the area's heritage by increasing the number of visitors and the length and value of visits to the region.

Amongst its portfolio of projects, it has supported improvements to the interpretation of and modernisation of the Quarry Hospital in Llanberis and the Deep Mine and Tramway Tours at Llechwedd Slate Caverns in Blaenau Ffestiniog – focusing on the rich history of slate quarrying through the ages.

To find out more about Our Heritage, and the improvements it has funded - please visit:

www.snowdoniaheritage.info



ANGLESEY HERITAGE SPRINGS TO LIFE

Anglesey's Mona Antiqua project has provided a unique opportunity to package the island's distinctive heritage.

Part of Cadw's Heritage Tourism Project, the scheme has addressed visitor needs by providing information on the island's heritage in an accessible format.

As project leaders Menter Môn explains, preserving and promoting to a wider audience the industrial, social and environmental heritage of Mynydd Parys and north eastern Anglesey has been a key goal.

"One of the island's outstanding heritage sites, the copper mine at Parys Mountain, Amlwch has

been the focus for work. The Mona Antiqua project funded interpretation work at the new heritage centre (pictured right) which was named Building of the Year at the 2014 Welsh Architecture Awards."

Another aspect of the project was the creation of a new web site – Anglesey: A Bridge Through Time – the first of its kind in the UK. It integrates a story-based approach to heritage interpretation through multi-media and social media. The idea is to stimulate tourism and local pride by engaging with users of the site both locally and globally.

www.angleseyheritage.com



IN THE FOOTSTEPS OF PRINCES

A partnership scheme between Conwy Council, Gwynedd Council, Snowdonia National Park, Cadw and the National Trust has created a network of trails linking 30 iconic heritage sites connected with the fabled Princes of Gwynedd - bringing the region to life for heritage tourists.

The Princes of Gwynedd project, which has attracted 46,978 additional visits since its inception, is part of Cadw's £19m Heritage Tourism Project which is largely funded by the Welsh Government and from

EU Convergence Funds and will help maximise the economic value of heritage by increasing the number, length and value of visits to Wales.

The trails provide the perfect opportunity for walkers to discover and explore the castles, palaces and sites of the Princes, as well as the abbeys and churches they sponsored.

www.snowdoniaheritage.info/princes



IMPACT OF INVESTMENT CAUGHT ON CAMERA

The North Wales Specialist European Team has also published a series of Europe and North Wales videos which looks at the effects of 2007-13 European Structural Funding on the businesses, communities and people of North Wales.



**NEW WORK
CONNECTIONS**
www.bit.ly/nwconnect



**LOCAL
INVESTMENT FUND**
www.bit.ly/lifnwww



LLWYDDO'N LLEOL
www.bit.ly/llwyddolleol



**PHYSICAL
REGENERATION
PROJECTS**
www.bit.ly/PhysReg



**SNOWDONIA CENTRE
OF EXCELLENCE**
www.bit.ly/fideorhag

This booklet was prepared on behalf of the North Wales Economic Ambition Board by the North Wales Specialist European Team which is based in the 6 North Wales Local Authorities. The Specialist European Team works toward ensuring that the region gets the maximum benefit from European funding by providing a range of support to raise awareness of opportunities and ensure its effective delivery. Specialist European Teams exist across Wales and in different sectors, from Local Authorities, Welsh Government and the Welsh Council for Voluntary Action.

www.tinyurl.com/EuropeNorthWales

