



**SKILLED UP
FOR THE FUTURE.**



MEET THE AMBASSADORS:

**SUSTAINABLE OUTDOOR ACTIVITIES,
TOURISM AND AGRICULTURE**

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PETER HEWLETT

MANAGING DIRECTOR, WALKING NORTH WALES AND EDGE OF WALES WALK

Peter Hewlett is Managing Director of the Edge of Wales Walk, which provides walking holidays along the Llŷn Coast Path, and has been involved in developing walking tourism in North Wales since 2003. He also heads up Walking North Wales, whose main purpose is to greatly increase visitor spend by walkers in the region. Mr Hewlett is involved with the Visit Wales Digital Tourism Project and is developing a new business, Cruise Excursions Wales.



CHRIS WRIGHT

CHIEF EXECUTIVE, SNOWDONIA ACTIVE

Chris Wright is a founder member and Chief Executive of Snowdonia Active, a social enterprise that develops outdoor activities in North West Wales. As part of his work, Mr Wright sits on the boards of Natural Resources Wales and the Fisheries, Environment, Recreation, Advisory Committee (FERAC). He is also a founder and Director of the Outdoor Partnership, which improves opportunities for the people of North West Wales through outdoor activities.

SUSTAINABLE OUTDOOR ACTIVITIES, TOURISM AND AGRICULTURE

This diverse sector accounts for a significant amount of employment in the region, particularly in North West Wales.

The latest labour market profile for 2012 states that *“compared to Wales as a whole, North Wales had a higher percentage in employment in the agriculture, forestry and fishing; production and the wholesale, retail, transport, hotels and food sectors.”*

For example, 6% of employment on Anglesey is in agriculture, compared to 1% for the UK as a whole. Land management services, particularly through public bodies, are another key component of the regional labour market. Tourism is another key employer, with strong visitor numbers drawn by ‘blue chip’ heritage sites such as Conwy Castle and the Snowdonia National Park.

There are some interesting trends across this sector and clear areas of growth, and also of change. For example, the operations of a key Anglesey employer, Welsh Country Foods, is under threat as its parent company Vion, has recently announced it is selling its UK operations. South Caernarfonshire Creameries however continues to be an important regional employer. Locally sourced, high quality produce is a key growth area, with a significant number of innovative micro businesses performing strongly. Changes in farming practice, particularly moves towards land management for environmental mitigation, are shaping major changes in regional land use. This is being driven by the Welsh Government Glastir Scheme which pays farmers for environmental land management. This policy is linked to major strategic environmental planning initiatives such as the creation of flood defences.

Tourism trends include an emphasis in capitalising on the regions’ major tourism hotspots both in terms of heritage and the built environment, with Visit Wales a core resource hub. There is significant growth in outdoor activities (‘activity tourism’) linked to the regions’ natural resources and heritage, such as the supply of tailor made services for walking trails, windsurfing, canoeing and climbing.

Initiatives include a new bike race on Anglesey, the Tour de Môn, and the promotion of the newly created Wales Coastal Path.

Key policy moves include investment in the Wales Coastal Path, the new combined single environmental agency Natural Resources Wales, targeted support for Wales food and drink producers, and the farming/land management resource scheme Glastir. Qualification provision is strong in the region; Bangor University provides an MSc in Conservation and Land Management, a new MBA in Environmental Management, and has world class research excellence particularly in marine biology and forestry, with a number of under and post graduate degrees available. Applied research centres with strong links to regional business and innovation include Bangor University's Biocomposites Centre Agricultural colleges include Glynllifon in the North West and Deeside College in the North East. Other key providers include Coleg Menai's Food Technology Centre and Coleg Llandrillo which provides a number of accredited tourism courses.



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