

Snowdonia Slate Trail Investigation Report

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Summary/abstract

The Snowdonia Slate Trail is a long-distance hiking route passing through some of the less frequented but beautiful parts of Snowdonia, North Wales, traversing each of the major mountain ranges, and offering a range of experiences from mountain to forest, lake to river, from the valley to the sea. It was developed and launched in 2017, through the support of a wide range of community stakeholders, crossing different counties and lands owned by many different owners, by strategically linking and waymarking a series of pre-existing established Public Rights of Way.

The route connects a significant series of communities whose culture and heritage has each been hugely influenced by and sometimes founded upon more than two centuries of slate industry, now much reduced and changed yet still with some production in evidence. For these communities the shift in the focus of local employment and the growth and diversification of tourism has brought its challenges, especially to Welsh culture and language.

In preparing and planning for the economic and cultural shift towards sustainable tourism, the various stakeholder groups recognised the strategic value of the Snowdonia Slate Trail through links between the communities of the slate heritage landscape and its potential profile in the region.

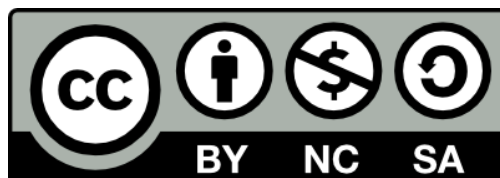
This research study set out to identify what economic benefits this and other comparable trails create. The study sought to estimate how many people use the trail (from which to derive further estimates of economic benefit). Through surveys and interviews the study elucidated how businesses may be benefitting now, and also what other facilities current and future trail users need.

An element of the research which involved working with the community slate researchers to investigate how the SST could further nurture the Welsh language and culture, returned results suggesting actions from a number of interviewed organisations and businesses. This included bilingual interpretation and community content led information boards, a mix of digital and live immersive experiences, a sample 1-day thematic itinerary, further stakeholder collaborations and developing and integrating strong Welsh language policies into the trail's management.

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Table of Contents

1	Introduction - about SST	1
2	Report Methodology – Overview.....	7
3	SWOT Analysis of the SST.....	8
4	Economic benefits that other trails create.....	9
4.1	Introduction	9
4.2	Methodology	9
4.3	Examples of how trails economically boost rural areas	10
4.3.1	Local economic development	10
4.3.2	Heritage and Culture	10
4.3.3	Sustainable Tourism	10
4.3.4	Health economic benefits	10
4.3.5	Event Hosting, Sponsorship and Competitions:	11
4.3.6	Sustainable transport	11
4.3.7	Community Engagement:.....	11
4.3.8	Employment within supporting businesses	11
4.4	Case studies	12
4.4.1	Regional findings	13
	Case Study 1 - Wales Coastal Path (WCP)	13
	Image below: Wales News Online.....	13
4.4.2	National findings	14
	Case Study 2 - England Coastal Path (ECP)	14
4.5	Recommendations.....	15
4.6	Synopsis	15
5	Visitor activity on and footfall around the trail.....	16
5.1	Methodology	16
5.2	Visitor Footfall.....	16
5.2.1	SST Section Preferences	17
5.2.2	SST Section Activity	18
5.2.3	Visitor Catchment Activity.....	20
5.2.4	Prospects for future footfall monitoring	21
5.3	Recommendations.....	24
5.4	Synopsis	25
6	SST Visitor Profiles created from the trail survey.....	25
6.1.1	Day/weekend visitors to trails	26

Manageable sub-divisions.....	26
Visitor Spend	26
6.1.2 Reasons to visit.....	27
Visitors with a Nature and Environment focus	27
Visitors with a Health & Fitness focus.....	28
Wellness-walking.....	29
Hiking	29
Trail-running	30
Mountain biking	30
Horse Riding	30
6.2 Recommendations.....	31
6.3 Synopsis	32
7 What facilities do trail users want?	33
7.1 Waymarking and route-finding.....	34
7.2 Toilets.....	38
7.3 Cafes, food, pubs, etc.....	39
7.4 Parking	39
7.5 Water	40
7.6 Dog-friendly amenities	41
7.7 Accommodation	43
7.8 Horse-friendly Amenities.....	44
7.9 Shelter/Safe Areas	44
7.10 Public Transport Links	44
7.11 Recommendations.....	46
7.12 Synopsis	47
8 Nurturing the Welsh Language and Culture	47
8.1 Introduction	47
8.2 Methodology	50
8.3 Overview results from Blaenau Ffestiniog.....	51
8.4 Overview of results from Dyffryn Ogwen	51
8.5 Overview of results from Dyffryn Nantlle.....	52
8.5.1 Creative Community Engagement for Cultural Promotion	52
8.5.2 Feedback from Visitors and Locals on Noticeboards	52
8.6 Summary of Community Slate Researchers investigations.....	53
8.6.1 Interviews and Events	54
8.7 Recommendations.....	56

8.8	Synopsis	58
9	Local Business Benefits	59
9.1	Introduction	59
9.2	Methodology	61
9.3	The Passport Scheme	61
9.3.1	Members of the Passport Scheme	61
9.3.2	The Business Survey and Interviews	62
9.4	Recommendations	67
9.5	Synopsis	68
10	Plugging the gap through community enterprise or small family businesses	69
10.1	Methodology	69
10.2	Infrastructure suggestions from the three slate valleys:	69
10.2.1	Amenities Suggestions	69
10.3	Business Survey Results	70
10.3.1	Key points regarding plugging the gap from business interviews.....	70
10.3.2	Local Business Stakeholder Events.....	71
10.3.3	Social Media Tools and Communication Methods.....	72
10.3.4	Other business opportunity exposed.....	73
10.4	Recommendations	74
10.5	Synopsis	76
11	Spreading the SST benefits beyond the trail.....	77
11.1	Creating thematic itineraries	77
11.2	Connecting with other existing trails.....	77
11.3	Promotion	78
11.4	Joint Promotions.....	78
11.5	Porterage Scheme.....	79
11.6	Cultural honeypots	79
11.7	Collateral distribution	79
11.8	Collaborate further with tourism organisations and associations	79
11.9	Business Development - Group Travel.....	80
11.10	Exhibitions and business events.....	80
11.11	Create SST experiences for the corporate market – Team building	81
11.12	Leverage digital marketing tools	81
11.13	Social Media Tools	81
11.14	Events	82
11.15	Accessible walking trails (and pushchair-friendly walks).	82

11.16	Recommendations	83
11.17	Synopsis.....	85
12	Embedding the benefits.....	86
12.1	Synopsis	87
	Appendices.....	88
	Appendix 1: Detailed SWOT analysis.....	88
	Appendix 2: The SST trail users and business survey questions & detailed results	91
	Appendix 3: Benches, shelters and resting places	126
	Appendix 4: Trail mapping approaches.....	133
	Appendix 5: <i>Multi-user</i> route sections and <i>Accessible</i> trail sections	135
	Appendix 6: Interviews with local community slate researchers.....	141
	Appendix 7: SST social media handles	159
	Appendix 8: Capturing footfall	160

Figures

Figure 1	Significant locations right on the SST	1
Figure 2	Wales Key National & Regional Campaign timeline dates	3
Figure 3	The seven Wales Well-being goals	5
Figure 4	SWOT analysis of the SST	8
Figure 5	Respondent home locations	16
Figure 6	Visitor catchment distribution	17
Figure 7	Section preferences of trail users.....	17
Figure 8	ENP-collated footfall counts, Lon Gwyrfal.....	18
Figure 9	ENP collated footfall counts, Ogwen & Idwal.....	19
Figure 10	Patrwm-enabled SmartTown locations & parameters	20
Figure 11	Patrwm-enabled SmartTowns on the SST	20
Figure 12	Example footfall on South Downs way, from mobile presence data.....	22
Figure 13	Example of visitor location spread within location area, based on mobile presence.....	22
Figure 14	Example of visitor origin mapping, based on mobile presence	23
Figure 15	Physical footfall counters & data logger.....	23
Figure 16	Footfall counter location setup for beam-breaker types	23
Figure 17	Estimation method for economic contribution, from footfall & average spend data.....	24
Figure 18	Age categories of trail user survey respondents.....	26
Figure 19	Visitor spend on or after a walk	27
Figure 20	Survey respondent reasons to visit trails	27
Figure 21	Transections of SSSIs by SST route	28
Figure 22	Nature Reserve proximities to the SST.....	28
Figure 23	Publicly accessible woodlands close/adjacent to SST	28
Figure 24	Trail runs utilising/near SST.....	30
Figure 25	Horse ownership across the UK	30
Figure 26	Route finding preferences of trail users	35
Figure 27	Mapping in SST Guidebook annotated with nearby heritage locations.....	36

Figure 28 CellMapper evidence example for off-piste trail use	36
Figure 29 Comparison of routefinder app mapping on an SST section	37
Figure 30 Example information boards in SST vicinity, which show toilets	38
Figure 31 Example local information board	39
Figure 32 Example of disparate open/closed availability info for a single SST-adjacent venue	39
Figure 33 Example screens from Snowdonia Parking app	40
Figure 34 Refill app screenshot and example marketing material	41
Figure 35 Preferences for accompaniment of trail user survey respondents	42
Figure 36 Distribution of independent overnight stay aires	43
Figure 37 Example local motor-caravan overnight stay aire	43
Figure 38 Horse-friendly camping locations in the region	44
Figure 39 Fflexi bus service locations in the region	45
Figure 40 Bus service route overview related to local population	45
Figure 41 Landscape place names	55
Figure 42 Distribution of off-lead dog exercise parks and of restricted beaches	73
Figure 43 Trail interconnections in the region	77
Figure 44 Wales Rail to Trail	80
Figure 45 Trail North Wales	80
Figure 46 Hiiker App service/facility locations on SST	81

Tables

Table 1 Methodologies	7
Table 2 Interviewed businesses & organisations	7
Table 3 Methodology for Economic Benefits	9
Table 4 Sources of existing visitor information	16
Table 5 ENP collated footfall counts, Ogwen & Idwal	19
Table 6 Example of Patrwm-sourced analytics	21
Table 7 Trail user needs, rank ordered	34
Table 8 Providers of public toilet facilities	39
Table 9 Attendances & interviews at events	54
Table 10 Methodology for collation of local business benefits	61
Table 11 Business survey interviews	62
Table 12 Categorisation of additional business categories	63
Table 13 Reported business benefits	64

Glossary

Acronym/Key word	Definition
Aires	Overnight stops at strategic intervals on the European trunk road network
APS	Annual Population Survey
CCT	Cross-Cutting Themes
ENPA	Eryri National Park Authority
NBT	Nature Based Tourism
NWT	North Wales Tourism
SMEs	Small and Midsized Enterprises
SSSI	Site of Special Scientific Interest
SST	Snowdonia Slate Trail
TAD	Tourism Attractor Destinations
UNWTO	The United Nations World Tourism Organization
WCP	Wales Coastal Path
VW	Visit Wales
WG	Welsh Government

1 Introduction- about SST



Source D M Wilmot CC-BY-SA¹

The Snowdonia Slate Trail is a significant one of a small number of long-distance trails which intersect the northern half of the Eryri/Snowdonia region, the major composition comprising well-established footpaths which are formally designated as Public Rights of Way. The SST is regionally unique in that it follows a circular rural (and often remote) route interlinking a series of thriving communities and smaller hamlets. In doing so it traverses both an eclectic range of iconic landscapes of great natural beauty, and a wealth of historic locations which are significant in their designation as important industrial heritage sites within the Slate Heritage Landscape.

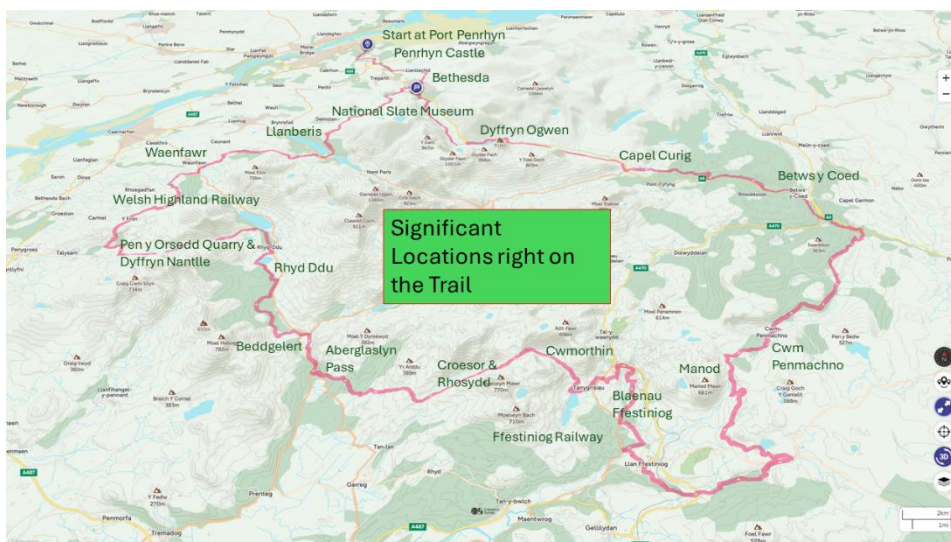


Figure 1 Significant locations right on the SST

The SST was developed because of the Cwm Community Action Group, working closely with community members. The idea of the trail initially came about whilst Aled Owen (SST Trustee) was completing his Masters in community

¹¹ <https://www.geograph.org.uk/photo/6234460> © Image D M Wilmot and licensed for reuse CC-BY-SA

development at Bangor university. Whilst walking the Coast-to-Coast trail with his partner, Joan, Aled observed how the trail supported several local businesses including a small local pub, campsite, B&B and a bunk house between the Dales and the wild North York Moors.

Aled was living in Cwm Penmachno and thought this could be achieved for the Machno valley. So, after a year of developing the idea, many discussions with Gwynedd Council, Conwy Council and the ENPA led to some corporate enthusiasm. It then took a further year to raise £90,000 for 3 related projects – the trail, a school's project and a community oral history project.

At that time there 'was also a concern that as time was passing, the memories and the knowledge of the community's industrial heritage was being lost' ².

The Cwm Community Action Group developed outcomes that they wanted the Snowdonia Slate Trail to achieve including:

- Slate heritage and culture will be identified/recorded
- Slate heritage will be better managed and kept in better condition
- Developing people skills
- Change in attitudes/behaviours towards the slate environment
- Wider people engagement with heritage
- Better place to live for local communities
- Boost to local economy

As a result, the SST was developed and launched in October 2017.

The success of this development lay within the support and the wide range of stakeholder and community buy-in for the trail, crossing different counties, and lands owned by many different owners.

The trail encourages visits through some of the less frequented but beautiful parts of Snowdonia, passing through all the major mountain ranges, offering a range of experiences from mountain to forest, lake to river, from the valley to the sea.

The SST as mentioned crosses two counties, Gwynedd and Conwy. In Gwynedd the visitor economy is valued at £1.35bn (2019), and there are 18,244 employed in the tourism sector, 20.20m overnight stays and 23.93-day visits, which from 2013 to 2018 is an 11% increase of visitors.³

² SST Evaluation Report, 2018

³ <https://snowdonia.gov.wales/wp-content/uploads/2023/08/EYCGE-Plan.pdf>

Since the launch of SST 7 years ago, much change has occurred within the tourism landscape, in particular Wales and North Wales, including many new accolades, awards and recognition on the back of very successful marketing campaigns led by Visit Wales.⁴

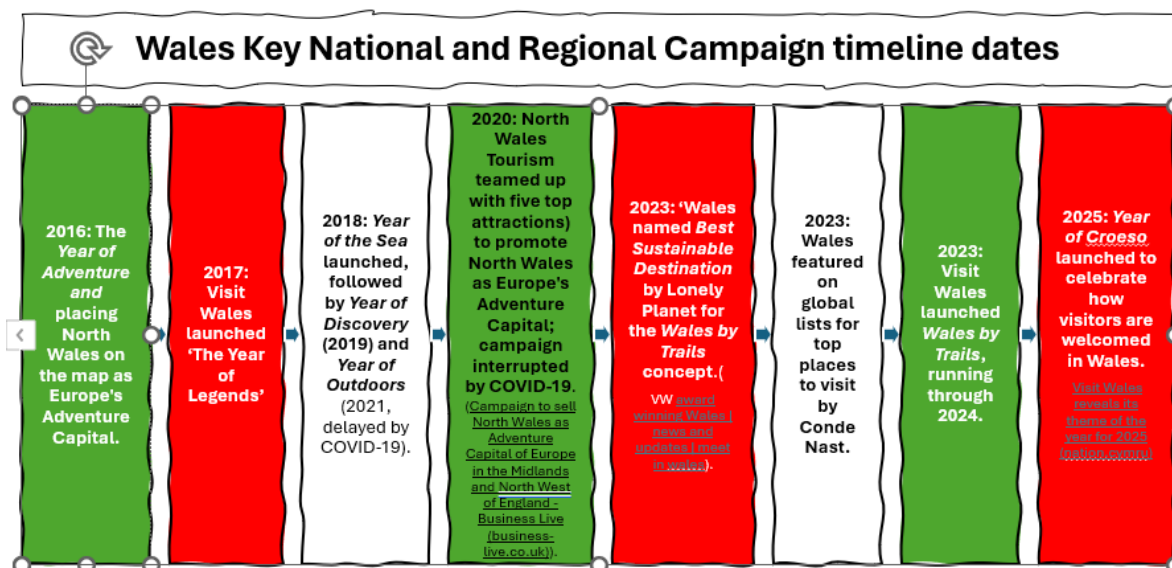


Figure 2 Wales Key National & Regional Campaign timeline dates

In 2021 the pandemic released its grip, and there was a noticeable profound impact on the way people interacted with nature; taking up walking for wellbeing and the trend of the great outdoors⁵ really took hold of people's imaginations. More people than ever headed into nature to explore, and this brought great opportunities for rural businesses reliant on tourism. However, it also brought its own travel bag of issues.

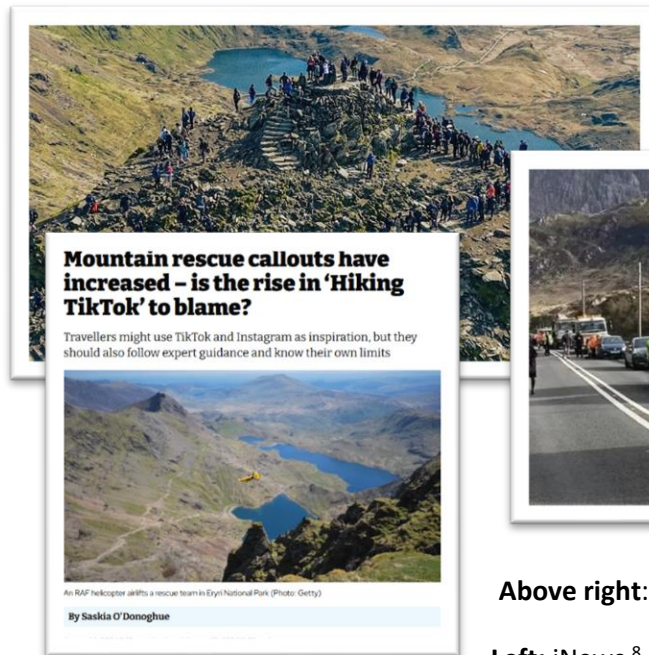
Tensions in communities grew over the number of Airbnb's and second homes, resulting in local people being priced out of the market due to shortage of homes. Gwynedd has the highest number of holiday accommodation in Wales (10.76%).⁶

⁴ <https://www.visitwales.com/>

⁵

<https://www.ons.gov.uk/economy/environmentalaccounts/articles/howhaslockdownchangedourrelationshipwithnature/>

⁶ <https://snowdonia.gov.wales/wp-content/uploads/2023/08/EYCGE-Plan.pdf>



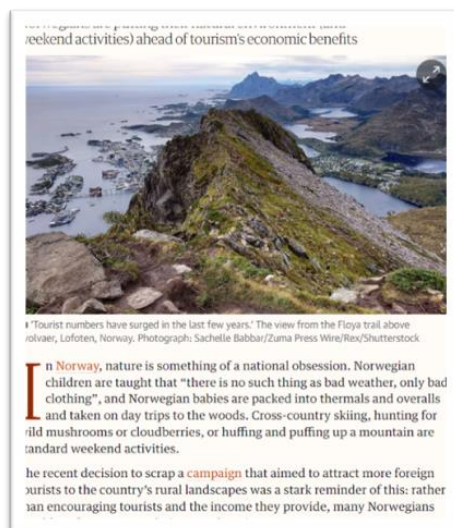
Top: BBC: Queues up Yr Wyddfa with record numbers arriving each day during peak seasons.



Above right: ITV: Dangerous Parking in Eryri⁷

Left: iNews⁸

Wild camping has seen its fair share of bad press, as tourist behaviours have led to littering, noise pollution, and graffiti.



Other European countries are now acting against tourism, attempting to limit the volume and manage poor behaviours within the outdoor tourism sectors. Recent destinations to make drastic decisions include Norway, that only a few years ago launched a hugely successful campaign encouraging people into nature, using nature as its leading camping tool.

Left: The Guardian⁹

Other destinations such as the Glacier National Park in Montana have also been struggling with too many people in the park and has been reduced to now piloting a 'vigla' registration system. This comes with other logistical issues when people wish to walk for longer times. Local business has seen occupancy levels drop as a result, as well as becoming *ad hoc* information points to explain logistics and the system.¹⁰

Tackling tourism issues involves collaboration. An excellent destination case study that highlights the

⁷ <https://www.bbc.co.uk/programmes/m001p9x6>

⁸ <https://inews.co.uk/inews-lifestyle/travel/1355-mountain-rescue-callouts-increased-hiking-tiktok-blame-3218584#:~:text=Mountain%20rescue%20teams%20and%20government%20officials%20across%20the%20National%20Park>

⁹ <https://www.theguardian.com/commentisfree/2024/sep/24/norway-tourism-natural-environment-weekend-economic>

¹⁰ https://youtu.be/_5B4KjGE7wk?si=IsDIMz1adBc7-Y2J

benefits of business and community collaboration within destinations to solve problems is the “Visit Flanders Regenerative Destination Project”, which aims to transform Flanders into a sustainable and regenerative tourism destination by involving local businesses and communities in co-creating a more positive impact. The initiative encourages collaboration between tourism stakeholders to focus on enhancing the region’s social, cultural, and environmental assets while fostering a stronger connection between visitors and the local identity. Instead of focusing purely on growth in tourist numbers, the project prioritizes quality experiences that contribute to the well-being of both residents and travellers.¹¹

The essence of the project is “regenerative tourism,” which goes beyond sustainability by actively improving the ecosystem. Businesses and communities are encouraged to implement practices that not only reduce harm but also restore and regenerate the local environment, culture, and economy. Through partnerships, educational programs, and resource-sharing, Visit Flanders empowers its stakeholders to create a tourism model which benefits everyone, including future generations.

Flanders has integrated the United Nations Sustainable Development Goals (SDGs) into its tourism strategy, promoting environmental protection, cultural heritage, and social well-being. The parallel in Wales could be argued as being the Future Generations Act 2015¹² (see Figure 3 below).

The region has made significant progress, such as joining the Global Destination Sustainability Index (GDS)¹³ and collaborating with cities like Bruges and Ghent to benchmark and improve sustainability practices.



Figure 3 The seven Wales Well-being goals

The initiative has seen positive results, particularly in its holistic approach to managing tourism impact and improving visitor experiences. For example, Flanders has implemented systems to spread tourism more evenly across time and space, reducing the burden on over-touristed areas like Bruges. While it is still evolving, the project is considered a model for collaborative regional sustainability efforts in

¹¹ <https://sustainability-leaders.com/flanders-sustainable-tourism-spotlight/>

¹² <https://www.futuregenerations.wales/about-us/future-generations-act/>

¹³ <https://www.gds.earth/index/#:~:text=it%20measures,%20benchmarks,%20and%20enhances%20the%20sustainability%20strategies,%20action%20plans>

tourism.^{14 15}

The Welcome to Wales strategic plan 2020-2025 encourages similar ambitions and was set out to “harness the potential for tourism to improve the wider economic wellbeing of Wales’ and to grow tourism ‘in a way that also delivers benefits for people and places, including environmental sustainability, social and cultural enrichment, and health benefits” (‘Welcome to Wales’, p.8).¹⁶

By evaluating and assessing SST’s current social, local economic impact across these key indicators, this study will enable the identification of areas for further development, and by encouraging sustainable tourism community co-creation and collaboration of activity initiatives, will open up opportunities for investment and/or funding which will enable the SST to play a partnership role in regenerating positive transformational opportunities for the communities, as well as educating the public and protecting the environment along its path.

This report takes into consideration (and where possible identifies opportunities that align with the WG ‘partnership for growth’s’ strategic priorities), the overarching Gwynedd and Eryri National Park Plan 2035, Destination Conwy Management Plan 2023-2029 and echoes objectives in the Evaluation of Tourism Attractor Destinations: final report¹⁷ including:

- Promote Wales as a destination by making a high-quality tourism offer
- Identify ways to encourage out of season tourism and extend stays and increase spend in local places, and associated benefits
- Improve the quality of the visitor experience
- Promote responsible, sustainable and regenerative tourism practices
- Develop a sense of place celebrating the locations culture, heritage and Welsh language
- Identify funding opportunities to improve the visitor infrastructure and product in Wales

This is achieved by focusing and investigating several key points that Visit Wales endorses, and which highlight the SST potential influence to encourage “local first focused” approaches in terms of sense of place, culture, community engagement and benefit, local supply chains, homegrown skills and businesses.

These points are:

- a) What economic benefits do other trails create?
- b) How many people walk the SST?
- c) How does the SST benefit local businesses?
- d) What other facilities do walkers need?
- e) How can SST plug the gap through social enterprise or small family business?
- f) How can the SST nurture the Welsh language and culture?
- g) How can the SST spread the benefit wider than the trail?

¹⁴ <https://destinationthink.com/blog/visit-flanders-destination-development-success/>

¹⁵ <https://sustaineurope.com/flanders-joins-the-global-destination-sustainability-index-20191111.html>

¹⁶ <https://www.gov.wales/sites/default/files/statistics-and-research/2024-02/evaluation-of-the-tourism-attractor-destinations-final-report.pdf> p17

¹⁷ <https://www.gov.wales/evaluation-tourism-attractor-destinations-final-report-summary.html>

2 Report Methodology – Overview

To compile this report several methodologies were utilised, including:

	Primary Research	Secondary Research
	Two surveys were posted on relevant social media groups and/or business network pages	Reports and destination management plans
	Face to face surveys, conversations, and interviews	Media coverage – news/blogs
	Observations	SWOT Analysis
	Attended events such as guided walks	Literature including books, and maps, academic papers, case studies, websites
	Worked with the Community Slate Researchers	

Table 1 Methodologies

Two surveys were created, one to gather data on *what trail walkers need*, and the other to *investigate collaborative opportunities with local SMEs* along the trail. (See Appendix 2)

Interviews were conducted with key SME stakeholders located within locations around the SST, covering both counties which the SST straddles, Gwynedd and Conwy.

Three questions were included in the business interviews and discussions:

- 1) How is your business/organisation/social enterprise currently benefiting from the SST?
- 2) How could the SST support your businesses/organisation further?
- 3) How do you think the SST could further nurture the Welsh language and culture?

The following Organisations/Businesses were interviewed:

Menter Fachwen	Slate Museum	Gwynedd Council/ Lloyd George Trail
Swn y Dŵr Holiday Cottage	Snowdonia Hospitality & Leisure Ltd	St Gerrards School
Go Below	Bangor University	Snowdonia Hostel
Conwy Valley Railway	St Curig's Church	Conwy Falls Forest Park Café (Email)

Table 2 Interviewed businesses & organisations

Meetings were also conducted with the following to find out how SST could work with these organisations/ Local authorities further:

- ENPA
- Gwynedd Council
- UNESCO World Heritage Site
- Cwmni Bro Ffestiniog
- Partneriaeth Ogwen
- Siop Griffiths

The *Community Slate Researchers* also conducted interviews with a wide range of local businesses within Dyffryn Nantlle, Blaenau Ffestiniog and Dyffryn Ogwen.

The community slate researchers were also invited to share their thoughts on how the SST could nurture the Welsh language and Culture.

Results are discussed and shared further in the report.

3 SWOT Analysis of the SST

See Appendix 1 for further expanded detail

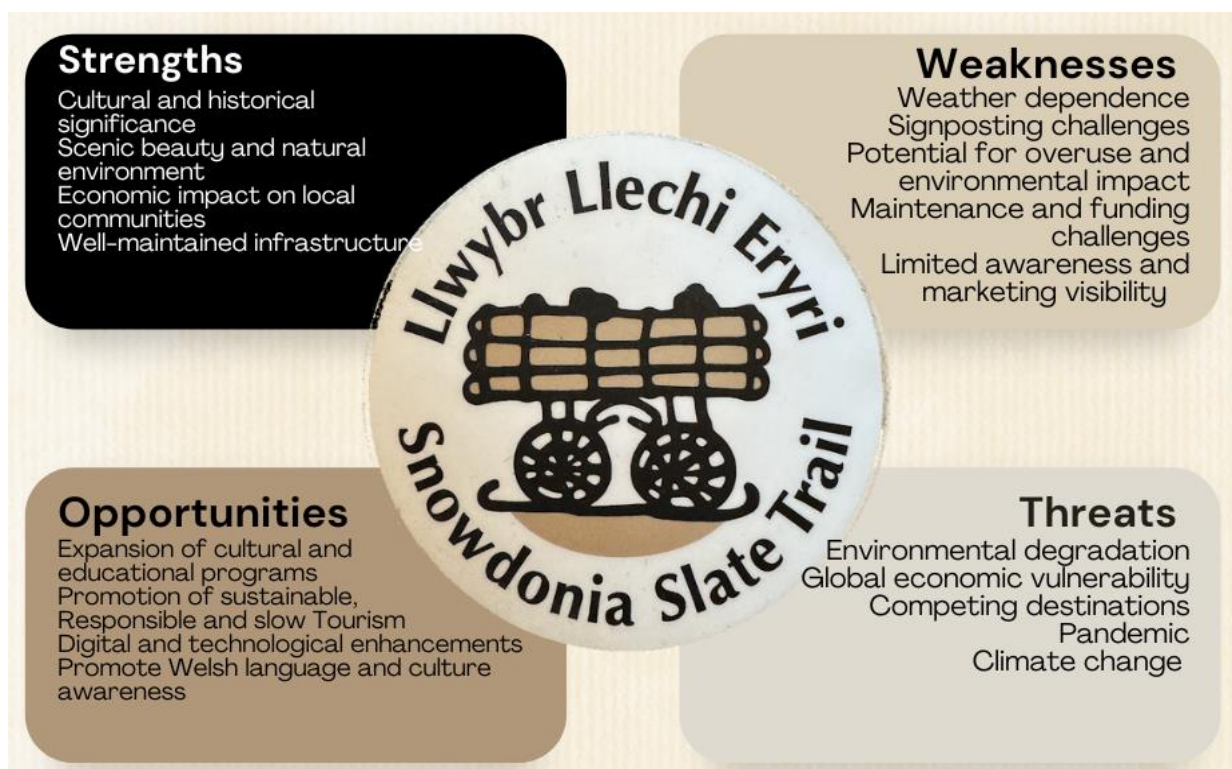


Figure 4 SWOT analysis of the SST

4 Economic benefits that other trails create

4.1 Introduction

It was estimated that in 2009 there were approximately 28 million walking trips in Wales, resulting in £632m in direct spend. However, once leakage considerations were subtracted, the figure was more in the range of £562m¹⁸.

“Walking tourism is now one of the most popular ways to experience a destination. It allows tourists to better engage with local people, nature and culture”¹⁹. The United Nations World Tourism Organization (UNWTO) also recognizes nature-based tourism (NBT) as a significant tool for regional development, offering social and economic benefits to local businesses and communities (UNWTO, 2019).

Trails contribute to broader economic benefits beyond tourism, including public health, environmental sustainability, and cultural preservation, making them valuable for long-term economic growth. Trail development plays a vital role in reducing the negative impacts of mass tourism by promoting sustainable tourism, fostering deeper engagement with nature, and improving the overall visitor experience (Lee et al., 2018)²⁰.

‘Recreational trails are a type of nature-based tourism’

(Lukoseviciute, Pereira et al, 2021)

<https://doi.org/10.1016/j.tmp.2023.101090>

Raya et al. (2018)²¹ found that every euro invested in hiking trails yields €5 in community value. Similarly, Souza et al. (2019²²) showed that a \$220 million infrastructure investment in protected areas could result in \$1 billion of added value. As an example in the US, outdoor recreation spending, including gear, food, and lodging, contributes \$65.3 billion in annual tax revenue at the federal level, with additional contributions to state and local funds ²³

4.2 Methodology

Desk based research to gather informative data to achieve an understanding of the economic benefits of trails, sourcing qualitative data from:	
newspapers	reports
websites	academic papers
Case Studies	
Two example case studies, each highlighting the economic benefits of trails for the communities/destinations within which they are located.	

Table 3 Methodology for Economic Benefits

¹⁸ <https://services.thebmc.co.uk/Download.aspx?id=851> Walking and Hill walking in Wales Report 2011

¹⁹ <https://www.e-unwto.org/doi/book/10.18111/9789284420520>

²⁰ <https://doi.org/10.1080/14724049.2022.2030745>

²¹ <https://doi.org/10.1080/14724049.2022.2030745>

²² <https://doi.org/10.1080/14724049.2022.2030745>

²³ <https://www.americantrails.org/resources/trails-make-economic-sense>

4.3 Examples of how trails economically boost rural areas

4.3.1 Local economic development

- **Boost to Local Businesses:** Trails often run through rural or less economically developed areas. The increase in foot traffic can revitalize these regions by supporting local businesses such as cafes, pubs, shops, and B&Bs
- **Property Value Increase:** Proximity to well-maintained trails can enhance property values, enhance a place to be more attractive to live in, benefiting local homeowners and attracting new residents and investors.

4.3.2 Heritage and Culture

- **Wales Heritage** generates £1bn GVA for the UK tourism economy and supports over 24,000 jobs in Wales. Cultural and heritage attractions receive over 10m visitors per year; 'Heritage tourism more important as economic driver in Wales than the UK as a whole'
- **"Heritage is one of the motivations** for many visitors to Wales and will continue to play a significant role in promoting Wales as a tourist destination (Cabinet Secretary for Economy and Infrastructure, Ken Skates, 2016)²⁴
- **Overseas visitors spend on heritage** trips to the UK totalled £7.4bn in 2015 - 42 per cent of the total £17.5bn spend was made by visitors to heritage attractions, which also included domestic overnight visitors (£4.7bn / 27 per cent) and day trippers (£5.3bn / 31 per cent)²⁵.
- **Stimulate interest** in local crafts, traditions, and arts by drawing visitors into towns and villages where artisans work. Heritage trails can also encourage participation in cultural events, festivals, or performances that showcase local traditions and practices.
- **Bring attention** to lesser-known aspects of a region's history. By developing routes that explore forgotten or underrepresented historical narratives, they can reintroduce locals and visitors alike to important but overlooked elements of cultural heritage.

4.3.3 Sustainable Tourism

- **Encourage slow**, immersive travel, allowing tourists to experience the heritage of a place without overwhelming it. By managing visitor flow and minimizing environmental impacts, they help preserve both the physical and cultural landscape.

4.3.4 Health economic benefits

- **Reduced Healthcare Costs:** Regular physical activity, such as walking or cycling on trails, can reduce the prevalence of chronic diseases like obesity, heart disease, and diabetes. This reduction can lead to significant savings in healthcare costs.
- **Increased Productivity:** A healthier population is generally more productive. The availability of trails encourages physical activity, which is linked to better mental health and reduced absenteeism in the workplace. This drives wellness through physical wellbeing and mental health. SST routes have been used by Wellness Walks for free guided wellness walks.²⁶

²⁴ https://www.heritagefund.org.uk/news/new-figures-reveal-impact-wales-heritage-uk-tourism-economy#:~:text=Wales'%20heritage%20makes%20a%20C2%A31bn%20GVA*%20contribution,more%20important%20as%20economic%20driver%20in%20Wale

²⁵ <https://www.heritagefund.org.uk/news/new-figures-reveal-impact-wales-heritage-uk-tourism-economy>

²⁶ https://wellnesswalks.org.uk/walks/llwbr-lechi-eryri%e2%94%83snowdonia-slate-trail-section-1-bangor-to-bethesda/?fbclid=IwY2xjawFecvhlHRuA2FlbQlxMQABHYv0TaKHHnfTx2NQvSe4c6iL533NrOimNdElJ7PrNorTq17DrE7UKvw9MQ_aem_H7HrDpF3CFLhSvlJmcFwgQ

- In the UK it was estimated that the value of health benefits associated with outdoor recreation was between £6.2 billion and £8.4 billion in 2020 as stated by Davies and Nayee, (2022)²⁷

4.3.5 Event Hosting, Sponsorship and Competitions:

- Trails are often used for events such as marathons, charity walks, and cycling meets. These events can generate significant revenue for local economies and attract sponsorships that further boost economic activity.
- Events encourage runners from largely affluent incomes with the average age of an ultra-racer being 42.3 years old (Ronto, 2024)²⁸
- Trail running has grown 231% in last 10 years and routes are getting longer with the average race being 24.63km long, and are attracting more participants (Andreson, 2022)²⁹

4.3.6 Sustainable transport

Active Travel - Promotion of Cycling and Walking: Encouraging cycling and walking through well-maintained trails helps promote sustainable transport, contributing to long-term environmental and economic sustainability, and are part of the Wales' broader active travel initiative to increase walking, wheeling, scooting or cycling.^{30 31}

Reduced Traffic and Pollution:

Trails offer an alternative to car travel, particularly for short trips or commutes, which can reduce traffic congestion and lower pollution levels.

Supports local transport:

Where routes on trails can be easily accessed by public transport, heightened and regular use of rail and bus services by tourists increases the viability of those services for local residents.³²

4.3.7 Community Engagement:

Trails foster community engagement and volunteerism, which can enhance social cohesion and contribute to the local economy through the multiplier effect.

4.3.8 Employment within supporting businesses

Encouraging walkers into town or village centres results in more time spent in those areas, more time to browse and higher spend in shops.³³

In places located close to trails, outdoor gear retail shops in villages like Betws y Coed thrive on the outdoor trade from walkers.

Repair shops and supplies shops benefit from the walking trade.

Accommodation providers benefit from being located close to trails for stopovers.

²⁷

<https://www.ons.gov.uk/economy/environmentalaccounts/bulletins/healthbenefitsfromrecreationnaturalcapital/2022#:~:text=1.-,Main%20points,health%20benefits%20associated%20with%20recreation.>

²⁸ <https://runrepeat.com/uk/ultimate-trail-running-stats>

²⁹ <https://runrepeat.com/uk/the-state-of-trail-running-2022>

³⁰ <https://www.climateaction.gov.wales/green-travel-choices/active-travel/>

³¹ <https://americanhiking.org/resources/economic-benefits-of-trails/>

³² <https://www.route-one.net/features/sherpar-wyddfa-a-sustainable-network-built-on-tourism/>

³³ <https://www.sustrans.org.uk/media/11397/cost-of-living-report.pdf>

4.4 Case studies

Two case studies of destinations were analysed to highlight their economic benefits that were regional and national. It has proven a challenge to obtain up to date data on the economic impacts of trails, which has also been as argued by Lukoseviciute, Pereira, Panagopoulos et al (2023: P2), who found that the paradigm for developing recreational trails lacks information about economic performance and outcomes.

Therefore, the case studies below have been chosen based on the most recent data for a trail available ranging from 2011 to 2014.

4.4.1 Regional findings

Case Study 1 - Wales Coastal Path (WCP)

Image below: Wales News Online³⁴



- Wales landscape is worth more than £8bn to the Welsh economy
- Trail is 870 miles long from the River Dee in Flintshire in the north to Chepstow in south.
- Opportunities for around 2.8 million walking, cycling and horse-riding trips per year
- Attracts nearly 3 million visitors. It was estimated that between September 2011 and August 2012, visitors spent £32m on trips to coastal path areas.
- Much of that money was spent on accommodation - at an estimated £5.2m GVA.
- Restaurants, cafes and bars benefited to the tune of £2.4 GVA.
- An estimated 23,688 people walked the path every week, each averaging 4.38 miles per week.
- Prevention of 7 deaths among walking population.
- Economic value of health benefits of walking on Wales coastal path is £18.3m per year
- Among walkers 19% said they that without the path they would not have walked at all. Thus £3.5m of benefit per year as a direct impact of the WCP existence.
- *Note: Figures concerning health value benefits are difficult to quantify empirically
- The 10th Anniversary review report of the WCP stated that the trail is an 'emblematic route, which speaks of Wales as a nation, values, and how we want others to see and engage with us'.
- The report recommended that WG should use the power of the WCP as a catalyst for connecting people to nature more often and for longer, to help realise the wider benefits to health and wellbeing, and to promote a cultural change towards a deeper appreciation and enjoyment of nature and the outdoors.
- It further recommends that marketing for the WCP should be linked to the whole long-distance trails network, promoting a package of sustainable tourism opportunities in Wales.
- WCP shares its benefits between a range of sectors including retail, manufacturing, hospitality and transport, not just traditional tourism businesses. (Environment Minister at the time, John Griffiths)

³⁴ <https://walesnewsonline.com/first-minister-celebrates-10-years-of-wales-coastal-path/>

4.4.2 National findings

Case Study 2 - England Coastal Path (ECP) ³⁵

- 2,700-mile National trail around England's coast
- Over 29 million walking trips took place along the ECP in 2017
- Almost half were day visitors living a 10-mile radius of the path, overnight visitors 38%
- Benefits reported by the visitors for walking ECP were that it made them feel calm, refreshed and relaxed
- Over £379 million is spent in the national economy because of trips to use English coastal paths, of which £350 million is spent within local coastal economies
- When local coastal resident expenditure is excluded, the additional visitor expenditure from coastal paths in local coastal economies is estimated to be £334 million
- This is estimated to directly support £167 million of Gross Value Added (GVA) and 5,900 full time equivalent (FTE) jobs in local coastal economies
- Average expenditures differ significantly between different types of visitors, with overnight visitors spending on average just under £40 per person per day, and local day visitors spending the least.
- Non-local day visitors spend an average of £11.38 per day during their trip, of which £8.65 (76%) is spent in local coastal economies
- The average visitor spends £18.85 per day during a trip to English coastal paths. Average expenditures differ significantly between different types of visitors. ('Benefit to wellbeing' is used here to refer to the benefit people gain from a visit. The value of this benefit is estimated using the travel cost method because visits do not have a market price. The travel cost method uses an individual's time and travel costs to estimate the value they derive from that visit.) The HEAT36 tool estimates the effect of physical activity in reducing mortality, which can then be valued in monetary terms.



Image right: Daily Mail ³⁷

³⁵ <https://publications.naturalengland.org.uk/publication/6476962745024512>

³⁶ <https://www.ncbi.nlm.nih.gov/pmc/articles/>

³⁷ <https://images.app.goo.gl/JEVz7ngUrevGzDz86>

4.5 Recommendations

1. Strengthen Local Economies through Trail Development:

- **Boost Local Business:** Trails increase foot traffic in rural areas, supporting businesses like cafes, pubs, and accommodation providers.
- **Property Value:** Proximity to trails can raise property values, making areas more attractive to investors and new residents.
- **Employment Creation:** Trails support a wide range of jobs in retail, repair, accommodation, and local transport, enhancing community resilience.

2. Promote Heritage and Culture through Trail Tourism:

- **Cultural Engagement:** Trails offer immersive experiences in local culture and history, drawing attention to artisans and cultural events.
- **Heritage Tourism:** Wales' heritage sector generates £1bn GVA and supports over 24,000 jobs, contributing significantly to the economy and drawing international visitors.
- **Undervalued Histories:** Trails can highlight lesser-known aspects of a region's history, enriching cultural narratives for locals and visitors.

3. Enhance Public Health through Increased Physical Activity:

- **Health Benefits:** Trails encourage walking and cycling, which help reduce healthcare costs by lowering the prevalence of chronic illnesses.
- **Productivity Boost:** A healthier population translates to reduced absenteeism and increased productivity, especially in areas where trails are used for wellness programs.
- **Economic Impact of Health:** The health benefits of outdoor recreation were valued between £6.2 billion and £8.4 billion in the UK in 2020.

4. Encourage Sustainable Tourism:

- **Nature-Based Tourism (NBT):** Trails reduce the negative impacts of mass tourism by promoting slow, immersive travel that preserves both cultural and natural landscapes.
- **Event Opportunities:** Hosting events like marathons and charity walks on trails can generate substantial local revenue and attract sponsorships.
- **Trail Running Growth:** With a 231% increase in trail running events over the last decade, there is significant potential for trails to draw more visitors from affluent backgrounds.

5. Support Active Travel and Sustainable Transport:

- **Reduced Traffic and Pollution:** Trails can help reduce reliance on cars, promoting cleaner, healthier travel alternatives like walking and cycling.
- **Increased Public Transport Use:** Where trails are easily accessible by public transport, they can increase the viability of local services, benefiting both residents and visitors.

6. Case Studies Show Trail Impact:

- **Wales Coastal Path (WCP):** Contributed £32m to local economies between 2011-2012, with an economic health benefit valued at £18.3m per year.
- **England Coastal Path (ECP):** In 2017, it generated £379 million in spending, supporting 5,900 jobs in coastal economies, with considerable GVA contributions.

4.6 Synopsis

Trails provide a holistic approach to rural development by fostering local economic growth, enhancing public health, and preserving heritage and culture. With strong evidence showing their economic, social, and environmental benefits, trail development should be a priority for sustainable tourism and regional development. Wales and other regions with coastal and nature trails are well-positioned to leverage these assets, turning outdoor recreation into a powerful tool for long-term community and economic wellbeing.

5 Visitor activity on and footfall around the trail

Sources of existing reliable data on visitor presence in the regions and visitor movements along the SST has been sought and compiled, based on a range of differing methods, the values from which are not always directly comparable (as the individual sampling and capture methodologies differ).

However, the compiled data does provide a basic insight into visitor movement patterns, (and offers a basis from which to plan further future monitoring.)

5.1 Methodology

Desk research has identified a range of independent sources of existing visitor information:

Visitors to the region	Visitors to towns/communities	Visitors to specific localities	Visitors to sections of the SST
Annual STEAM reports³⁸	Mobile phone presence detection³⁹	Mobile phone presence detection⁴⁰	Mobile phone presence detection
Periodic Government Social Research⁴¹ 42		Public Wi-fi logins	Sample trail user survey responses
		- Footfall counters⁴³ - SST Passport Data	Footfall counters⁴⁴

Table 4 Sources of existing visitor information

5.2 Visitor Footfall

Trail users who responded to the trail users survey were widely spread, indicating a balance between relatively local resident use and visits from well beyond the immediate vicinity.



Figure 5 Respondent home locations

The top three counties for survey respondents were predominantly local:

Gwynedd	87
Conwy	18
Denbighshire	12

³⁸ STEAM reports <https://www.globaltourismsolutions.co.uk/steam-model>

³⁹ Patrwm open data platform for place and data based insights to communities, businesses and visitors <https://patrwm.io/>

⁴⁰ CellMapper ad hoc reporting <https://www.cellmapper.net/map>

⁴¹ <https://www.gov.wales/uk-tourism-consumer-tracker-survey-wales-profile>

⁴² <https://www.gov.wales/uk-tourism-consumer-tracker-survey-wales-profile>

⁴³ <https://www.gov.wales/domestic-gb-tourism-statistics>

⁴⁴ <https://snowdonexperts.uk/snowdon-stats/>

⁴⁴ <https://authority.snowdonia.gov.wales/information/visitor-monitoring-figures/>

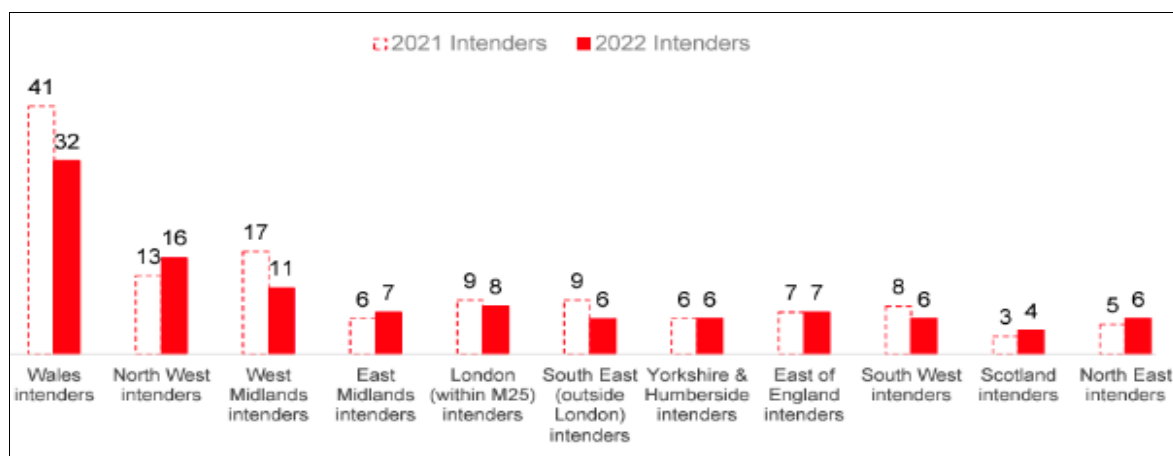


Figure 6 Visitor catchment distribution

This tallies well with findings from a recent UK Tourism Consumer Tracker Survey which indicates that intending visitors to Wales are drawn from a similar catchment distribution, i.e. many from elsewhere within Wales then predominantly from Northwest England or the West Midlands.⁴⁵

5.2.1 SST Section Preferences

Of the 13 SST sections, the recent trail user survey responses indicated that visitors to the SST predominantly used the Rhyd Ddu-Beddgelert section of the Trail, which is also a trail section promoted independently as “Lôn Gwyrfa” by the Eryri National Park Authority (ENPA), deemed *easy* and *popular*, and suitable for walking, cycling and horse-riding.⁴⁶

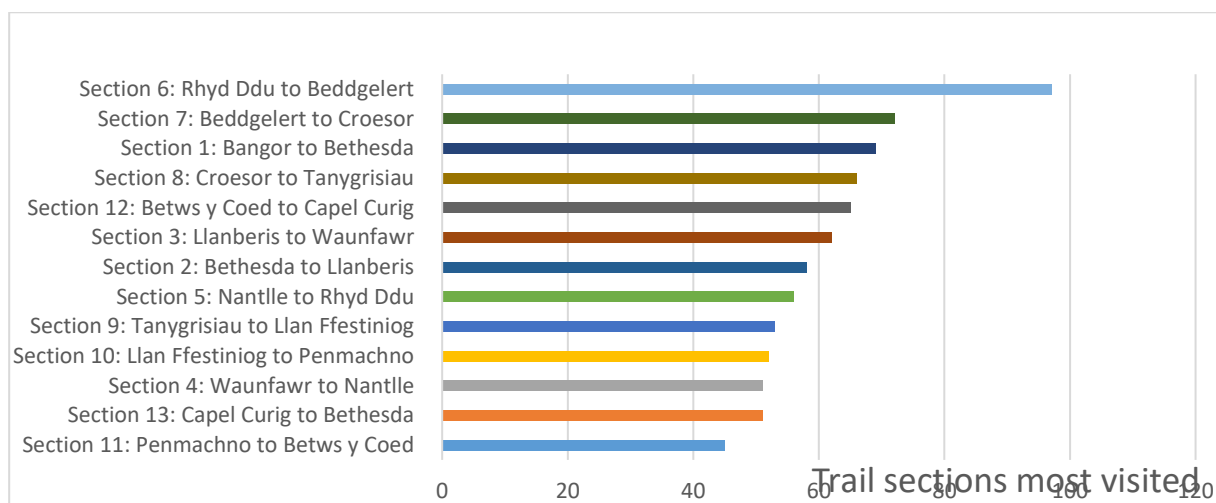


Figure 7 Section preferences of trail users

The ENPA notes, too, that “You could also take advantage of the bus service or the Welsh Highland Railway to travel back and forth between Beddgelert and Rhyd Ddu”

⁴⁵ <https://www.gov.wales/uk-tourism-consumer-tracker-survey-wales-profile-report-summer-2024-summary.html>

⁴⁶ <https://snowdonia.gov.wales/walk/lon-gwyrfa/>

5.2.2 SST Section Activity

ENPA collect footfall counts for this *Lôn Gwyrfa* promoted trail, which confirm a high rate of year-round usage by walkers and a regular (lower) usage by cyclists, with a clear seasonal pattern, peaking in July and August.⁴⁷

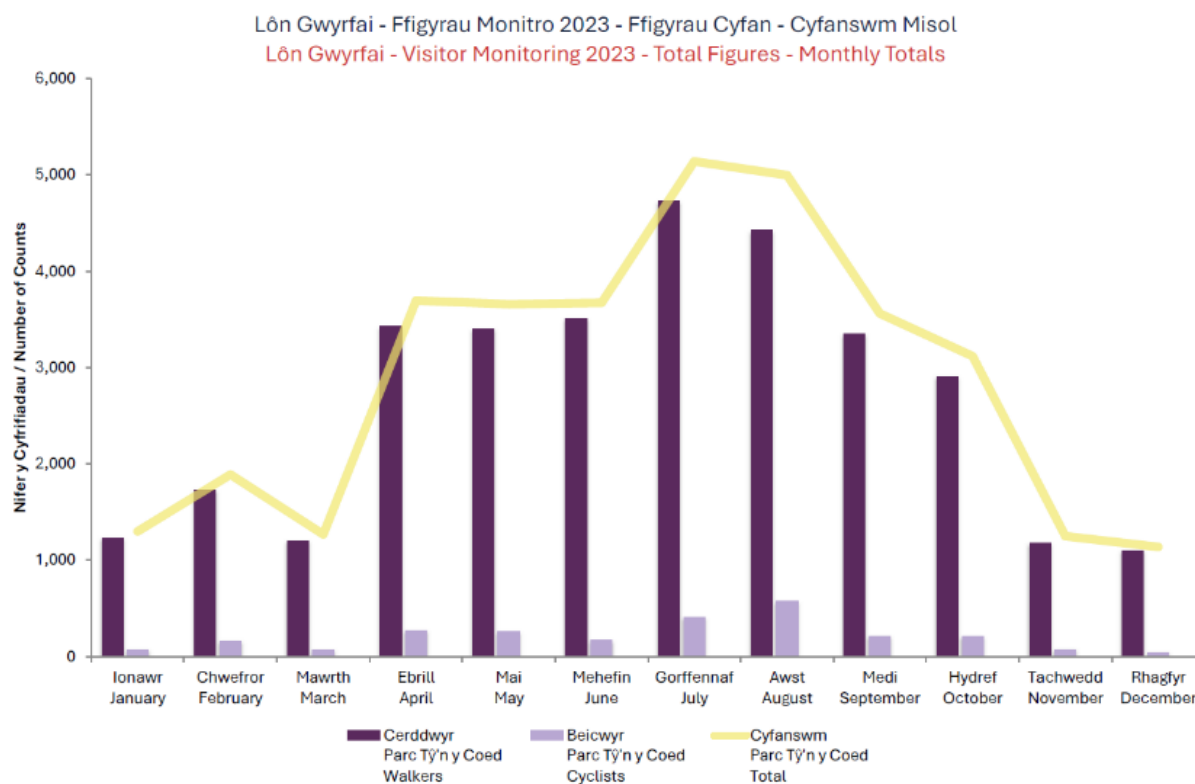


Figure 8 ENP-collated footfall counts, Lôn Gwyrfa

The next most familiar trail sections with survey respondents were the Beddgelert-Croesor section and the Bangor to Bethesda section. The former, too, gets a certain amount of publicity and promotion through the SNPA and others as the “Fishermans Path”, (as part of a circular route via Cwm Bychan)⁴⁸. Similarly, the Bangor-Bethesda section forms a hiking variant of the well-publicised “Lôn Las Ogwen” cycle route, and again has good public transport links between start and finish.

⁴⁷ <https://snowdonia.gov.wales/wp-content/uploads/2023/07/Visitor-Monitoring-Report-2022.pdf>

⁴⁸ <https://snowdonia.gov.wales/walk/fishermans-path-and-cwm-bychan/>



Ogwen ac Idwal - Ffigyrau Monitro 2022 - Ffigyrau Unffordd - Cymhariaeth Blynnyddol - 2014 i 2022
Ogwen & Idwal - Visitor Monitoring 2022 - One-Way Figures - Yearly Comparison - 2014 to 2022

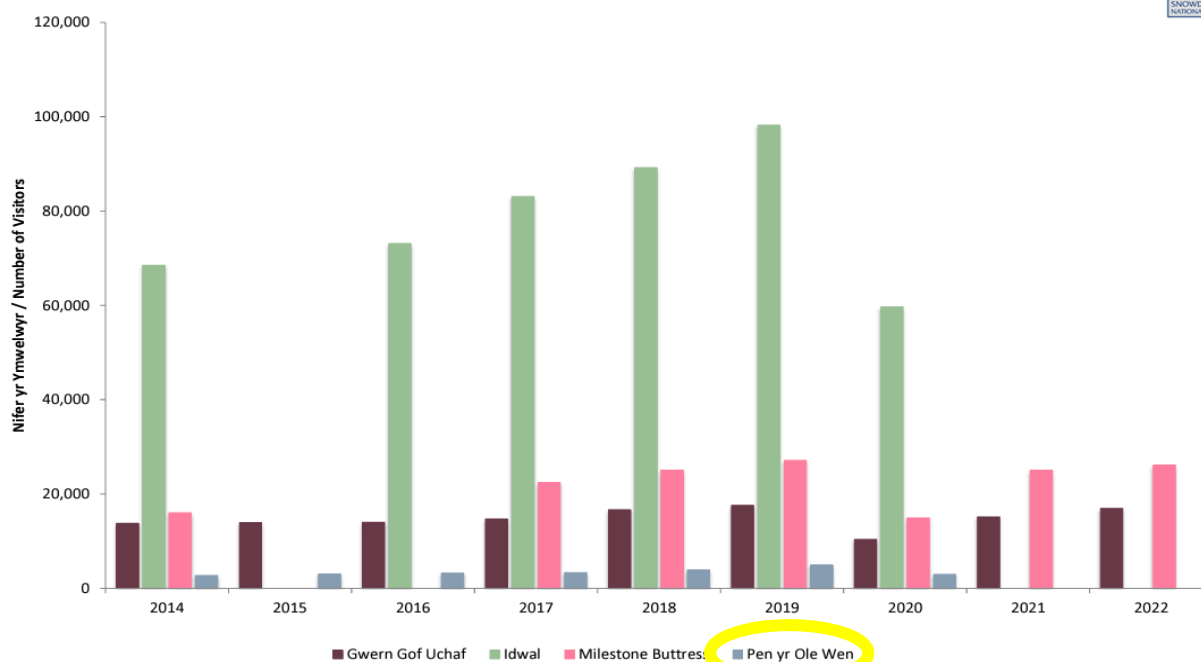


Figure 9 ENP collated footfall counts, Ogwen & Idwal

The ENPA do also monitor footfall in the area around Dyffryn Ogwen⁴⁹. There is one footfall-counter location on the SST which is also on the hiking route up to Pen yr Ole Wen. Despite the missing data in 2021-22 (due to a counter malfunction), it is clear here that the route shared here with the SST carries only a fraction of local visitor footfall – Ogwen visitors being primarily focused on the Idwal side of the valley.

The monthly figures (highlighted in Figure 9) indicate that just a few hundred visitors per month take this route – and an unknown proportion of these visitors may be destined for the ascent of Pen yr Ole Wen rather than travelling along the SST.

Ogwen – Ffigyrau Monitro 2023 – Ffigyrau Cyfan – Cyfanswm Misol
Ogwen – Visitor Monitoring 2023 – Total Figures – Monthly Totals

Mis Month	Gwern Gof Uchaf(*)	Idwal	Milestone Buttress	Pen yr Ole Wen(**)	Cyfanswm Total
Ionawr January	612	5,769	800	231	7,411
Chwefror February	929	4,168	1,558	349	7,003
Mawrth March	589	2,122	1,129	430	4,269
Ebrill April	1,078	11,141	3,019	724	15,961
Mai May	2,890	11,350	3,601	870	18,710
Mehefin June	444	10,398	3,223	637	14,701
Gorffennaf July	1,146	11,535	2,563	885	16,129
Awst August	573	14,679	3,032	781	19,065
Medi September	519	9,600	2,290	607	13,014
Hydref October	486	8,687	2,079	711	11,962
Tachwedd November	598	4,623	911	135	6,267
Rhagfyr December	889	4,634	716	72	6,310
Cyfanswm Total	10,751	98,704	24,917	6,430	140,801

*Parts of hardware exposed during a recent visit may explain potential undercounting at this site.

Mi oedd rhannau o'r offer yn 'exposed' yn ystod yr ymweliad diwethaf. Mae hyn yn esboniad posibl ar gyfer y tan gyfrif ar y safle hwn.

**Original technology not currently in use. New technology installed at Pont Pen y Benglog May 2023, have used this data. Extrapolated 2019 data to provide estimated values for January-May. Extrapolated values increased by 29.9% to correspond with 29.9% increase from May to December.

Technoleg wreiddiol ddim yn cael ei defnyddio ar hyn o bryd. Wedi defnyddio data o dechnoleg newydd a osodwyd ym Mhont Pen y Benglog Mai 2023. Data 2019 wedi'i allosod i ddarparu gwerthoedd amcangyfrifed ar gyfer Ionawr-Mai. Cynyddodd gwerthoedd all osodedig 29.9% i gyfateb â chynnydd o 29.9% rhwng Mai a Rhagfyr yn cymharu â 2019.

Table 5 ENP collated footfall counts, Ogwen & Idwal

⁴⁹ <https://snowdonia.gov.wales/wp-content/uploads/2023/07/Visitor-Monitoring-Report-2022.pdf>

The monthly figures here in Table 5 indicate that just a few hundred visitors per month take this route – and an unknown proportion of these visitors may be destined for the ascent of Pen yr Ole Wen rather than travelling along the SST.

To acquire more precise indications specifically of SST usage, it would therefore seem valuable either to install similar footfall-counting devices at strategic points on sections of the SST route which are likely to be in use predominantly by SST visitors, or to adopt a third-party remote monitoring programme, based on location/presence tracking from the GPS records accumulated on mobile phones.

Note: Appendix 8 examines various comparative techniques for capturing visitor activity in similar non-urban situations to those of the SST and makes recommendations for potential future adoption.

5.2.3 Visitor Catchment Activity

Visitor footfall statistics for various towns and some smaller communities along the SST have been obtained, using the *Patrwm* facility developed by Kodergaten and Menter Mon⁵⁰. This recently deployed facility uses the digital infrastructure underlying the provision of public Wi-Fi in the high streets of a growing number of communities throughout Wales. *Patrwm* is in its infancy at the moment but is rapidly gaining traction as the SmartTowns⁵¹ initiative is rolled out.

The system aggregates data on a variety of measures, from environmental sensors located in the high streets of communities through to visitor presence counts, passer-by counts and visitor dwell times. It is based around the provision of public Wi-Fi access points in the various high streets, and so in situations where visitors have registered and logged in, it also collects additional profile data (anonymously), so that supplementary demographic statistics become available for the subset of visitors who register.

As the rollout and uptake grows, the validity, granularity and scope of this information too will improve.

As shown in Table 6 the predominant visit purposes in Beddgelert during April-July 2024 were *Outdoor activity* and *Holiday*. Analysis of home postcode areas indicates a predominance of visits from within the LL postal area, decreasing 10-fold as one progresses outwards through the various SY, CH, L/CW/WA postcode areas. A similar pattern is discernible in each of the other enabled communities.

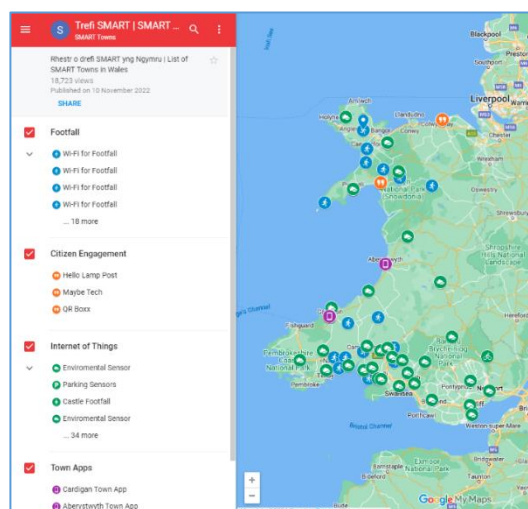


Figure 10 Patrwm-enabled SmartTown locations & parameters



Figure 11 Patrwm-enabled SmartTowns on the SST

⁵⁰ <https://app.patrwrm.io/>

⁵¹ <https://www.smarttowns.cymru/>

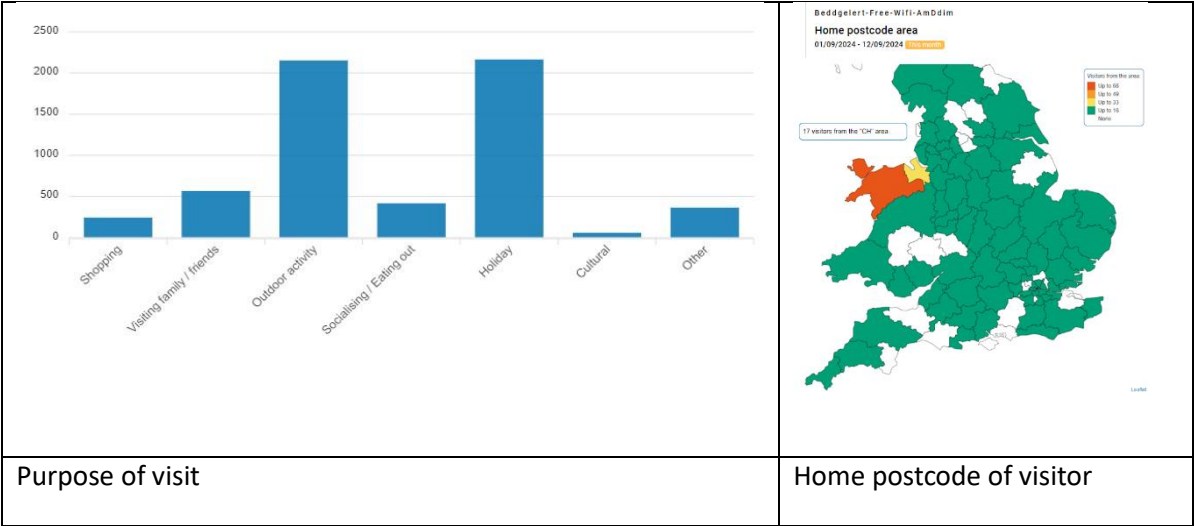


Table 6 Example of Patrwm-sourced analytics

5.2.4 Prospects for future footfall monitoring

At the present time, the Patrwm system is in its infancy, and the datasets especially in newly on-boarded communities are limited, and in some cases patchy. However, one would expect that by early 2025 there should be sufficient data volume and of sufficient scope and consistency for worthwhile analysis.

A recently emerged technology utilising Big Data⁵² principles has been the capability to analyse anonymised historic mobile device location data gathered from a number of service providers by informatics intermediaries. The most recent smart device handset implementations log their GPS locations in real time and periodically offload this to their service providers (when they have sufficient signal availability). Certain intermediaries are leveraging this Big Data capability by collating and aggregating this data from service providers and adding business value to it by re-presenting it for analysis through custom online dashboards.

One such business intelligence consumer utilising this newly emerged business intelligence niche for footfall analysis on their National Trail is the South Downs Way⁵³, who have utilised the PlaceInformatics Green Spaces⁵⁴ product to provide insight into trail visitor movements.

⁵² <https://www.europarl.europa.eu/topics/en/article/20210211STO97614/big-data-definition-benefits-challenges-infographics>
⁵³ <https://southdownsway.org/route-planner/>
⁵⁴ <https://placeinformatics.com/green-spaces/>

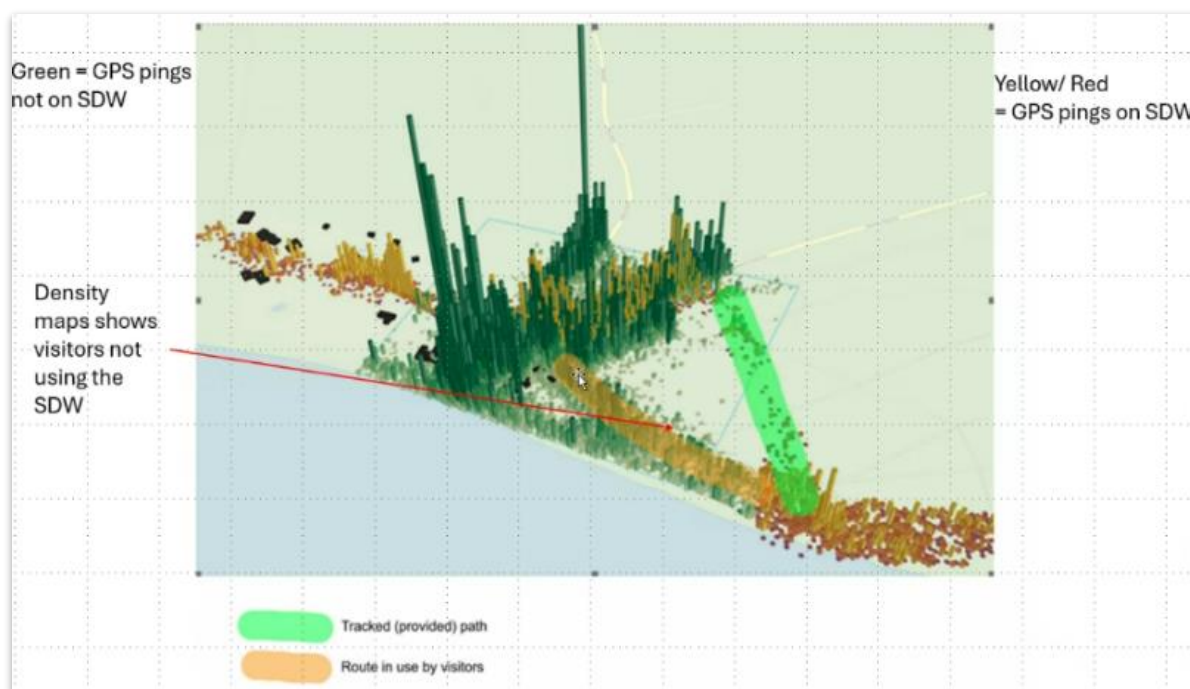


Figure 12 Example footfall on South Downs way, from mobile presence data

The same technology has been applied by the Greenwoods Trust at Rushmere Country Park⁵⁵ to elucidate visitor movements within the park.

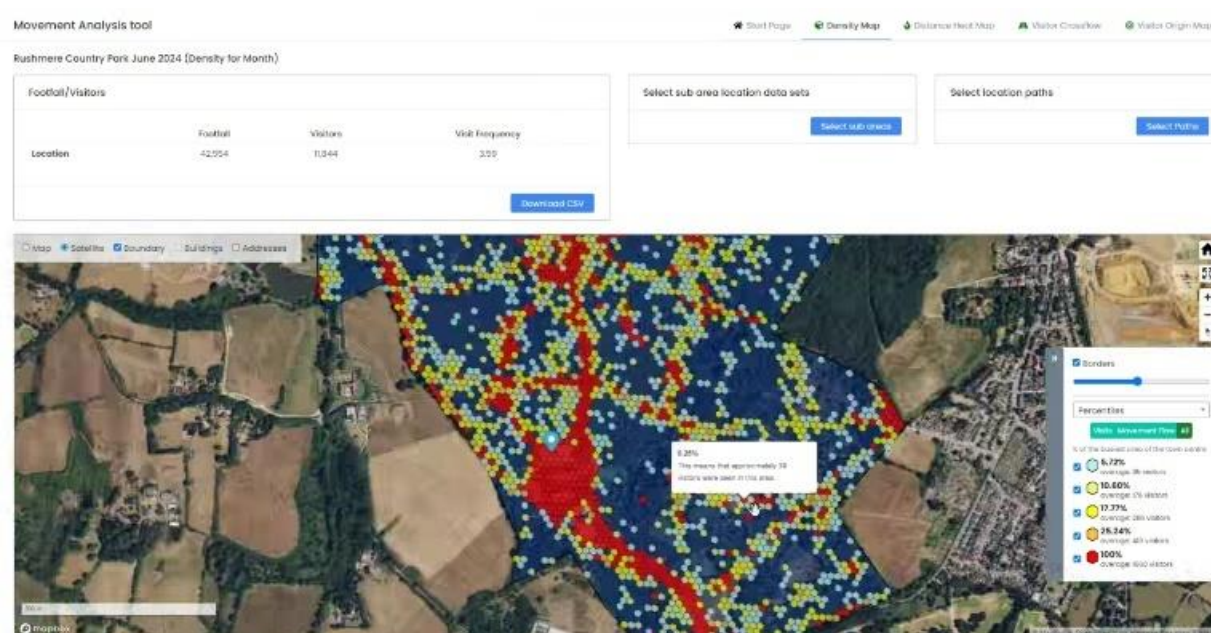


Figure 13 Example of visitor location spread within location area, based on mobile presence

The advanced data-processing approach enabled through Big Data has also allowed such dashboards to surface the associated approximate home locations of anonymised device users. By this means, it has become possible to more easily visualise the visitor origins at the studied destinations.

⁵⁵ <https://www.greensandtrust.org/rushmere-country-park>

Figure 14 below illustrates this as applied to Bala visitors.

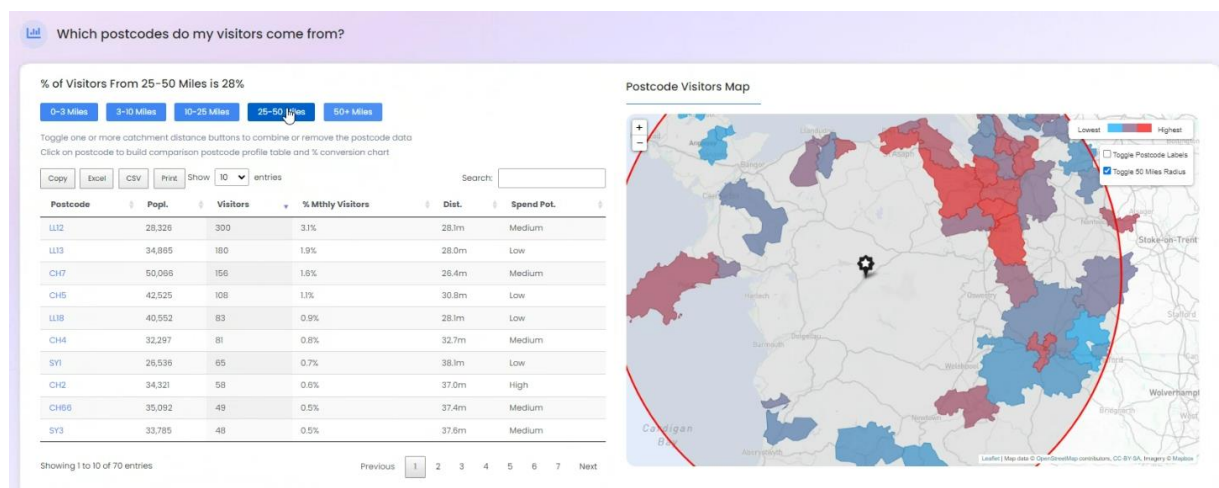


Figure 14 Example of visitor origin mapping, based on mobile presence

There are a range of differing physical outdoor technologies in the market for footfall counting⁵⁶, and SST has obtained for trial a small set of low-cost footfall counters (Figure 15) which (once installed at suitable pinch points on the SST) detect trail users on the principle of beam-breaking. Ideally this



Figure 15 Physical footfall counters & data logger

ought to provide a count of passing trail users, although there is bound to be a margin of error to be allowed for, caused for example, by some trail users passing in clusters. As illustrated in Figure 16 this type of counter when utilising a pair of beams can also detect direction of passage, according to the order in which the beams are broken.

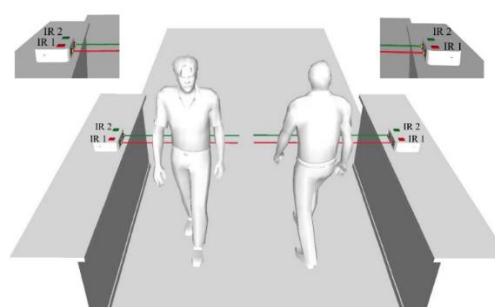


Figure 16 Footfall counter location setup for beam-breaker types

Whilst the appeal of the Big Data mobile-presence analytics approach is significant, it will always give an underestimate of footfall, simply because not all trail users necessarily carry a mobile device, or indeed a mobile device which is switched on.

Therefore, even if the mobile-presence method is adopted, there remains value in cross-checking its reported data at known points where there is a physical counter in operation. This allows for calibration of one method against the other.

⁵⁶ Sensors 2021, 21(6), 2038; <https://doi.org/10.3390/s21062038>

Once a reasonably reliable estimate of footfall is achieved, this then paves the way for estimation of economic contribution made by visitors to a trail, based upon the following method as illustrated by UNESCO⁵⁷, and by Goda Lukoseviciute et al (2023)⁵⁸ in Figure 17 below.



Figure 17 Estimation method for economic contribution, from footfall & average spend data

5.3 Recommendations

1. Leverage Diverse Data Sources for Comprehensive Visitor Tracking:

- **Multiple Data Collection Methods:** A combination of mobile phone detection, public Wi-Fi logins, and footfall counters offers insights into visitor presence at various locations, despite variations in data collection techniques.
- **Enhanced Accuracy through Monitoring:** Future use of GPS tracking on mobile devices or installing more footfall counters at key trail points could yield more precise data about specific SST usage.

2. Focus on High-Usage Sections for Strategic Planning:

- **Popular Trail Sections:** The Rhyd Ddu-Beddgelert section, known as Lôn Gwyrfa, emerges as the most used section of the SST due to its ease, versatility for different activities (walking, cycling, horse-riding), and strong public transport links.
- **Prominent Alternatives:** Other well-used sections include Beddgelert-Croesor and Bangor-Bethesda, which also benefit from publicity and good transport connections.

3. Improve Visitor Catchment Understanding through Advanced Technologies:

- **Patrwm System for Visitor Data:** The digital infrastructure of public Wi-Fi in Welsh communities allows for capturing visitor presence, home postcode data, and purpose of visit. This system is rapidly gaining traction but needs more time to provide comprehensive, reliable insights.

4. Address Data Gaps for Long-Term Planning:

- **Incomplete Data:** While many data points are useful, there are gaps, such as malfunctioning footfall counters (e.g., on the Pen yr Ole Wen route) and missing SST-specific usage patterns. These gaps highlight the need for ongoing monitoring and adjustments.
- **Future Data Potential:** By 2025, the Patrwm system and other data sources should reach a maturity level that allows for more reliable and granular analysis of visitor behaviour.

⁵⁷ <https://unesdoc.unesco.org/ark:/48223/pf0000378568> Visitors Count! Guidance for protected areas on the economic analysis of visitation

⁵⁸ <https://www.sciencedirect.com/science/article/pii/S2211973623000181>

5.4 Synopsis

The current approach to monitoring visitor movement along the SST relies on a mix of data collection methods, including mobile phone tracking, public Wi-Fi logins, footfall counters, and survey responses. While these methods are not always directly comparable, they collectively provide valuable insights into visitor patterns. Popular sections like Rhyd Ddu-Beddgelert receive the most attention, reflecting high footfall due to ease of access and promotion. As digital tools like the Patrwm system expand, the potential for more granular, accurate data will grow, allowing better planning for trail management, spend value per visitor, and visitor engagement.

6 SST Visitor Profiles created from the trail survey

From the trail users survey it has been possible to create a visitor profile using the data gathered. Asking the questions, who, what, why, how and when?

6.1 Profiles

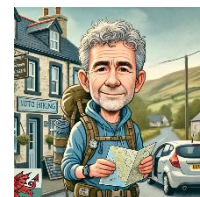
Profile 1

Comes from Gwynedd, walks often, mostly between ages 56-65, walk in couples, dog walker, travels by car, likes to spend their money in a café, restaurant or pub in the local village on the trail or nearby. Likes to bring along their own OS map or uses smart phone. Rhyd Ddu – Beddgelert most popular.



Profile 2

Comes from Conwy County, walks often, is between ages of 56 to 75. Are solo walkers. Travel by car, will spend in the convenience or local independent shops, to buy local produce or souvenirs. Loves exploring new areas. Uses an OS map.



The trail users survey also identified a low proportion of respondents in the youngest age group, though it was thought possible that this may have simply been a factor of this age group being less inclined to complete surveys, or less likely to encounter such requests to complete them.

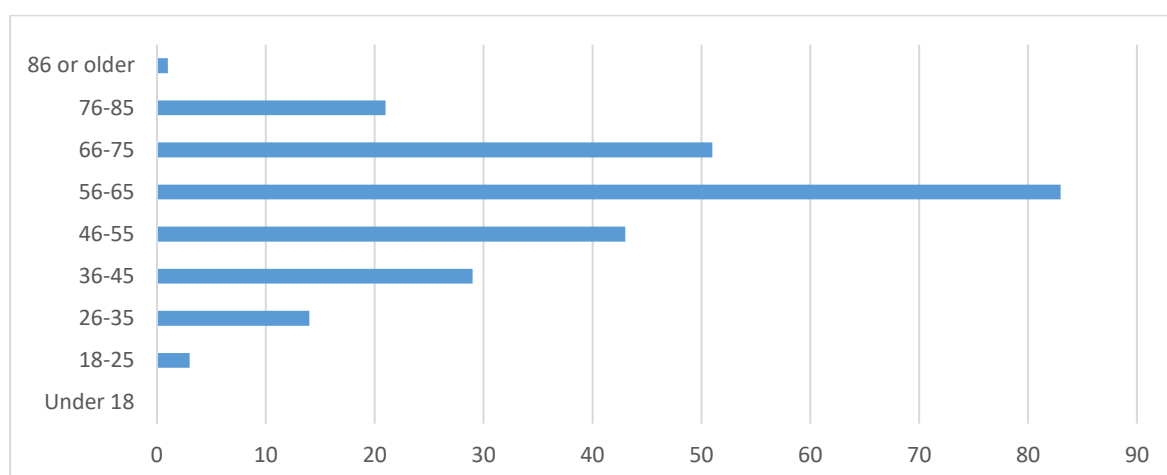


Figure 18 Age categories of trail user survey respondents

It was noted from the findings in the *Dolennu Community Research Network* report⁵⁹ that “While there is high overall level of awareness, however, the research also suggested that this might not be the case for all groups. Bro Ffestiniog researchers found that in a group of local young people aged 16-18 only 15% had heard of the trail.

6.1.1 Day/weekend visitors to trails

Based on observations from the SST social media handles and from other trail data, it is evident that most users of the trail are day visitors. For example, from surveys conducted by the WCP, 85% are day visitors.⁶⁰

It is common practice to subdivide trail routes conveniently into a series of interlinked sections, each of which is thought reasonable to be walked (or ridden) within a day, by reasonably fit and capable travellers. This allows trail visitors on shorter visits to adopt these as default start and end points for their day visits.

From SST trail user survey comments not all trail visitors have sufficient level of fitness, time or commitment to endure a full trail walk, and so consider making point-to-point visits which involve solving the additional complication of getting back to the day’s start point. Other comments have included timing and relying upon public transport, of contacting or booking taxis, and possibly even factoring in the possible inclusion of transporting such accompanying encumbrances of dogs, bikes or even pushchairs, etc.

Manageable sub-divisions

So, many day-visitors will seek to opt for shorter routes and with a preference for circular routes and those for which the terrain and its potential obstacles are predictable in advance.

Visitor Spend

Visitors were asked in the survey about what items they spend money on when heading out on a trail

⁵⁹

https://www.foundationalliance.wales/uploads/1/4/6/5/146506514/report_on_community_researcher_findings_draft_v.4_15_april_2024.pdf

⁶⁰ <https://www.walescoastpath.gov.uk/media/1322/wcp-visitor-survey-2014-2015-final-report-for-publication.pdf>

or after a walk. Figure 19 below indicates that food, vehicle fuel and parking are the most prevalent items purchased.

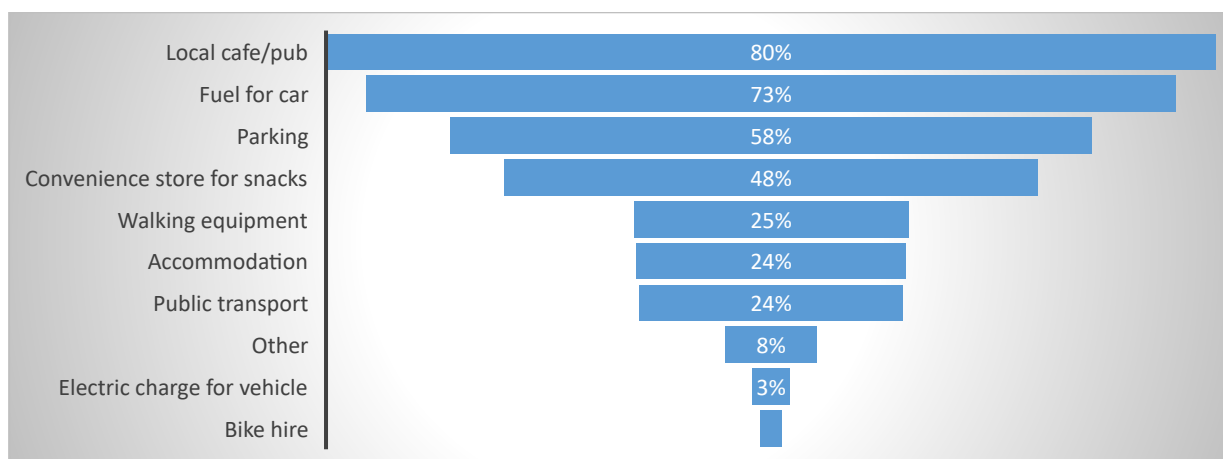


Figure 19 Visitor spend on or after a walk

6.1.2 Reasons to visit

For trail visits in general, the predominant reasons given for visiting amongst the surveyed trail visitor responses were nature, novelty and health related. The heritage aspect for visits seemed secondary.



Figure 20 Survey respondent reasons to visit trails

Visitors with a Nature and Environment focus

Referring to Figure 20 above, the predominant reasons to visit is to enjoy nature. Visitors to this area of North Wales who are seeking closer connections with nature will be well served by the plethora of local and national nature reserves, each of which often have some specialist focus, e.g. bird reserves, wetlands, or the vestiges of temperate rain forests. Broader swathes of the landscape are also classified and protected as being Sites of Special Scientific Interest, either because of the complexity of their ecosystems, or as specialist habitats for various rare and protected species. The SST route at

several points intersects these and can incidentally provide an access route for visitors with such interests.



Figure 22 Nature Reserve proximities to the SST

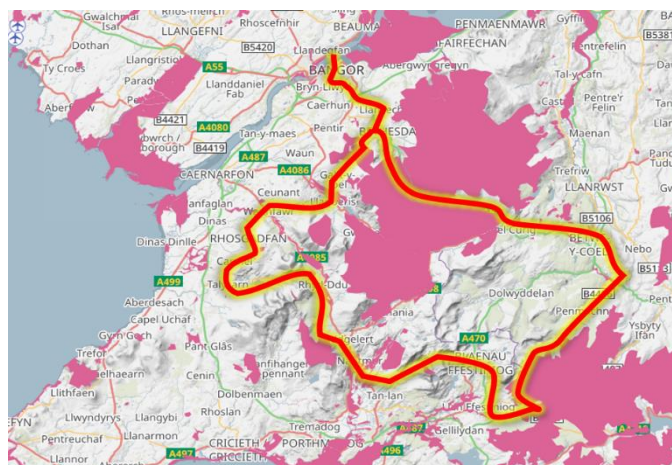


Figure 21 Transections of SSSIs by SST route

The SST route often runs through, beside or extremely close to a large number and wide variety of publicly accessible woodlands. Whilst some of the larger expanses are coniferous forestry plantations managed principally for their timber production, the majority which adjoin the route are owned, managed and conserved by organisations for whom nature conservation and custodianship for public/community access are primary objectives.

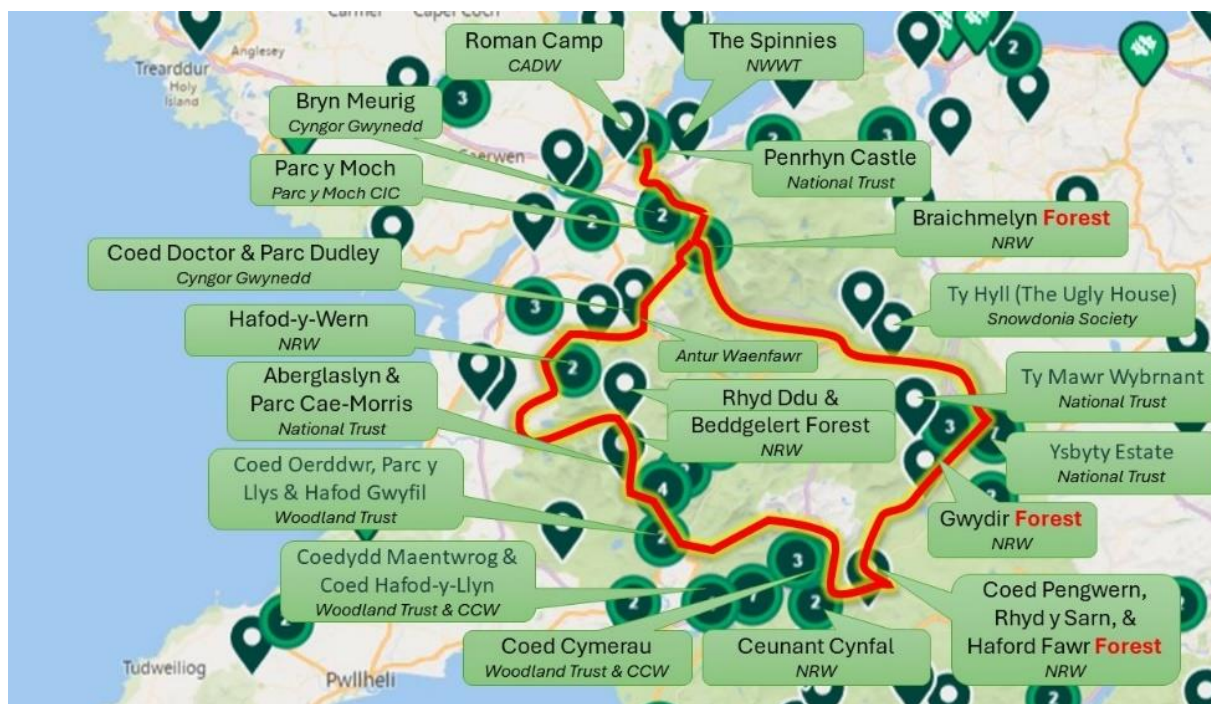


Figure 23 Publicly accessible woodlands close/adjacent to SST

Visitors with a Health & Fitness focus

Active Travel

By law, local authorities must encourage walking and cycling. They achieve this by doing things like improving cycle routes in all road developments. In Wales, local authorities must demonstrate to the

Welsh Government that they are making improvements. They do this by producing annual reports and maps of walking and cycling routes, and Active Travel is now firmly on their agendas and becoming enshrined in planning policy.⁶¹

In Wales ‘active travel’ refers to everyday journeys made by walking, cycling or wheeling for a purpose such as travel to school or work, *rather than purely for leisure*. While funding has increased, this hasn’t yet translated into an increase in active travel rates since the inception of the Act in 2013.⁶²

The Deputy Minister has said the Welsh Government is planning to “ramp up” spending in the “years to come” and that “a pretty deep reform to delivery mechanisms”, building on the Senedd’s cross-party expert review panel on active travel’s report, is required.⁶³

Wellness-walking

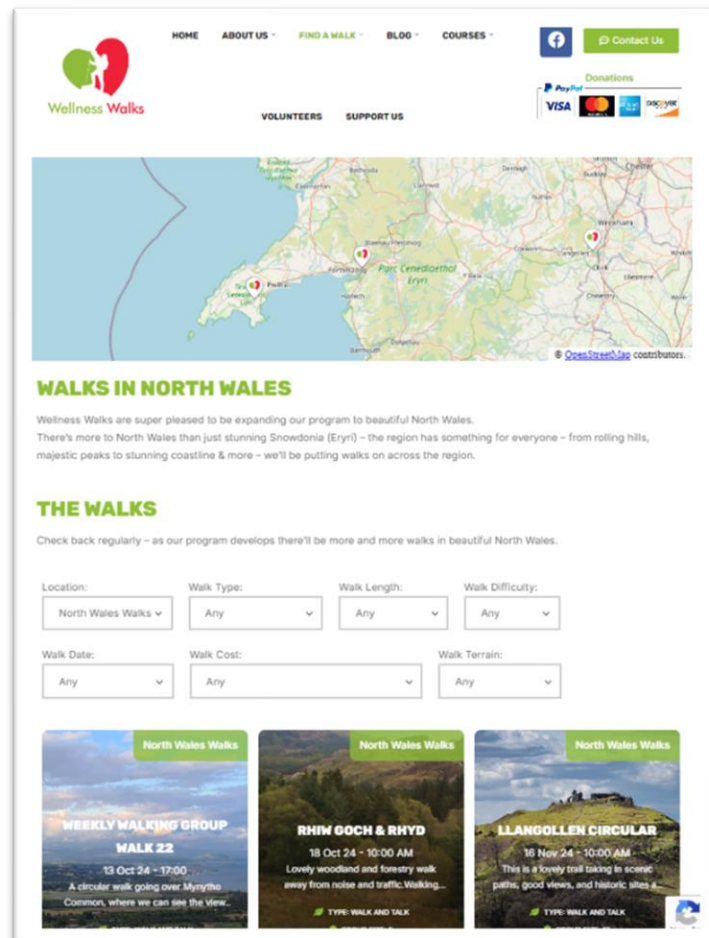
Wellness Walks⁶⁴ are expanding their nationwide programme to include walks in North Wales. Their walking principles are based on proven therapeutic strategies that are informed by factual research. In essence, we all know going for a walk is good for us, that nature has a special way of putting things in perspective.

Wellness Walks seek to combine those three simple elements to empower people to take action to feel better.

The walks are all either free or very heavily subsidised for participants – and walkers are made to feel safe, supported and encouraged.

Hiking

Many of the SST trail survey respondents included Health as a reason for hiking on trails. Natural Resources Wales promoted the health benefits of walking and hiking as an announcement during the May 2024 National Hiking Month, identifying 10 clear health reasons to do so⁶⁵.



⁶¹ <https://www.gov.wales/active-travel-your-local-authoritys-progress>

⁶² <https://www.audit.wales/news/welsh-government-active-travel-ambitions-long-way-being-achieved>

⁶³ <https://research.senedd.wales/research-articles/the-active-travel-act-10-years-on/>

⁶⁴ <https://wellnesswalks.org.uk/>

⁶⁵ <https://naturalresources.wales/about-us/news-and-blogs/blogs/walking-is-great-for-your-health/?lang=en>

Trail-running

Trail running is a fast developing area of physical fitness and the countryside of North Wales is said to be one of the most scenic parts of the UK in which to practice it⁶⁶. The attraction of rugged coastline, lush countryside, deep sylvan forests and the backdrop of the high mountains of Snowdonia all appeal to the runner who wants to get away from the mundane of pounding the tarmac.

Popular running trails which utilise section of the SST include the Beddgelert Forest Trail and the Penmachno Forest Circuit.

Regular trail running events include the Betws-y-Coed Trail Challenge, the Slate Trail Ultra and the Slate Trail Ultra Tour of the Quarries.

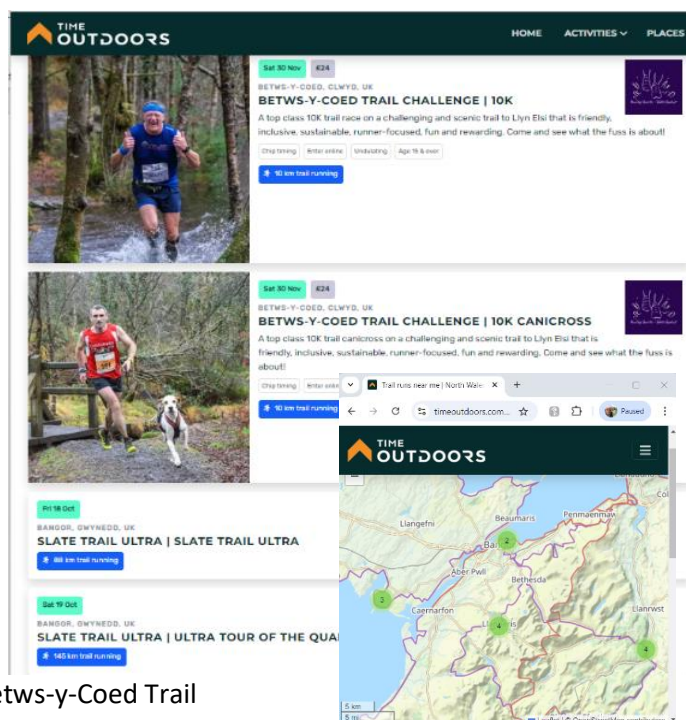


Figure 24 Trail runs utilising/near SST

Mountain biking

Within the trail survey results there was indication that mountain bikers using the dedicated centres close to the trail, then wished to use the SST to explore new areas.

Horse Riding

Whilst horse ownership in the region is relatively low compared to that of other areas of the UK, the trail users survey generated considerable interest from enthusiastic equestrians, and some useful insights from the smaller number of equestrian Business respondents.

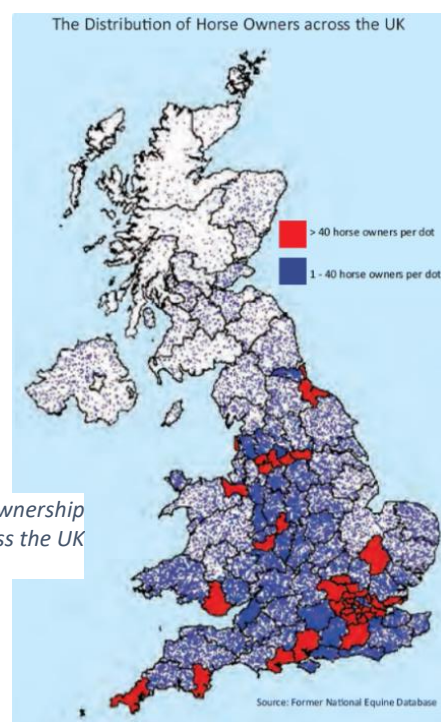


Figure 25 Horse ownership across the UK

6666 <http://www.trailguides.co.uk/a-trail-runners-guide-to-north-wales/p38>

6.2 Recommendations

1. Leverage Visitor Profiles for Targeted Marketing and Development:

- **Profile 1 – Older, Local Walkers:** Visitors from Gwynedd, aged 56-65, often walk in couples, with a focus on dog walking. They prefer spending money at local cafes or pubs and use either OS maps or smartphones for navigation.
- **Profile 2 – Solo Explorers:** Visitors from Conwy County, aged 56-75, tend to walk alone and favour local independent shops, showing a strong interest in discovering new areas.
- **Young Visitor Engagement:** Younger visitors (16-18) demonstrate lower awareness of the SST, suggesting the need for targeted outreach to increase engagement among this age group.

2. Focus on Day Visitors and Manageable Trail Sections:

- **Day/Weekend Visitors:** Most SST users are day visitors, consistent with trends from similar trails. Many prefer easily accessible sections that can be walked within a day, with circular routes offering more appeal due to simpler logistics for returning to start points.
- **Public Transport Solutions:** To accommodate visitors looking for point-to-point routes, ensuring reliable public transport connections or taxi services along the trail can enhance the visitor experience.

3. Promote Nature-Based and Health-Focused Visits:

- **Nature Enthusiasts:** The primary reason for visiting is to enjoy nature, with the SST offering access to various national nature reserves and Sites of Special Scientific Interest (SSSIs), attracting visitors keen on observing wildlife and ecosystems.
- **Health & Wellness Visitors:** The SST is well-suited for visitors focusing on physical health, wellness walking, and fitness. With growing interest in trail-running, hiking, and wellness walks, these activities should be promoted further to attract health-conscious visitors.

4. Expand Active Travel and Sustainable Tourism Initiatives:

- **Active Travel:** With a legal obligation in Wales to encourage walking and cycling, local authorities should continue to integrate SST into broader active travel networks, promoting its use for everyday journeys.
- **Sustainable Tourism Growth:** Offering opportunities for low-impact recreation such as walking, cycling, and horse riding, the SST supports sustainable tourism, balancing visitor influx with environmental conservation.

5. Engage Outdoor Sports Enthusiasts:

- **Trail-Running & Hiking:** The growing popularity of trail-running and hiking presents an opportunity to attract more visitors, with existing events like the Slate Trail Ultra providing a model for expanding outdoor sports activities along the SST.
- **Mountain Biking & Horse Riding:** Expanding access for mountain bikers and equestrians, who already show interest in using the SST, can diversify the trail's user base and promote more extended stays.

6.3 Synopsis

The SST visitor profiles drawn from survey data reveal two dominant groups: older local walkers and solo explorers from nearby counties, both of whom favour accessible day walks. Nature and health-related motivations are key drivers for trail visits, with significant opportunities to engage these segments further through targeted promotions and events like trail-running challenges and wellness walks. Sustainable tourism practices, including active travel initiatives, can be expanded by encouraging cycling, walking, and horse riding on the trail. However, engagement with younger visitors remains low, pointing to a need for outreach to younger demographics. By focusing on shorter, manageable sections and improving public transport connectivity, the SST can cater to its core audience while promoting more sustainable, nature-based tourism.

7 What facilities do trail users want?

Trail users were asked in the survey “When out walking, what facilities do you need on a trail?”

This received 191 responses; the order of the responses below reflects the relative frequency with which these facilities were mentioned in the survey responses, with more frequently mentioned needs appearing higher in the table.

See section:	Rank	Facility or need	Description/examples provided
7.1	1	Good Signage/Way-marking	Good signage, clear signage, way-markers, waymarking, signposts, effective signposting
7.2	2	Toilets	Toilets, compost toilets, toilet facilities
7.3	3	Cafes/Food	Cafes, food, pubs, refreshments, coffee shops
7.4	4	Parking	Parking, car parks, horsebox parking, accessible parking
7.5	5	Water	Water refill points, clean drinking stations, water replenishment
7.6	6	Dog-Friendly Amenities	Dog waste bins, stiles and gates suitable for dogs, dog-friendly stiles
	7	Clear Paths and Trails	Well-maintained paths, clear trails, cleared paths, solid paths
7.7	8	Camping	Campsites, designated wild camping spots, opportunities to wild camp
7.8	9	Horse-friendly Amenities	Horsebox parking, equestrian gates, mounting blocks, horse-friendly gates, suitable surfaces for horses
	10	Minimal Needs or None	Minimal or no facilities needed, self-sufficient
7.9	11	Shelter/Safe Areas	Shelters, places to rest/stay, accessible surfaces, safe paths, benches
0	12	Public Transport Links	Bus or shuttle services, public transport at start/end points

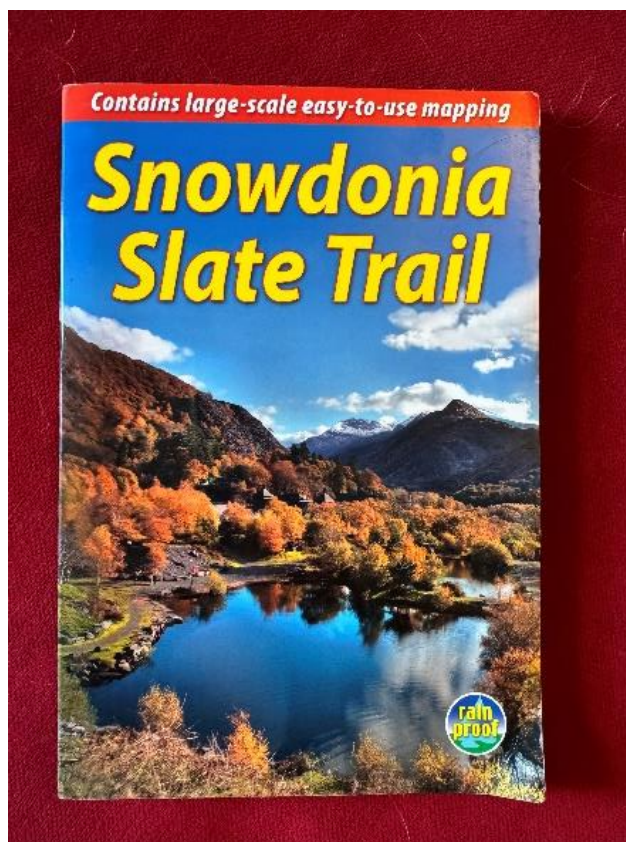
See section:	Rank	Facility or need	Description/examples provided
	13	Accessibility for Disabled Users	Wheelchair access, mobility scooter-friendly paths, accessible toilets, no steps/stiles, smooth surfaces
	14	Bins	Rubbish bins, litter bins
	15	Other specific needs	Horse trailer parking, overnight for horse and rider, minimal signage, phone signal, mobile signal, info boards, minimal mud

Table 7 Trail user needs, rank ordered

7.1 Waymarking and route-finding

The Snowdonia Slate Trail Guide states (on p 12) “The way-markers, mostly fixed to existing posts, are concentrated at junctions and areas of potential confusion. The effectiveness of the waymarking locations has been trialled on the ground but **walkers of the trail should carry, and be able to use, an appropriate map and compass** so they are able to re-orientate themselves if necessary.”

The recent survey of trail visitors indicated that they were generally well satisfied with the waymarking, and this aspect is high on their list of expectations.



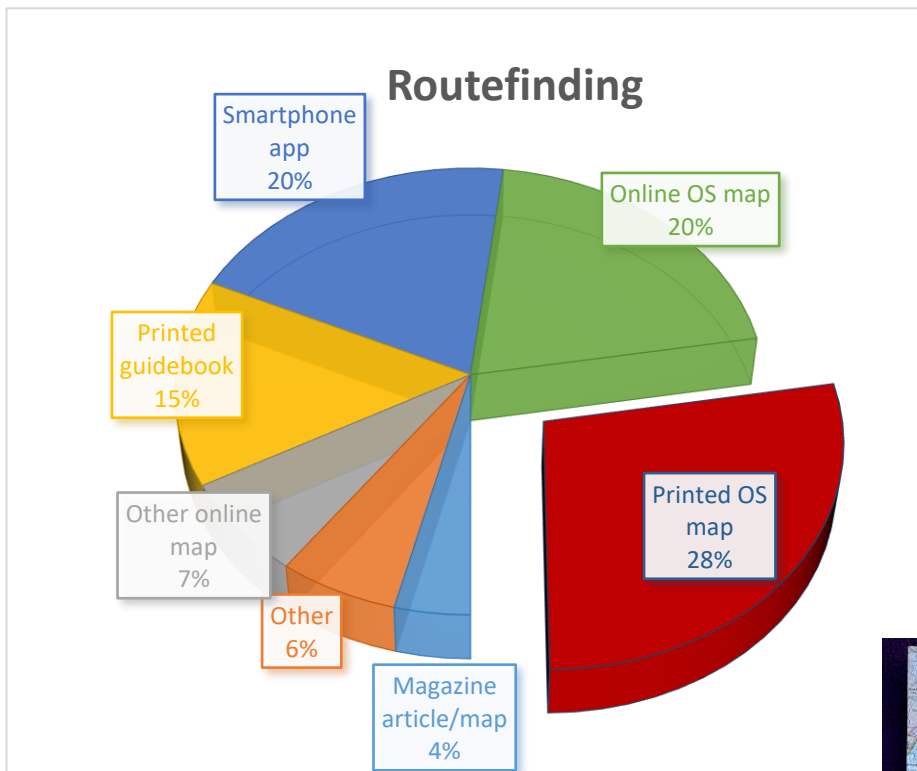


Figure 26 Route finding preferences of trail users

The survey also indicated that whilst just 15% of the trail users reported using a printed guidebook, the predominant tools supporting their route finding was the use of Ordnance Survey (OS) maps, in their various formats, e.g. printed, online, downloaded, and/or as smartphone apps.

Various specialist publishers do also provide hiker-friendly pocket maps based on OS Map data, and these too are noted to



be in use with some trail users.

Digital editions of OS maps do now have the Snowdonia Slate Trail route marked on them,

The Snowdonia Slate Trail Guide itself contains simplified maps which are relatively easy to read. They are based on Lovell Johns maps.

Several trail user survey respondents indicated their interest and practice for utilising maps which reach out from the immediate trail route, for several reasons. Some typical examples are:

"...further exploration by not keeping to the trail is what it takes to learn about the former industry."

"... often difficult to complete a linear walk as it's hard to get back to your vehicle. Often easier to plan a circular walk"

Comments from the trail users survey (available in Appendix 2) indicate that whilst the SST Guidebook maps are absolutely fine for following the trail, there are clearly a number of trail users keen to expand their focus and venture *off-piste* for various reasons. They indicate curiosity to access nearby artefacts; or to attempt localised variations to the route to divert to alternative breakpoints, or to return to their start-points in an *ad hoc* self-determined circuit. Figure 27 (below) shows a typical example of some potential off-piste heritage attractions which may induce such curiosity.

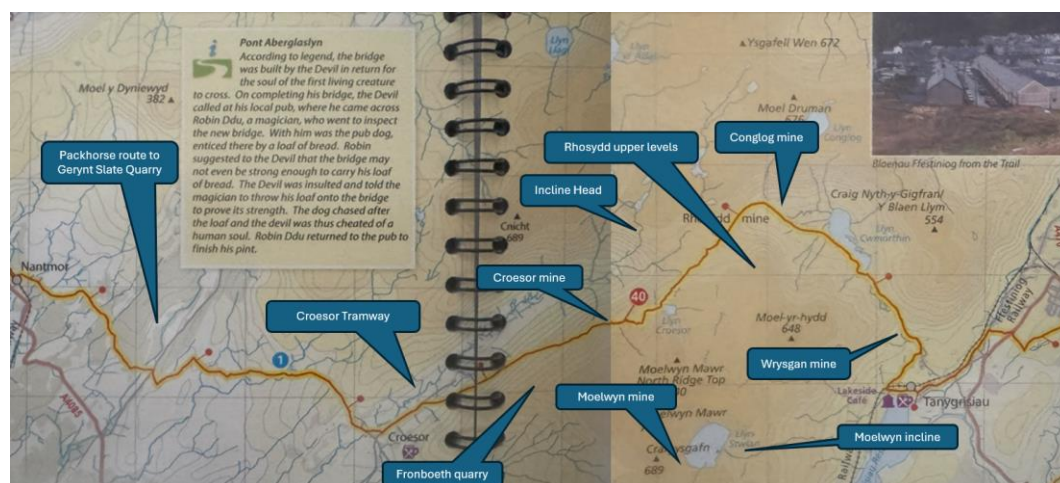


Figure 27 Mapping in SST Guidebook annotated with nearby heritage locations

It is clear from analysis of *CellMapper* data (a service which samples mobile phone presence)⁶⁷ that many hikers from Croesor tend to take the route up and down Cnicht and a smaller subset then cut across the upland (out of range of consistent mobile signal) over to the SST, for their return to Croesor (or *vice versa*). Similarly, hikers from Tanygrisiau tend to take the SST route up Cwmorthin to Rhosydd quarry, when a smaller subset then leaves the SST and cuts across the upland (also mostly out of range of consistent mobile signal) over to the Stwlan dam, before returning to Tanygrisiau by the dam service road.

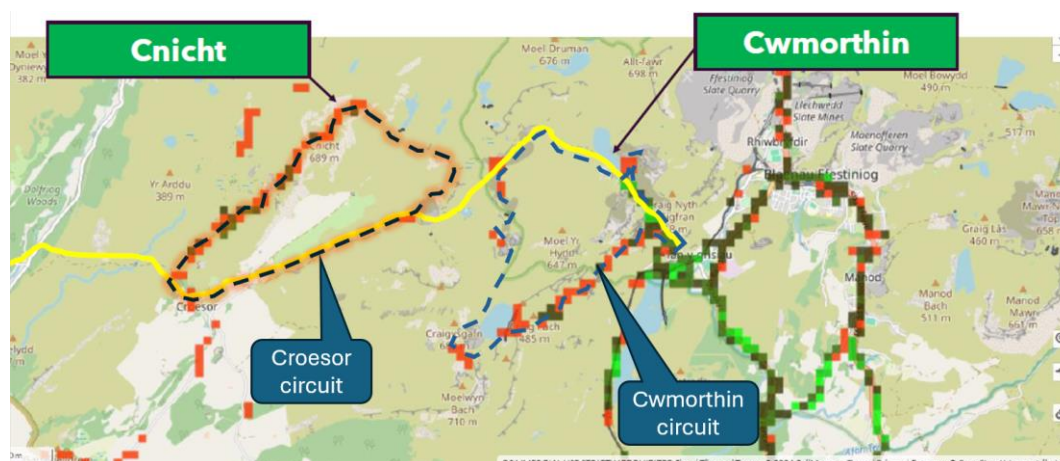


Figure 28 *CellMapper* evidence example for off-piste trail use

As neither of these routes are apparent on the SST Guidebook maps, this example suggests that such hikers are likely to be resorting to other methods of mapping or route-finding guidance to achieve these circular walks. Indeed, both the Croesor Circuit⁶⁸ and the Cwmorthin Circuit⁶⁹ identified in Figure 28 (above) are listed as “Curated Trails” on the AllTrails online maps and app. In neither case is their utilisation of the SST route referred to.

20% of the trail users surveyed report using the Ordnance Survey online maps for route-planning

⁶⁷ <https://www.cellmapper.net/>

⁶⁸ <https://www.alltrails.com/en-gb/explore/trail/wales/gwynedd/cnicht-and-croesor-circular>

⁶⁹ <https://www.alltrails.com/en-gb/explore/trail/wales/gwynedd/lllyn-stwlan-moelwyn-mawr-rhosydd-quarry-circular>

and/or navigation, and a further 20% report using some other sort of smartphone app for this purpose. Figure 29 below illustrates by example how the quality of navigation information across the variously available smartphone apps varies, and in cases where specific trails are recorded and shared publicly, it is often unclear what the provenance of any shared “route” might be.

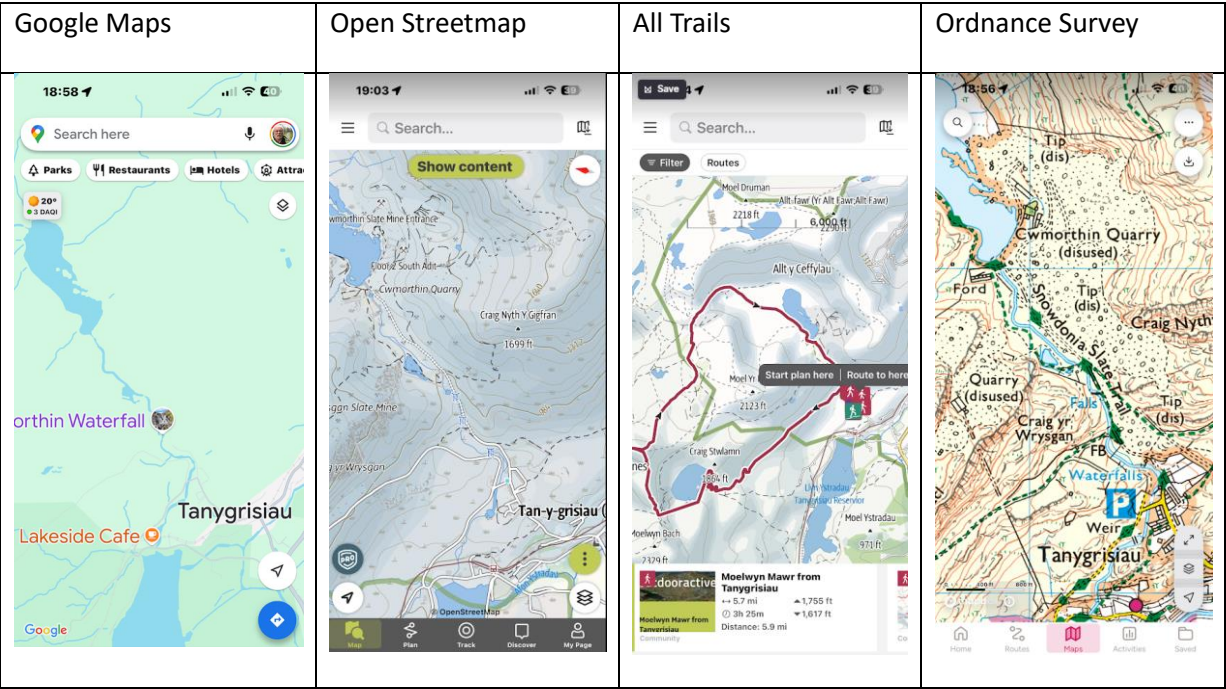


Figure 29 Comparison of routefinder app mapping on an SST section

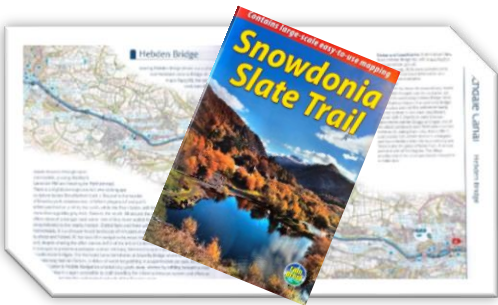
The Ordnance Survey⁷⁰ app is using online mapping data direct from the Ordnance Survey for its base map (for subscribers,) and so the marked SST route in this case has fully identifiable and trusted provenance, as do the various other Public Rights of Way displayed.

A wide range of other route-finding, route-recording and route planning apps are available, some of which offer premium subscription services which can include Ordnance Survey base-mapping, though many of them use OpenStreetMap or a derivative of this as their basemap. At the time of writing, OpenStreetMap does provide online mapping for a wide range of National Trails and many others, but the SST is not currently listed⁷¹. It may therefore become advantageous to seek inclusion of the SST in the OpenStreetMap collection of digitally curated trails. This tactic ought then to aid its propagation through to other services which utilise OpenStreetMap as a base-map source.

Only 15% of the surveyed trail users reported using the printed SST Guidebook, although there are plenty of positive comments about its content.

⁷⁰ <https://www.ordnancesurvey.co.uk/news/os-maps-app-gets-glow-up>
⁷¹ [https://wiki.openstreetmap.org/wiki/Long-distance footpaths in the United Kingdom#Wales](https://wiki.openstreetmap.org/wiki/Long-distance_footpaths_in_the_United_Kingdom#Wales)

A brief comparison of functionality was made between the SST Guidebook style of trail-mapping and annotation and various other contemporary route-mapping/annotation publications.



A short comparison chart is provided in Appendix 4.

7.2 Toilets

Surveyed hikers were keen to know the whereabouts of toilets. In some cases, the requirement is simply “where’s my nearest...?” In others it can simply be useful for planning ahead on the route for toilet breaks. Static information boards may well show their locations, but rarely their status. This information does get published on the web, but identifying the single source of truth⁷² for public and community toilets and their accessibility and availability in and out of season is fragmented and unclear. The policy on whether this appears on information boards varies inconsistently between the providers of such information boards. The following examples are local but not related to the SST.



Figure 30 Example information boards in SST vicinity, which show toilets

Provider	Scheme	
Snowdonia National Park provision	Public toilets ⁷³ (map ⁷⁴)	
Gwynedd county council provision	Public toilets ⁷⁵	Community toilets (several near SST) ⁷⁶
Conwy county council provision	Public toilets ⁷⁷	Community toilets (none near SST) ⁷⁸

⁷² https://datamap.gov.wales/maps/new?layer=geonode:national_toilet_map#/
⁷³ <https://snowdonia.gov.wales/visit/plan-your-visit/toilets-and-facilities/>
⁷⁴ <https://snowdonia.gov.wales/map/>
⁷⁵ <https://www.gwynedd.llyw.cymru/en/Residents/Leisure-parks-and-events/Toilets/Publictoilets.aspx>
⁷⁶ <https://www.gwynedd.llyw.cymru/en/Residents/Leisure-parks-and-events/Toilets/Communitytoilets.aspx>
⁷⁷ <https://www.conwy.gov.uk/en/Resident/Leisure-sport-and-health/Community-Facilities/Public-Toilets/List-of-Public-Toilets-in-Conwy.aspx>
⁷⁸ <https://www.conwy.gov.uk/en/Resident/Leisure-sport-and-health/Public-toilets/Public-toilets.aspx>

Table 8 Providers of public toilet facilities

7.3 Cafes, food, pubs, etc



Figure 31 Example local information board

Similarly, surveyed hikers were keen to know the whereabouts of cafes, pubs, etc, in which to make refreshment stops. Again, in some cases the requirement is simply “where’s my nearest <service>...?” In others it can simply be useful for planning ahead on the route for refreshment breaks. The SST Guide and website do each provide a section which lists many of the cafes etc., *en route*. Static information boards which provide this are rare and often dated.

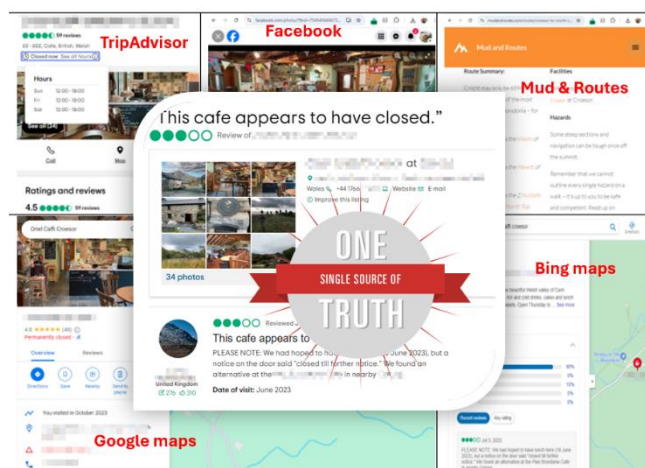


Figure 32 Example of disparate open/closed availability info for a single SST-adjacent venue

Again, this information does get published on the web, but identifying the single source of truth for cafes and pubs and their availability in and out of season is also fragmented and inconsistent. Several survey respondents reported situations where they arrived at a café only to find it to be closed, and in some cases such closure wasn’t consistent with information provided via the internet.

7.4 Parking

Many of those surveyed referred to a range of issues around parking; availability, price, safety, space for horse boxes, accessibility, amenities at the car park.

As illustrated in Figure 19, section 6.1.1, the second and third highest visitor spends indicated in the survey responses are *Fuel for the car* and *Parking*, it is clear that visitors to the SST predominantly reach the locality by car rather than by public transport. The ENPA does publish a Snowdonia Parking app⁷⁹, which at present is principally focused on providing real-time visibility for parking availability at the various car parks under the Authority’s control.

⁷⁹ <https://snowdonia.gov.wales/visit/eryri-parking-app/>

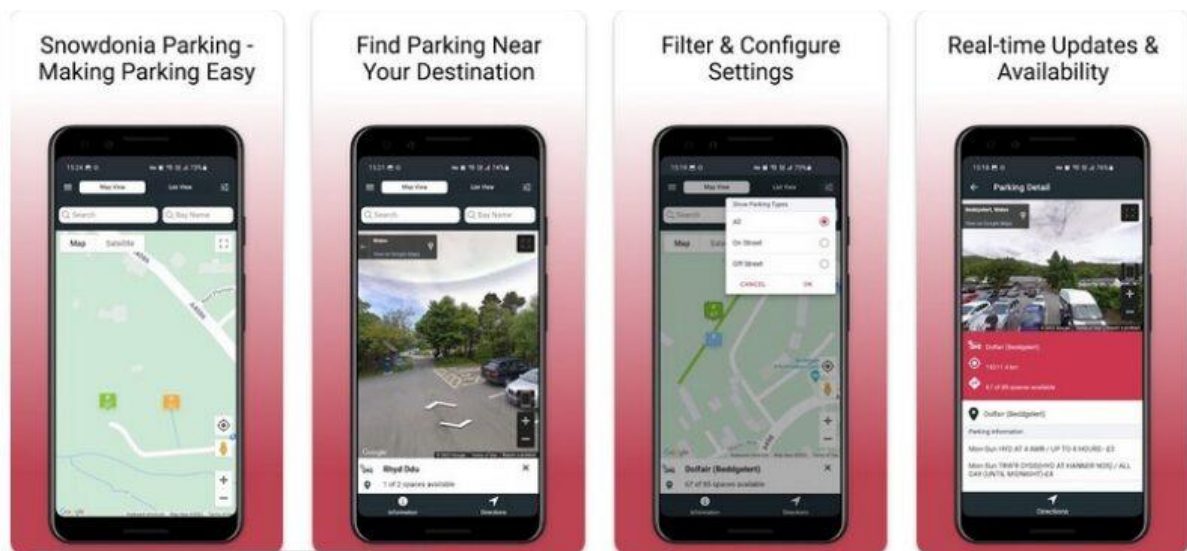


Figure 33 Example screens from Snowdonia Parking app

The ENPA's ongoing initiative to achieve more effective management of parking continues, and currently includes the installation of over 500 sensors at key carpark and layby locations, to underpin the necessary data-acquisition framework for "Smarter Parking" around the vicinity of visitor hotspots.⁸⁰ Parking for the remoter sections of the SST is understood currently to be out of this scope, and there is currently only anecdotal evidence for occasional parking congestion at SST access locations in smaller outlying communities such as:

- Croesor
- Tanygrisiau (Cwmorthin)
- Llan Ffestiniog
- Cwm Penmachno
- Nantmor

7.5 Water

Visitor survey responses indicated concerns to be able to plan for obtaining drinking-water refills at various points in their passage along the SST. Each of the significantly-sized communities do have locations which are listed under the Refill scheme⁸¹, though it is only possible to identify their locations through the Refill scheme's app. By way of example, the *Refill Wales* scheme is specifically referenced in the marketing materials for the WCP as an example method for encouraging trail-side businesses to join this scheme for offering walkers free drinking water.

⁸⁰ <https://snowdonia.gov.wales/smarter-parking-around-yr-wyddfa-snowdon-ogwen/>

⁸¹ <https://www.refill.org.uk/resources/>

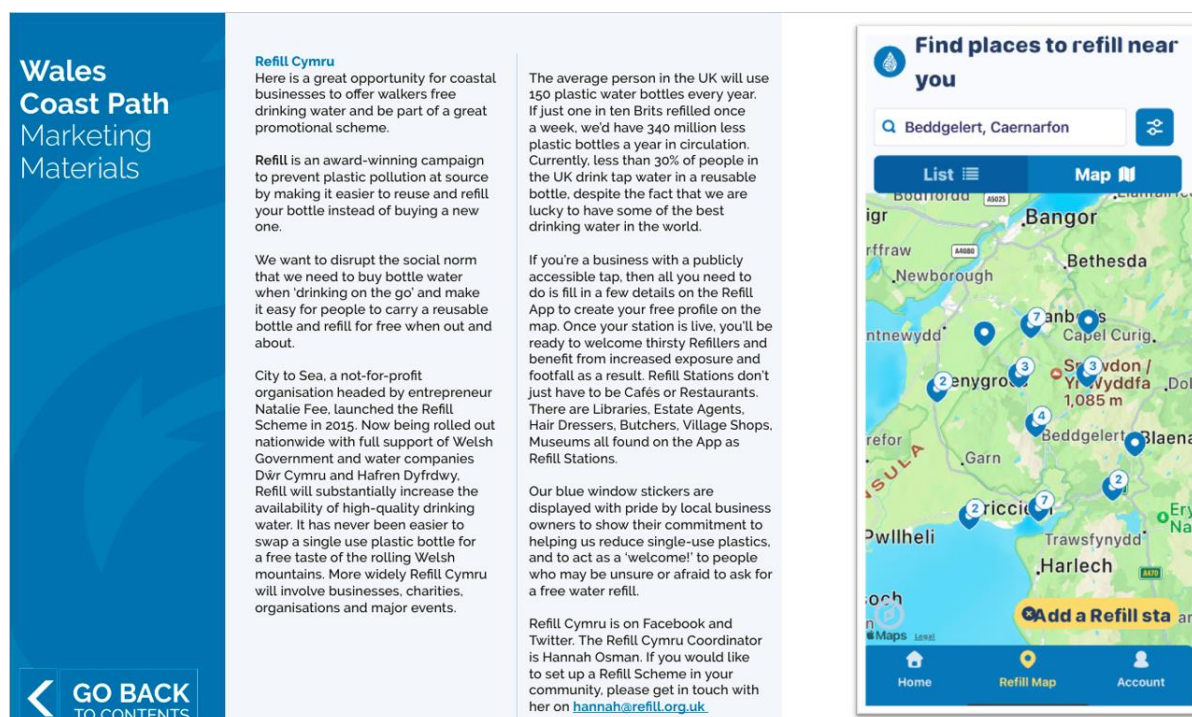


Figure 34 Refill app screenshot and example marketing material

7.6 Dog-friendly amenities

A recent UK study⁸² by researchers at the University of Surrey found that “increases in dog guardianship and the demand for dog-friendly travel services present an opportunity for tourism providers, but this market can still be undervalued or taken for granted.” In the UK, 29% of adults have at least one dog in their home, with 4.1 million dogs having been acquired since March 2020, bringing the UK dog population to roughly 11 million in 2023⁸³. The increased number of dogs and the strength of guardians’ attachment to their dogs are reflected in the increased desires and demands for options to travel with their dogs. Indeed, previous studies in the UK have indicated that the majority of people with dogs plan their breaks around their dogs (67%) and enjoy their vacations more when they can travel with their dogs (56%)⁸⁴.



The SST trail visitors survey confirmed this situation, with a high proportion of respondents walking the trail not just with friends and partners but also accompanied by their dogs.

⁸² <https://doi.org/10.1177/13567667231202798> The social behaviour of traveling with dogs: Drivers, behavioural tendencies, and experiences

⁸³ PDSA [People’s Dispensary for Sick Animals] (2023) PAW: PDSA animal well-being report 2023, <https://www.pdsa.org.uk/what-we-do/pdsa-animal-wellbeing-report/paw-report-2023>

⁸⁴ Statista (2020) Attitudes of dog owners towards holidaying with their pet in the United Kingdom in 2018 <https://www.statista.com/statistics/882297/dog-owners-and-holiday-travel-united-kingdom-uk/>

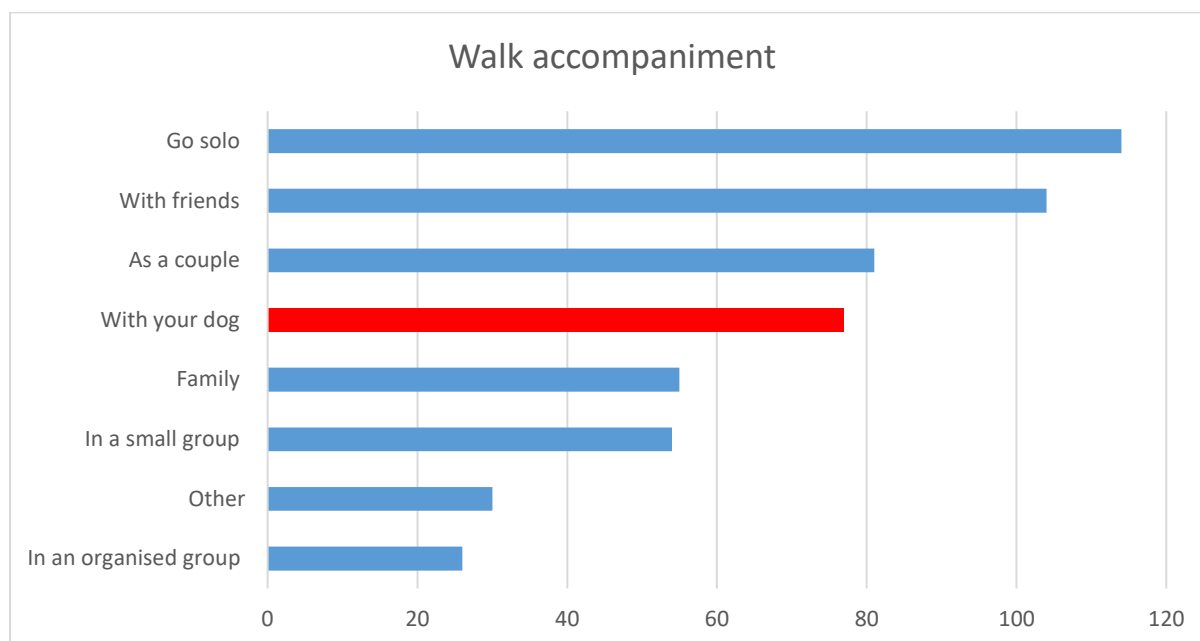


Figure 35 Preferences for accompaniment of trail user survey respondents

Walkers with dogs are keen to know where there are hospitality establishments which are dog-friendly, and whilst many hospitality venues have woken up to this expectation and opportunity, providing indicators at the door, (and even providing dog-related foodstuffs,) the University of Surrey study indicates the awkwardness which dog guardians find with planning ahead to identify such pet-friendly venues. It is notable that a range of travel-marketing organisations^{85 86 87 88} in the region and in the wider UK are now beginning to promote such facilities, though it can be difficult to identify an appropriate comprehensive and truly authoritative source.

⁸⁵ <https://www.walksnowdonia.co.uk/post/is-snowdonia-dog-friendly-best-walks-with-your-dog>

⁸⁶ <https://www.nationaltrust.org.uk/visit/wales/dog-friendly/visiting-snowdonia-with-your-dog>

⁸⁷ <https://www.nationaltrust.org.uk/holidays/wales/cottages/dog-friendly>

⁸⁸ <https://www.sustrans.org.uk/our-blog/national-cycle-network-route-collections/2023/all/9-dog-friendly-cafes-on-the-national-cycle-network>

7.7 Accommodation

A significant proportion of trail visitors make short and often spontaneous visits, for which a limiting factor and aggravating issue can be the difficulty of arranging last minute single night stays.

The growing number of visitors making such unscheduled stays in camper vans has been a political hot potato in recent seasons, with local authorities taking measures to prohibit stays in laybys, and (on an experimental basis) to facilitate short campervan stays in several key car-park locations in the major towns. Some public discussion has contrasted these with the European mainland concept of *aires*⁸⁹. Several enterprising farms and campsites in the UK have awoken to this tourism requirement, and the *BritStops* website⁹⁰ indicates a wide spread of locations which will accept campervans on a single night, no advance notice basis. The current distribution map indicates that this growing provision is widespread except for in the broad Snowdonia region. This may be a potential business opportunity to more easily facilitate short stays for brief unscheduled hiking visits.

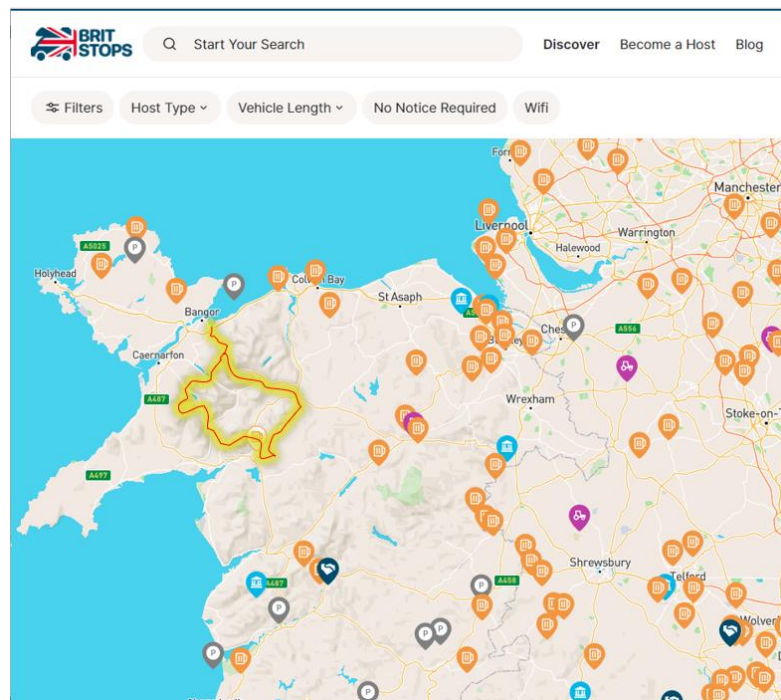


Figure 36 Distribution of independent overnight stay aires



Figure 37 Example local motor-caravan overnight stay aire

⁸⁹ <https://www.pitchup.com/guides/motorhomes/aires/>

⁹⁰ <https://www.britstops.com/>

7.8 Horse-friendly Amenities

On a similar basis, several equestrian respondents to the trail-user survey identified difficulties with finding campsites and/or farms where a horsebox/horse-trailer could be accommodated, and the horse corralled in a paddock for a short period or overnight. These respondents' views were that they were happy to pay a small premium for such facilities, given that their only alternative option was often to drive some considerable distance, often out of region, in vehicles with relatively high fuel consumption, to reach somewhere suitable. Their personal accommodation needs were meagre – as modern horseboxes often incorporate a small living section.

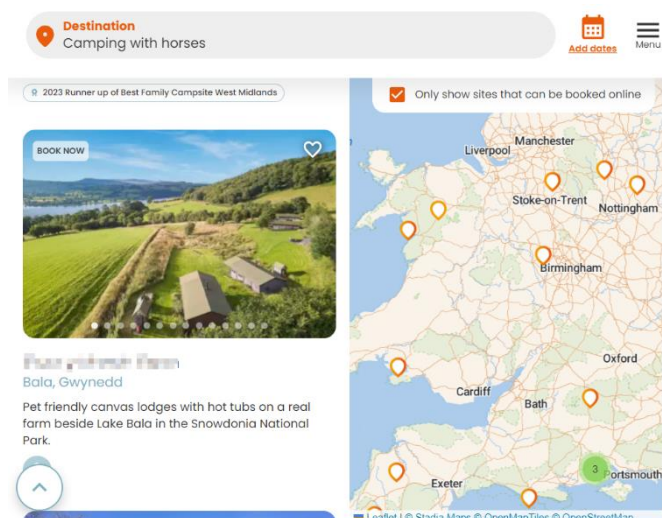


Figure 38 Horse-friendly camping locations in the region

7.9 Shelter/Safe Areas

Several survey respondents noted a wish for some shelter at occasional points en route,



requests for benches in the trail user survey comments, as well as occasional resting places for breaks.

in which to rest briefly for refreshment breaks (especially in bad weather).

There are already some good examples of this provision, and as these sorts of facilities make good “dwell points” they are therefore good potential locations for information boards which the visitors will have time to view and digest.

Similarly, there were a number of

A small compilation of examples from throughout the ENP is provided in Appendix 3, to highlight that there is already quite a wide variety of formal and informal seating places in the vicinity of the trail and the wider ENP. The frequency of benches in all sections of the SST remains uncertain.

7.10 Public Transport Links

Survey respondents identified the planning challenge of ascertaining reliably the possible public transport routes especially from the more remote start and endpoints of trail sections, (without recourse to the expense of calling taxis.)

Respondents voiced an expectation to find a clear single consistent source of public transport information. The *Fflecsi* bus service (which is on demand and booked in advance) is a relatively new concept and although operating in a number of remote patches, only the remote eastern aspect of the

SST is serviced in this manner⁹¹.

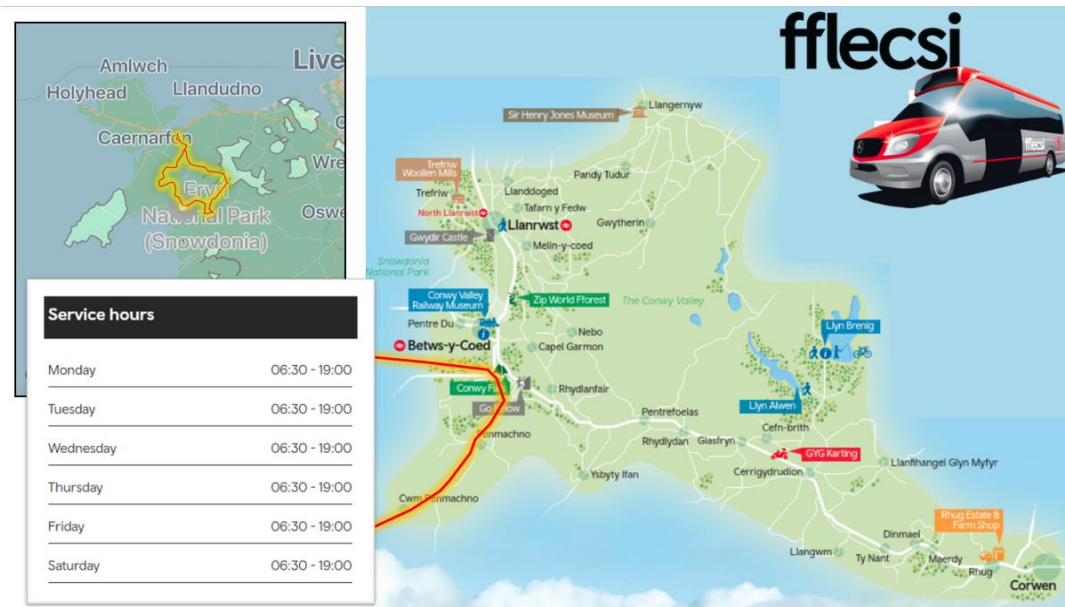


Figure 39 Fflecsi bus service locations in the region

The density of regular bus services is greatest in and out of the more populated sides of the region.

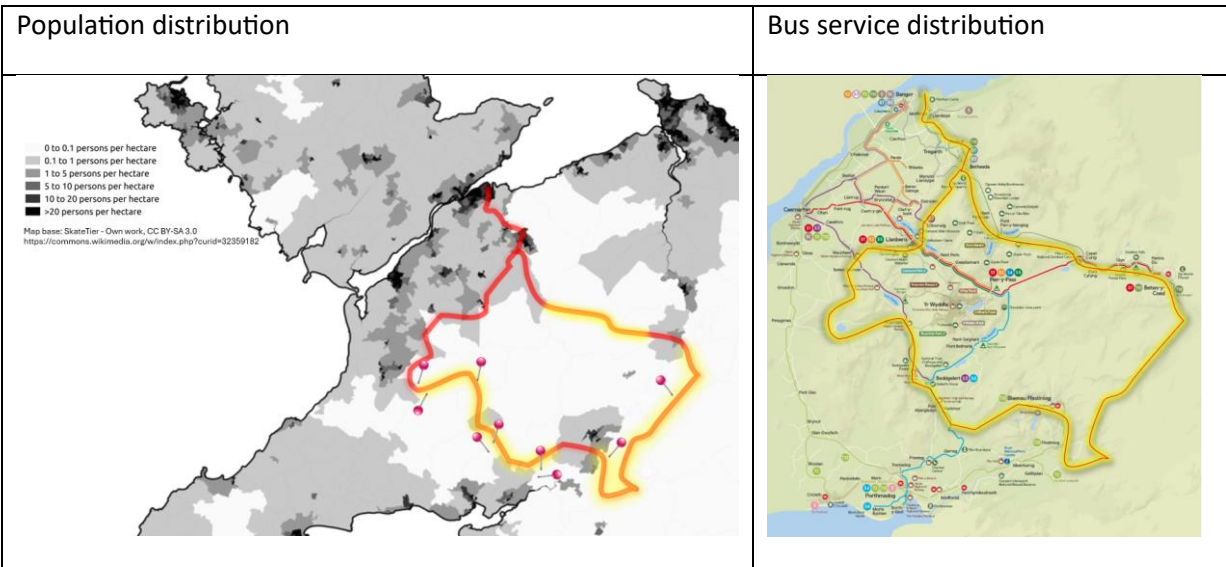


Figure 40 Bus service route overview related to local population

This renders three sections of the trail to be more challenging for visitors to plan public transport links in and out.

The connections deeper into the central region are generally serviced by the Sherpa bus service, which, despite being a more sparsely populated area, is recognised as being a high demand area in the height of the tourist season, and the wisdom gained over recent years for the seasonal effects of demand variability has caused the operators to plan for services which can be scaled periodically according to projected demand⁹².

⁹¹ <https://tfw.wales/flecsi/locations/conwy-valley>

⁹² <https://www.route-one.net/features/sherpar-wyddfa-a-sustainable-network-built-on-tourism/>

7.11 Recommendations

1. Address Essential Trail Amenities for Enhanced Visitor Experience:

- **Waymarking and Navigation Tools:** Most trail users are satisfied with the current waymarking on the SST, but many rely on external navigation aids such as Ordnance Survey (OS) maps and apps. Enhancing trail maps to include popular off-trail routes, such as those on AllTrails, would benefit visitors interested in exploring beyond the main trail.
- **Facilities (Toilets, Cafes, Pubs):** The need for accessible and clear information about facilities, especially toilets and refreshment stops, is critical. There is currently no single reliable source for this information, and inconsistent availability has led to visitor dissatisfaction.

2. Improve Accessibility to Services and Information:

- **Parking:** Many respondents cited parking concerns, particularly availability, price, and amenities for horseboxes. While major car parks are monitored via apps, remote sections of the trail still face congestion. Expanding smart parking initiatives to these areas is recommended.
- **Public Transport Links:** Visitors struggle with accessing remote sections of the trail via public transport, especially without clear and up-to-date schedules. Improved coordination with services like the Sherpa bus and Fflecsi could enhance visitor planning for point-to-point hikes.

3. Cater to Specific User Groups to Broaden Trail Usage:

- **Dog Walkers:** Given the growing trend of dog ownership and the popularity of dog-friendly travel, hospitality venues and trail facilities should more prominently cater to visitors with dogs, including clearer information about dog-friendly stops.
- **Equestrians:** Horse riders face challenges in finding campsites and paddocks for their horses. Developing equestrian-friendly amenities at strategic points along the trail could attract more horse-riding visitors.
- **Mountain Bikers and Hikers:** Trail runners and mountain bikers are increasingly using the SST, and additional services catering to these users—such as route planning tools and accommodation options—could further boost engagement.

4. Promote Local Water Refill Schemes and Shelter Options:

- **Water Refills:** Refill stations along the SST should be better promoted and linked to the Refill Wales scheme, as visitors want clear access to drinking water. This will also support sustainable tourism by reducing single-use plastics.
- **Shelters and Benches:** More resting areas, especially shelters and benches, are requested by visitors. These provide comfort and safety, particularly in adverse weather, and would be valuable additions to the trail infrastructure.

5. Enhance Digital and Physical Information for Visitors:

- **Consolidated Digital Platforms:** A single, reliable source of information for trail facilities, including real-time updates on cafe openings, parking availability, and public transport schedules, should be developed. Digital platforms like an enhanced SST app or website could centralize this data for easier visitor planning.
- **Information Boards:** Static boards at key points along the trail could offer more practical information on nearby services and trail sections, especially in remote areas with limited mobile signal.

7.12 Synopsis

Survey responses from SST visitors reveal the importance of key facilities like clear waymarking, toilets, cafes, and parking, with a strong reliance on OS maps and digital apps for navigation. Visitors are generally satisfied with the trail's current waymarking, but many wish to explore off-piste routes that aren't included in official SST maps. Amenities like parking and public transport links remain areas of concern, particularly in remote sections of the trail.

Dog walkers, horse riders, and mountain bikers represent key user groups, with growing demand for more dog-friendly hospitality venues, equestrian accommodations, and mountain biking routes. The development of shelters and benches along the trail is also a frequently mentioned improvement, offering protection and comfort in challenging weather conditions. Enhanced digital tools for route planning and real-time service updates could significantly improve the visitor experience, providing a consolidated platform for information on amenities, transport, and nearby services.

8 Nurturing the Welsh Language and Culture

8.1 Introduction

The SST is embedded into the heart of the North Wales landscape, meandering through the mountains, passing historic landmarks where in these areas, the Welsh culture is deeply rooted in its history, language and traditions.

Trails can influence interest in cultural activities by drawing visitors into towns and villages. Heritage trails can also encourage local tourists, communities and visitors to participate in cultural events that showcase local traditions and practices.

The Gwynedd and Eryri National Park Visitor Economy principles are: Celebrate, Respect and Protect our Communities, Language, Culture and Heritage, Maintain and Respect our Environment and Ensure that the advantages to Gwynedd and Eryri's communities outweigh any disadvantages.⁹³

⁹³ <https://snowdonia.gov.wales/wp-content/uploads/2023/08/EYCGE-Plan.pdf>

The Creu Conwy consultation in 2021 prioritised the need for a sustainable tourism model that supports 'Conwy's' environment, language and communities.⁹⁴ A year later, Conwy County Borough Council also undertook a 'Welsh language and visitor offer study, and of the 69 business who responded 81% said Welsh language enriches customer experience, and 79% said the Welsh language is of value to the business, and from the surveyed visitors' perspective said that the Welsh language enriches the cultural experience.⁹⁵

Identifying areas and programmes which support the SST to nurture the Welsh language and culture ties in with cross cutting themes such as;

- a) equal opportunities and gender mainstreaming
- b) sustainable development
- c) tackling poverty and social exclusion as cross-cutting themes (CCT) indicators identified in the TAD report.

There are other areas in this report where these CCT's are also covered, especially within the section identifying what hikers need, in particular, section 7 What facilities do trail users want? and section 9 Local Business Benefits.⁹⁶

Around 29% of the population in Wales (approximately 883,300 people) can speak Welsh, according to the 2021 Census. The language is most spoken in the north and west of the country.

The Welsh government has a target of one million Welsh speakers by 2050 under its Cymraeg 2050 strategy.

The Welsh language reflects a rich blend of ancient Celtic influences and modern practices, with a strong sense of national identity. It is one of the oldest languages in Europe with roots going back over 1500 years. Below are some key facts and aspects of Welsh culture and its importance.

Welsh (Cymraeg) is more than just a means of communication; it represents the heart of Welsh identity. The language is integral to the Welsh people, it's part of their shared inheritance and identity as a nation, 'but its future cannot be taken for granted' (WG,2020), and is seen as a cultural symbol, fostering a sense of belonging and continuity with Wales' historical past.⁹⁷

The Welsh Language Act 1993 and the Government of Wales Act 1998 guarantee the equal status of Welsh and English in public sectors, allowing people to use Welsh in legal settings and in communications with government bodies.⁹⁸

⁹⁴ <https://www.conwy.gov.uk/en/Council/Have-your-say/Consultations/Past-Consultations/Feedback-on-the-Consultation-Creu-Conwy-Creating-the-Spark-%E2%80%93-A-Cultural-Strategy-for-Conwy-County-Borough-2021-2026.aspx#:~:text=From%20nd%20August%20to%2017th%20September%202021%2C%20we,respondents%20supported%20all%20key%20aims%20of%20the%20strategy%3B>

⁹⁵ <https://www.conwy.gov.uk/en/Council/Strategies-Plans-and-Policies/Destination-Conwy/documents/Destination-Conwy-Management-Plan-2019-2029.pdf>

⁹⁶ <https://www.gov.wales/evaluation-tourism-attractor-destinations-final-report-summary-html#:~:text=Evidence%20collected%20and%20reviewed%20during,tourism%2Drelated%20and%20regeneration%20activity>

⁹⁷ <https://www.gov.wales/cymraeg-it-belongs-to-us-all-html>

⁹⁸ <https://www.welshlanguagecommissioner.wales/media/mh2pssy3/welsh-language-schemes-their-preparation-and-approval-in-accordance-with-the-welsh-language-act-1993.pdf>

Despite this, there have been reports of a slight drop in the total number of Welsh speakers in Wales since 2022, according to the Annual Population Survey (APS) in 2023 which estimated that 29.2% of people aged 3 or over were able to speak Welsh, around 896,300 people. This is about 0.3% lower than in the previous year. Gwynedd records the highest level of Welsh speakers in Wales (96,000). With Gwynedd having such a high percentage of 77.2%, the highest amount in Wales⁹⁹ it sits within what would be ‘considered an area of higher density linguistic significance’ as stated in Dr Simon Brooks Commission for Welsh speaking communities final report 2024¹⁰⁰

Interestingly, a greater percentage understand Welsh (33.3%) than can speak the Welsh language.¹⁰¹

The Welsh language has also seen a significant revival due to programmes such as the Welsh-medium schools and the expansion of Welsh-language media have contributed to this growth. In 2023 the number of Welsh learners reached 3 million on Duolingo for the first time in its history.¹⁰²

‘It's remarkable to witness how 850 years of tradition have culminated in this event, particularly given the challenges faced by the Welsh language over the centuries. The 2021 census reported a decline in Welsh speakers, casting doubt on the Welsh Government's goal of achieving one million Welsh speakers by 2050’ (Jones, 2024)¹⁰³.

Welsh is recognized as a minority language by the European Charter for Regional or Minority Languages, which protects its use and development.

Wales' industrial past, (especially in slate quarrying between C18th to C20th, when the slate industry played an important part within the global economy by putting a roof on the world), played a key part in its modern cultural identity¹⁰⁴. Towns in North Wales, such as Blaenau Ffestiniog, and Llanberis, grew around slate quarries and are now part of Wales’ rich heritage tourism.

Welsh was the only language spoken by the quarry men and their families during the peak periods of the slate industry. There is even a specific dialect that cannot be translated which was uniquely created and spoken by the quarry men (National Slate Museum).

‘Trails are essential elements in the natural and cultural landscape, developed from ancient pathways into routes of great significance for recreation and tourism in contemporary societies’ (Kling et al, 2017).¹⁰⁵

The SST is an important connecting tool that knits communities together and could have the power to influence and nurture further an educational infrastructure of the Welsh language and Culture in the areas and communities it passes through. Many key points along the trail are considered to be gateways into the landscape and into the communities.

Today, efforts to preserve former industrial sites as UNESCO World Heritage Sites have helped to highlight this heritage globally and preserve its cultural significance for future generations.

⁹⁹ <https://www.statista.com/statistics/383038/welsh-language-speakers-by-region/>

¹⁰⁰ <https://www.arsyllfa.cymru/commission-for-welsh-speaking-comunnities-final-report-launched/>

¹⁰¹ (<https://www.gov.wales/welsh-language-data-annual-population-survey-2023>

¹⁰² <https://nation.cymru/news/welsh-language-hits-3-million-mark-on-duolingo/>

¹⁰³ <https://www.dailypost.co.uk/news/north-wales-news/what-future-holds-welsh-language-29718640>

¹⁰⁴ <https://snowdonia.gov.wales/wp-content/uploads/2023/02/SPG-Slate-WHS-S.pdf>

¹⁰⁵ <https://doi.org/10.1080/14724049.2022.2030745>

8.2 Methodology

To gain perspectives from multiple sources, primary research was the main methodology utilised for this section, that involved a series of interviews with many businesses, organisations, authorities, and enterprises.

To understand how the SST can nurture the Welsh language and culture, the SST team worked with several community researchers from three key communities along the trail, Dyffryn Nantlle, Blaenau Ffestiniog, and Dyffryn Ogwen.

The first stage of the discussions with the researchers was a listening and capturing personal views exercise on how the trail could further support the Welsh language and culture. It was deemed important to first hear their thoughts, especially as they live and work within these key communities, part of the fabric that makes these slate communities.

A synopsis was constructed from the initial focus meetings with the three teams on how the SST could nurture the Welsh language and culture:

- **Incentivize Good Deeds:** Inspired by Copenhagen's approach, reward visitors for community-benefiting activities (e.g., cleanups) with discounts at local businesses. This could promote *laith* and support the local economy.
- **Welsh-Language Treasure Hunt:** Create a fun, interactive trail encouraging visitors to engage with businesses and practice Welsh. Rewards foster confidence and promote local commerce, creating a cultural experience for tourists.
- **Promote Slow, Local Tourism:** Encourage visitors to stay longer, integrating local Welsh food experiences, such as bakery deliveries to holiday accommodations. Promote businesses like Bethesda's pizza and cheese producers. Support local food by tying these events and storytelling along the trail.
- **Comprehensive Local Directory:** Build a directory of local SMEs, social enterprises, and community businesses offering authentic Welsh cultural experiences, including local food, music, and events. Highlight key points of interest on the trail to help tourists find these hidden gems.
- **Collaborative Business Promotion:** Use shops as tourist information hubs, promoting smaller businesses through partnerships. Establish a shared platform or website to tell stories, offer local food tours, and host events that align with trail routes.
- **Engaging Information Boards:** Modernize information points with audio features and interactive boards sharing local weather, nature insights, and events for families. QR codes can link to Dyffryn Ogwen's history, mountain names, and local stories.
- **Cultural Events Along the Trail:** Host events celebrating local history, food, and music, helping tourists understand the significance of Welsh names and culture. Link these events to both summer and winter trail experiences.
- **24hr -3 Day Experience Tours:** Offer curated multi-day itineraries featuring local food, lodging, entertainment, and cultural experiences that link up the communities along the SST, encouraging longer stays, boosting the local economy, promote out of season tourism, and deepening visitor engagement with Welsh culture.

From these initial meetings, the researchers proposed their activity plan and shared their approach to this research. Each of the three groups decided very different approaches to investigate.

8.3 Overview results from Blaenau Ffestiniog

(A full report can be found in Appendix 6)

Survey responses highlight several key opportunities for promoting Welsh language and culture on the SST. Key suggestions include:

1. **Bilingual Interpretation:** Install bilingual interpretation boards focusing on local history, mythology, and Welsh place names. This could help enhance cultural understanding for visitors.
2. **Interactive Digital Elements:** Incorporate technologies such as QR codes or a trail-specific app to provide interactive and immersive experiences.
3. **Live Events and Workshops:** Respondents expressed strong interest in hosting bilingual workshops, guided tours, and community-based educational activities focused on Welsh language and history.
4. **Partnerships:** Collaborative efforts with local artists, businesses, and stakeholders such as Eryri National Park Authority and Cyngor Gwynedd are viewed as vital for promoting cultural and linguistic aspects of the trail.
5. **Local Industry Links:** There is enthusiasm for linking the trail to local industries, such as mining, and reinforcing these connections through storytelling and events that tie into the region's heritage.
6. **Welsh Language Policies:** Developing strong Welsh language policies and integrating these into the trail's management is seen as essential by local stakeholders.

Overall, the findings reveal a shared vision among public bodies, private businesses, and the third sector in the Bro Ffestiniog area. There is broad support for using the SST as a vehicle to nurture Welsh language and culture, enhance community engagement, and promote local identity. These initiatives are seen as integral to both cultural preservation and economic sustainability for the region.

8.4 Overview of results from Dyffryn Ogwen

(A full report can be found in Appendix 6)

Having highlighted that there is a lack of awareness of what is available in Bethesda and surrounding areas, the team set out to explore whether there was community interest in developing a local programme or itinerary available out of season that highlighted the culture and use of Welsh language. These should showcase specially selected local produce and authentic experiences led by social enterprises and small businesses in and around Bethesda, that could link up with other 24-hour itineraries at neighbouring villages and towns along the SST. Thus, encouraging more reasons to stay longer.

Following numerous interviews with a varied mix of local Welsh producers, artists, social enterprises, and small businesses, the majority were extremely enthusiastic, and excited about participating and collaborating as a collective to showcase what the area has to offer.

From these results, the team created a sample 1-day itinerary trail around the town including a description of the activity at each stop. The team carefully considered the unique and authentic experiences only available in and around Dyffryn Ogwen. The sole purpose for this itinerary is to provide recommendations to visitors as to what to do in the area, and activities would need to be booked or arranged by the visitor directly with the activity provider.

(For sample itinerary, please refer to the Appendix 6.)

Since speaking with interested parties, many have contacted the team again expressing their ongoing support and interest in knowing when the initiative will come into fruition.

8.5 Overview of results from Dyffryn Nantlle

(A full report can be found in Appendix 6)

Discussions with the Nantlle team revealed strong interest in using the SST to highlight the region's language and history. An idea to research was whether to install information boards along the route would further nurture the Welsh language and culture along the trail, particularly at historic buildings and landmarks, allowing the community to engage in the project.

Research focused on the 18-30 age group showed that many were unaware of the trail or felt it lacked sufficient information about Welsh culture. Feedback from the "GorpGirlsOutside"¹⁰⁶ community noted that while the trail was enjoyable, more detailed information on historical sites would enhance the experience.

Other respondents emphasized the importance of bilingual signage and suggested incorporating QR codes for additional digital content, while also ensuring physical boards had adequate information for non-digital users. Collaboration with local art venues was also recommended to further enrich the trail's cultural offering. Overall, the responses reflect strong community enthusiasm for adding historical and cultural context to the SST using noticeboards.

8.5.1 Creative Community Engagement for Cultural Promotion

Further research explored creative ways to use noticeboards to promote Welsh language and culture on the SST through community involvement. Local schools, artists, and residents could contribute to evolving, engaging displays that reflect the area's heritage.

- **Creative Information Boards:** Propose using uniquely designed boards to highlight local language, history, and culture, with community involvement in development.
- **Youth Engagement:** The Arts Council of Wales' *Voice of Place* project demonstrated young people's enthusiasm for combining creative projects with Welsh heritage.
- **Rotating Exhibits:** Suggest changing board content annually, allowing new groups to contribute, keeping the trail fresh and engaging.
- **Community Involvement:** Local conversations revealed support for regularly updating boards and keeping the community actively involved in their creation.
- **Funding Opportunities:** Research shows that local funding is available for projects promoting Welsh language and culture, aligning with public and funders' priorities.

8.5.2 Feedback from Visitors and Locals on Noticeboards

A final approach involved attending local events and gathering feedback from both tourists and locals in the villages of Nantlle and Talysarn. The main question posed was whether visitors would be inclined to explore nearby villages if noticeboards with information about Welsh language and culture were available along the SST.

¹⁰⁶ <https://linktr.ee/gorpgirls>

- **Visitors:** Many were supportive of the idea, especially if facilities like shops, toilets, and pubs were available. Some, however, said they would only explore further if they had more time.
- **Locals:** There was strong support for more tourism, with the consensus that noticeboards would boost local economies. They stressed that Welsh language should be prominent on all boards to highlight the region's culture.

8.6 Summary of Community Slate Researchers investigations

Researchers explored how the SST could better nurture Welsh language and culture, gathering insights from the communities of Ogwen, Blaenau, and Dyffryn Nantlle. Across the three areas, a strong interest emerged in using creative methods to enhance cultural engagement and historical awareness along the trail. Below is a summary of key findings:

- **Cultural and Historical Context:** There is a clear demand for more historical information along the Trail, particularly through information boards that highlight local landmarks, buildings, and Welsh place names. These boards could serve to engage both visitors and locals in the area's heritage, with respondents particularly interested in making them bilingual and creative.
- **Youth and Community Engagement:** Schools, artists, and local residents showed enthusiasm for actively participating in the creation of these information boards. The idea of rotating content annually, especially with contributions from young people, was seen as a way to keep the trail dynamic and continuously engaging for the community.
- **Tourist Experience and Facilities:** Feedback from visitors indicated that while they found the SST enjoyable, they felt there was a lack of detailed information about the historical and cultural significance of the route. Some expressed interest in having more accessible information through both physical boards and digital resources (e.g., QR codes). The availability of local facilities such as shops, toilets, and pubs were seen as essential to making the villages along the trail more appealing to tourists.
- **Promotion of Welsh Language:** There is a strong desire among locals for the **Welsh language** to be more prominently featured on all signage and information boards. This aligns with a broader community aspiration to preserve local Welsh names and heritage, which many feel are being eroded by tourism.
- **Economic and Social Impact:** Locals see enhanced tourism through the SST as an opportunity to boost the local economy. Many respondents supported using thematic itineraries such as food and drink, arts and crafts, as well as information boards to encourage longer stays and deeper engagement with the local culture and businesses.
- **Local Storytelling and Arts:** Collaboration with local arts venues, such as The Station in Penygroes or Storiell in Bangor, was suggested to enrich the trail experience through storytelling, exhibitions, and creative projects, further linking the trail with thematic local culture and Welsh language, achieved through 1-day itineraries that could link up with the next neighbouring village or town on the trail.

Overall, the research shows strong support for improving the cultural and linguistic visibility of the SST, with information boards seen as a vital tool in achieving this goal. The community expressed a collective commitment to preserving Welsh culture and history while making the trail an engaging and enriching experience for visitors.

8.6.1 Interviews and Events

Specific relevant events were attended such as the Cwmni Bro Ffestiniog business partnership meeting, Dinorwig discover walk, Alex Ioannou (Ymchwilydd Doethurol/Doctoral Researcher, Prifysgol Bangor), 'Newid Eryri/Changing Eryri talk and exhibition, and several interviews were conducted with local social enterprises and small businesses (see Table 9 below) to gather their insights on how the SST could further nurture the Welsh language and culture.



The National Slate Museum	Gwynedd Council	St Curig's Church
Menter Fachwen	Prifysgol Bangor	Go Below
ENPA	Conwy Falls Forest Park Cafe	Gwynedd Council, LleCHI LleNI / LleCHI LleNI Project
Snowdonia Hospitality & Leisure Ltd	Lloyd George Museum Gwynedd Council	

Table 9 Attendances & interviews at events

The following key findings were recognised:

- All interviewed mentioned the importance of storytelling in some form along the trail, from creating immersive experiences by working with live local musicians, entertainers, story tellers, theatrics, or by story boards with audio to go with the visuals of the landscape.
- During the event 'Reframing Wales' in Pontio, Ioannou (Prifysgol Bangor) discussed the relationship between the people from the Northwest and its changing landscape. During the follow up interview, Ioannou highlighted that it is important to create opportunities where visitors are part of the story, connecting with communities, writing stories that involves the visitor and the community. Using the SST as the base story, as the connection, when people feel part of a place, they then want to stay longer, to be in the frame rather than looking through it. A sentiment shared by Aquino, Lück, & Schänzel, (2022) who argued that storytelling is an ancient technique of lesson learning and sense-making familiar to all cultures¹⁰⁷.
- Mike Morris (Operations Manager, Go Below) discussed that it's great to see signs explaining what happened in a specific spot in time gone by, using artifacts or industry features to help tell the story.
- Ioannou also discussed the importance of reminding people that Welsh is a living language, with different lingos and dialects in different communities, giving opportunities to teach key phrases from the communities, and create a fun quiz.
- A thought shared by Julie Williams, Marketing and Communications Manager (National Slate Museum) and Nicola Jones, Lloyd George Museum Development Officer (Gwynedd Council); both discussed the unique dialect of the Quarry workers which could be used as a distinctive

¹⁰⁷ <https://www.sciencedirect.com/science/article/pii/S2666957924000326#bb0015>

part of the experience. Alice Douglas, Proprietor (St Curig's Church) agreed with this sentiment, and that it would be good to gather stories from those who have worked in the slate quarries, using the stories to create an immersive experience which could be downloaded along the route through way markers with QR codes at specific relevant points.

- Meleri Davies, CEO, Partneriaeth Ogwen, thought free activities around local Welsh history would be a good way to create Welsh learning experiences that are open to everyone. In Bethesda, Welsh is the predominate language that can be heard, so it's an ideal place to set up opportunities to gain confidence through hearing, practicing and learning the Welsh language in its natural environment. Events such as the free discovery walk that was run by Gareth Roberts
- All those interviewed mentioned place names as being extremely important in achieving a sense of place and belonging. Following a discovery walk in Dinorwig at which 30 other predominately local people attended led by Gareth Roberts (Menter

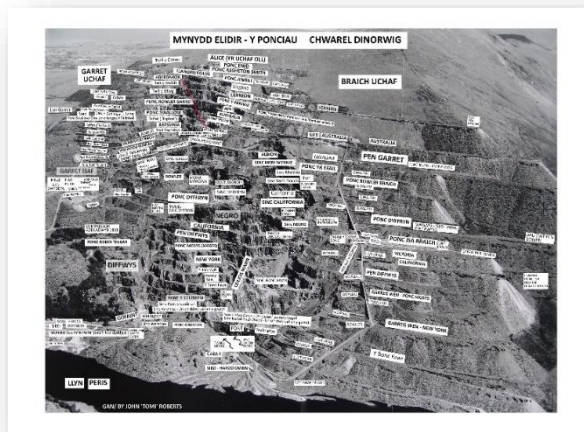


Figure 41 Landscape place names

Fachwen), in an interview that followed, Roberts spoke about the many years spent dedicated to researching slate landscape place names, and the stories behind them. He confirmed that it is important to tell these stories, as many are related to families who have lived in these communities for generations, over decades, and it is of importance for visitors and locals to hear about them. This should lead to a greater deeper connection with a place.

Morris (Go Below) shared similar thoughts that providing Welsh translations, place names and meaning adds to the learning experience in a fun way.

Many of those interviewed agreed, including that the SST could highlight places to leave the trail and send people to see/visit interesting historic landscapes, referring them to points in which to speak Welsh and hear the Welsh language, such as a local community pub, a place for a local.

- Another point was raised by Douglas (St Curig's Church), suggesting that creating immersive theatrical experiences and events along the trail could be used to find out about stories from families, creating a narrative along the route using local musicians, performing arts.
- Douglas (St Curig's Church) also shared a thought to promote free things – things to look out for, do, on or along the SST, encouraging domestic tourism, especially with feedback from clients expressing how expensive it is to holiday in the UK as a family, and that it's cheaper to go overseas.
- Jess Blythyn, (Manager, Conwy Falls Forest Park Café) suggested that as a parent of young children, it would be beneficial if 'there were some interactive elements or find-me trails

(e.g. animals or pictured objects) that have the names of the pictures in both Welsh and English, I would certainly encourage my children to learn both. Plus, it also helps me to learn Welsh too (as a learner)’.

Significant are the upcoming opportunities as described by Lucy Thomas, Rheolwr Prosiect LleCHI LleNI / LleCHI LleNI Project Manager (Gwynedd Council) for the slate communities to be involved in protecting the slate culture for generations to come, which of course includes opportunities for the SST to collaborate and support such projects such as events, storytelling, young slate ambassador initiatives, working with schools, and local businesses.

The suggestions highlighted by both the community slate researchers and those businesses and organisations interviewed identified in this section clearly align with the new Wales brand ‘This is Wales/Gwlad’ objectives as required by Visit Wales/WG:

- ✓ Elevate our status
- ✓ Surprise and inspire
- ✓ Change perceptions
- ✓ Do good things
- ✓ Be unmistakably Wales

There were also ideas to utilise a talented workforce within these communities, generating opportunities to showcase skills that are traditional to the slate landscape, and bring new products to the market that are inspiring, and immersive. Some of these should focus on the Welsh food and drink sector, be sustainably sourced products, and be all year-round events that are lively and exciting, all of which help support local businesses stay open more and keep communities alive.¹⁰⁸

8.7 Recommendations

Blaenau Ffestiniog Findings: Enhancing Cultural Engagement and Welsh Language Integration Through Bilingual Interpretation, Events, and Local Collaboration

1. Bilingual Interpretation and Interactive Elements

- **Bilingual Signage:** Install bilingual interpretation boards highlighting local history, Welsh place names, and mythology to engage visitors with cultural heritage.
- **Interactive Digital Features:** Use QR codes and a trail-specific app to offer immersive, educational experiences, blending physical visits with digital content.

2. Cultural Events and Workshops

- **Live Workshops and Tours:** Organize bilingual workshops, guided tours, and community-based events that promote the Welsh language and regional history.

¹⁰⁸ <https://assets.wales.com/pages/brand>

3. Partnerships and Local Collaboration

- **Collaboration with Local Entities:** Partner with local artists, businesses, and key stakeholders like the Eryri National Park Authority and Cyngor Gwynedd to enhance the cultural and linguistic experience along the trail.
- **Connecting to Local Industry:** Strengthen ties between the trail and local industries, such as slate mining, by linking their heritage with events, storytelling, and themed itineraries.

4. Welsh Language Policy Integration

- **Policy Development:** Develop and implement strong Welsh language policies within the trail's management structure to ensure language visibility and usage at every stage of the visitor experience.

Dyffryn Ogwen Findings: Community Engagement and Cultural Itineraries

1. Awareness and Seasonal Programming

- **Develop Local Itineraries:** Create a community-focused programme or itinerary, particularly out-of-season, to highlight local Welsh language, produce, and authentic experiences led by social enterprises and small businesses. These itineraries can be linked to neighbouring towns to encourage extended visits.

2. Collaborative Enthusiasm

- **Business and Artist Collaboration:** Local producers, artists, and small businesses expressed high enthusiasm to collaborate in developing a sample 1-day itinerary that features unique, authentic experiences. This initiative encourages further engagement with the local culture and increases visitor interest in the area.

Dyffryn Nantlle Findings: Cultural Enhancement through Creative Boards

1. Information Boards and Digital Integration

- **Cultural Noticeboards:** Install bilingual and creatively designed information boards at historical landmarks to enhance awareness of the Welsh language and heritage along the SST.
- **Rotating Exhibits:** Involve local schools, artists, and residents in developing dynamic, rotating board content, ensuring community engagement and fresh contributions each year.

2. Feedback and Community Support

- **Visitor and Local Responses:** Both tourists and locals expressed strong support for noticeboards that highlight Welsh culture. Locals emphasized the importance of the Welsh language in promoting regional identity and tourism.

Key Findings Across All Communities

1. Cultural and Historical Engagement

- **Heritage Visibility:** There is a strong demand for more detailed historical information through bilingual interpretation boards. The boards should creatively highlight local landmarks, Welsh place names, and folklore to engage both locals and visitors.

2. Community and Youth Involvement

- **Creative Collaboration:** Schools, artists, and residents are eager to participate in designing and updating information boards, ensuring that the cultural content stays relevant and engaging.

3. Tourism and Economic Impact

- **Local Facilities and Services:** Visitors expressed the need for accessible local amenities (e.g., shops, toilets, pubs), which would enhance their experience and promote longer stays in nearby villages

4. Welsh Language Promotion

- **Signage and Language:** Prominently feature the Welsh language on all information boards to preserve local heritage and promote a sense of place and belonging.

5. Storytelling and the Arts

- **Cultural Enrichment:** Work with local art venues to offer storytelling, performances, and exhibitions that enrich the trail's cultural narrative and link it to thematic itineraries.

8.8 Synopsis

The research highlights widespread support for using the SST as a platform to promote Welsh language, history, and culture. Key recommendations include installing bilingual interpretation boards, creating interactive digital experiences, and hosting live cultural events.

Local collaborations with artists and businesses are vital for enhancing the trail's cultural offerings. Furthermore, there is enthusiasm for developing themed itineraries and linking them to local industries, encouraging extended visitor stays and deeper community engagement. Emphasizing Welsh language policies and heritage will help preserve local identity and boost the region's economy through sustainable tourism.

9 Local Business Benefits

9.1 Introduction

Tourism Industries accounted for 11.8% of employment (159,000) in Wales in 2022.¹⁰⁹ Tourism is a valuable source of income and employment for rural areas in Wales, and especially in North Wales. Tourism plays a greater role in Wales than any other in of the other countries in the UK.¹¹⁰

North Wales has the second highest amount employed in the industry at 36%, second only to the Southeast of Wales; the region also has the highest number of enterprises in the industry of all Wales regions.¹¹¹

Tourism is particularly important to businesses in rural areas of Wales (Ben Francis, Policy chair of FSB, 2024), including locations where the SST traverses Gwynedd and Conwy.

However, Wales remains the only UK nation not to recover visitor spending figures from 2019. The tourism sector has been reporting mixed results over the past few years since the pandemic which saw the tourism industry shut its doors completely for nearly two years, only to open gradually along with complicated safety rules and regulations to adhere to. In many cases it wasn't worth reopening until the business could open without restrictions.

The war in Ukraine set utility bills sky rocketing, and with business rates increasing, this has been a huge blow to some tourism businesses.

In 2023 many businesses reported a slow start to the year, only picking up on last minute bookings that have been driven by good weather or based on what they know they can afford. North Wales Tourism advised that its members were reporting a 40% decrease in business and were noticing a greater demand for shorter breaks and less spending. However, the domestic market is still the biggest market for Wales, with many coming from the wider parts of the UK and from within Wales.¹¹²

Employment for business in this sector remains a challenge, with many businesses struggling to recruit reliable and skilled staff.¹¹³

It's worth considering the SST as a 'destination trail' as it attracts a significant number of non-locals, as described by Tones and Knoch (2009). Destination trails 'attract a substantial number of non-local users who are overnight, or day visitors' and the trail is longer than 40kms (Taylor 2015: p89). Taylor also argues that destination trails 'pass through regional landscapes and small towns which exhibit natural, rural and heritage characteristics that provide visitors with opportunities for physical challenge, social interaction, food and wine experiences and cultural or heritage appreciation'. Interactions with local people are also important elements of the tourism experience for visitors '(Blackwell, 2002).¹¹⁴

¹⁰⁹ <https://www.fsb.org.uk/resources-page/tourism-a-cornerstone-of-wales-economy.html>

¹¹⁰ <https://business.senedd.wales/documents>

¹¹¹ <https://www.gov.wales/wales-visitor-economy-profile-2024.html>

¹¹² <https://www.business-live.co.uk/economic-development/how-wales-vital-tourism-sector-27179538>

¹¹³ <https://www.theguardian.com/money/2023/oct/08/hiring-boom-fading-but-three-quarters-of-uk-firms-still-struggle-to-find-staff>

¹¹⁴ <https://doi.org/10.1016/j.jort.2015.11.005>

The SST begins at the city of Bangor and passes through many towns and villages such as Blaenau Ffestiniog, Betws y Coed, Capel Curig, Bethesda, Talysarn and Penmachno to name but a few. In each of these villages, there are a selection of shops, small local businesses supporting the community, 'experience' businesses, farm producers, artisans and accommodation providers.

Many of these businesses rely on local passing trade and tourism. As a way of supporting these businesses and to encourage more trade the SST Passport scheme was introduced.

9.2 Methodology

The results have been predominately collated using primary research, with some desk based secondary research.

Primary Research	Secondary Research
Business survey using 13 key questions (see Appendix) was sent directly to businesses along the SST route, as well as being posted on key business networking pages on social media, and face to face.	Analysis of passport scheme
Interviews with selected key business located within towns and villages along the trail	Academic papers, and reports
Observations through attending local guided walks	Recently published report from community slate researchers, and minutes from research meetings
General discussions	

Table 10 Methodology for collation of local business benefits

9.3 The Passport Scheme

The scheme involves a selected number of invited businesses located along the SST route that participate through having their business listed on the website as a member. The activity for the participants is to have their visits to many of the businesses in the scheme along the route verified by gathering passport stamps from those businesses. Once completed participants can pay a small fee and receive a memento medal in return.

9.3.1 Members of the Passport Scheme

There are currently 26 members on the scheme, most popular venues to date being:

- Lakeside Café, Blaenau Ffestiniog
- Pengwern, Llan Ffestiniog
- Pen y Bryn Stores, Blaenau Ffestiniog
- Conwy Falls Forest Park Café, Betws y Coed
- Betws y Coed TIC
- Canolfan Y Fron, Dyffryn Nantlle
- Beddgelert TIC
- The National Slate Museum, Llanberis
- Canolfan Ogwen, Bethesda

Seemingly the above results highlight that the Blaenau Ffestiniog section seem to be benefiting the most from the passport scheme.

Williams (The National Slate Museum) advised that the Passport scheme is a great PR opportunity, but as an economic driver, not so much, with only a small number coming in to get their passports stamped. Those that do, however, are genuinely interested and a specific purpose. It seems to be mostly in the Spring that they come in. This is more of a sense rather than fact, as it's usually early summer when Williams (The National Slate Museum) is asked to get more passport sheets and observed that visitors quite often do not know where to get the passport stamped. Williams (The National Slate Museum) suggested more marketing materials would be beneficial around the site.

This was a similar sentiment shared by Blythyn (Conwy Falls Forest Park Café), as they have only had a few stamped during the time the SST passport scheme has been in full operation.

9.3.2 The Business Survey and Interviews

This consisted of 13 questions to gather qualitative and quantitative data. Over one month 76 responses were gathered.

The following eclectic selection of businesses/social enterprises were interviewed, and their responses are included where relevant in the results further on:

Menter Fachwen	The National Slate Museum	Lloyd George Museum/ Gwynedd Council
Swyn y Dŵr Self Catering	Snowdonia Hospitality & Leisure Ltd	St Gerrards School
Go Below	St Curig's Church	Snowdonia Hostel
Conwy Valley Railway	Prifysgol Bangor	Conwy Falls Forest Park Café

Table 11 Business survey interviews

They were asked the following two questions:

- 1) How are businesses benefiting now from SST?
- 2) How could SST support businesses further?

The following organisations were also interviewed:

- Siop Griffiths
- Cwmni Bro Ffestiniog
- Partneriaeth Ogwen
- World Heritage /Gwynedd Council
- ENPA

This was to elucidate how the SST could work with these organisations further, and to explore future collaborative opportunities.

In this section, the key business survey questions relevant in this section have been taken in turn and analysed; the full report of findings can be found in Appendix 6.

Most of the categories of businesses that responded were sole traders, followed by independent and ‘others’ that included salons, church charity, farming partnership to name a few. This was helpful as the target market for this report was SMEs and social enterprises.

Based on the answers provided, new generic categories were developed for the types of businesses that responded. See Table 12 below:

Category	Type of business
Accommodation Providers	self-catering, hostels, holiday homes, B&B
Food and drink	Cheese making, food retail
Retail	homeware, gifts, antique shops, souvenirs and ornaments
Arts and Crafts	Art organisations, crafts, pottery, galleries
Outdoor and adventure	Activities, pursuits
Education and Wellbeing	Beauty service, school, various projects involving woodwork, IT, and services for people with disabilities, Sauna
Agriculture	Agriculture, meat
Other	A third sector organisation promoting inclusive countryside access

Table 12 Categorisation of additional businesses

When asked if the businesses thought they were benefiting from the new UNESCO World Heritage site status, the responses were very close, only 32% said yes and 32% said they didn’t know.

For those that answered yes, they felt they had benefited from

- More customers/guests/tourists
- Public recognition to area
- Received a couple of large commissions to create exhibitions by 'LleChi', the plan by Gwynedd Council to support the UNESCO bid. Both exhibitions are permanent and still attract a good number of people.
- All year-round bookings

Most reported that they had heard of the SST with 76%, although only 38% were aware of the SST passport scheme.

When asked if they felt their business was benefiting from the development of the SST trail, most of the responses were very positive. They reported:

Increased public awareness of the area
--

It's definitely bringing more people into the area
Hikers visit the dairy, stay in local accommodations, raise profile, etc.
Trail brings more customers
More bookings throughout the year
More walkers going past shops, etc.
Codi profeil yr ardal, help efo branding asyb, mwy o gwsmeriaid (Raising the area's profile, helping with branding, more customers)
Hikers who go through Bethesda may be inclined to visit the dairy
Adding another 'activity' or visiting site in N Wales as opposed to only walking up 'Mount Snowdon' or doing the Zip line!
I'm sure it provides an additional incentive for visiting walkers and industrial archaeology enthusiasts, so it provides my guests with additional activity options.
Mae ein siop yn un o'r lleoliadau lle mae cerddwyr yn gallu stampio eu cardiau. (Our shop is one of the locations where walkers can stamp their cards. I'm often invited to give talks about my work and the SST. A couple more are scheduled for autumn.)

Table 13 Reported business benefits

Neutral responses included:

- Some increase in customers but unsure if it's due to the trail
- A few people know about it, but not significant
- It's not really. Only a few people know about it before they arrive.

The recently published report by the *Dolennu Community Research Network*¹¹⁵ 'Report on community research findings in the three slate valleys'¹¹⁶, highlights that where *businesses* currently benefit, there should be the possibility for using development of the visitor economy to create and improve the types of amenities from which *local people* can benefit, without damage to the natural, historical and cultural character of the slate valleys, aspects of which are appreciated by locals and visitors alike.

From the businesses interviewed, responses included:



- i) 'More marketing material in places including; QR coded place-cards to signpost where you are now on the map, and how to reach the path or other areas of what to do next'. The SST board that is positioned within the National Slate Museum is popular, but now needs updating.

The National Slate Museum are using SST logos wherever possible and really like them'. The museum has been supporting the SST with mentions on social media, and happy to continue to do so once re-opened.

¹¹⁵ <https://www.foundationalliance.wales/community-research-network.html>

¹¹⁶

https://www.foundationalliance.wales/uploads/1/4/6/5/146506514/report_on_community_researcher_findings_draft_v.4_15_april_2024.pdf

When the heritage site reopens, Williams (The National Slate Museum) is happy to include any SST displays and interpretation boards.



The staff have been using the SST as a team build and completed ½ of the trail already. They like it because you get a sense of place, it's a satisfying walk with amazing views.

ii) Mike Morris, Operations Manager, Go Below said ' I don't know how the business is benefiting with visitors coming from England; the SST is not necessarily something they know about before they land in the area'.

Most staff will talk about the trail, so visitors know about it afterwards, and at the end of the experience at Go Below, staff are often asked 'where next?' It isn't the case that people arrive at Go Below because of the SST.

iii) The SST passes the back of the hotel, Humpherson (Snowdonia Hospitality & Leisure Ltd) felt that it is a good product to be able to signpost visitors to; the team talk about it to visitors, and they were intending to get slate markers commissioned as a reference to UNESCO status. In terms of people knowing about the SST, no one previously does (Humpherson, Snowdonia Hospitality & Leisure Ltd).

iiii) Blythyn (Conwy Falls Forest Park Café): Generally, get many people rambling and following the path from our car park to the Fairy Glen, onwards to Betws- Y- Coed and then possibly back again. Large walking groups mainly visit the cafe during term time, when the children are back at school, when it is a little quieter. Many walkers come in for tea, coffee and cake or may have a main meal depending on how far they are walking. Not many visitors speak about the path, ask questions or want any more information.

v) Douglas, (St Curig's Church) confirmed that 'journalists have stayed at St Curig's Church and have created editorials on the slate trail. They loved it, covering the sustainable travel aspect too such as bus, bike, walk, train¹¹⁷.



Many people arrive with the SST on their bucket list, about 30 guests have completed it. The clientele at St Curig's Church are serious walkers, knowing about the SST before they arrive. Usual length of stay normally 3 nights for walking groups; in school holidays requests are extended to week stays for families.

One family who came to stay were a daughter and her grandparents who were 70; they did the whole trail. The granddaughter camped whilst the grandparents stayed in B&Bs around the trail. Proving accessibility of the trail for all ages'.

Image to left: The Guardian ¹¹⁸

¹¹⁷ <https://www.theguardian.com/travel/2018/nov/13/snowdonia-wales-slate-landscape-new-unesco-site>

¹¹⁸ <https://www.theguardian.com/travel/2018/nov/13/snowdonia-wales-slate-landscape-new-unesco-site>

9.4 Recommendations

Passport Scheme

- **Structure:** The SST Passport Scheme currently involves 26 participating businesses where visitors collect stamps at different locations along the trail. Upon collecting all stamps, participants can receive a commemorative medal for a small fee.
- **Popular Locations:** Venues such as Lakeside Café and Pen y Bryn Stores in Blaenau Ffestiniog, and Conwy Falls Forest Park Café, have seen the highest participation, with Blaenau Ffestiniog appearing to benefit the most from the scheme.

2. Marketing and Visibility

- **Increased Marketing for Passport Scheme:** Several businesses, including the National Slate Museum, Go Below and Snowdonia Hospitality & Leisure Ltd, have identified a need for more marketing materials, such as clear signage and flyers, to inform visitors about the Passport Scheme and where to collect stamps. This would improve awareness and increase participation in the scheme.
- **QR Coded Materials and Maps:** To enhance visitor navigation and engagement, businesses suggested incorporating QR-coded place cards and maps that show the current location along the SST and suggest nearby activities or businesses for visitors to explore.

3. Business Engagement and Benefits

- **Business Participation:** Feedback from surveyed businesses showed that the SST has generally brought more tourists to the area. Many businesses reported increases in footfall, with customers being drawn to local shops, cafés, and accommodations. However, only 38% were aware of the Passport Scheme, indicating a need for better business outreach.
- **Economic Impact:** Businesses in the area, particularly small enterprises, reported benefits from the SST, including more year-round bookings and increased public awareness. Some businesses, like Siop Griffiths and Cwmni Bro Ffestiniog, highlighted positive impacts such as commissions and projects tied to the UNESCO World Heritage status.

4. Recommendations for Business Support

- **Improved Marketing and Awareness:** Businesses have emphasized the need for a stronger marketing strategy to promote the SST, including clearer signposting, online content, and media campaigns to attract more visitors and raise awareness of both the Passport Scheme and other SST-related activities.
- **Collaborative Initiatives:** Collaboration between local businesses and organizations such as the Gwynedd Council and the National Slate Museum was recommended. These efforts could involve joint marketing campaigns or co-hosted events that align with the trail's heritage and cultural themes, enhancing the visitor experience.

5. Visitor Experience and Amenities

- **Increased Signage:** Visitors and businesses alike pointed out that better signage along the SST would not only direct visitors to points of interest but also provide more information about local businesses, contributing to longer visitor stays and deeper engagement with the area.
- **Enhanced Facilities:** Ensuring accessible local amenities, such as cafés, shops, and public facilities (e.g., toilets), along the trail was highlighted as crucial for improving the overall visitor experience and encouraging return visits.

6. Local Community Benefits

- **Support for Local SMEs and Social Enterprises:** The SST is seen as an important driver for local economic development, particularly for small and medium-sized enterprises (SMEs) and social enterprises. The report recommended providing additional resources and support to help these businesses capitalize on increased tourism, such as offering business development workshops or creating networking opportunities with other businesses along the trail.

7. Feedback from Businesses

- **Positive Impact on Local Tourism:** Many businesses have seen a rise in visitors, with hikers and cultural tourists being the primary drivers. The trail has successfully drawn more people to the area, contributing to the local economy.
- **Neutral to Minimal Impact:** Some businesses reported a more neutral impact, citing that while the SST may bring visitors into the region, its specific contribution to their individual business growth was unclear. Improved coordination and communication between businesses and SST management could help maximize potential benefits.

9.5 Synopsis

The SST offers significant potential to support local businesses through initiatives like the Passport Scheme, which encourages visitors to explore different locations. However, feedback suggests that more robust marketing efforts, such as clearer signage and promotional materials, are needed to increase visitor participation and awareness. Businesses have generally seen positive effects from the trail, with increased tourist footfall and bookings throughout the year.

To further enhance business engagement, there is a strong recommendation for collaborative marketing efforts, improved visitor facilities, and the use of QR-coded materials to guide tourists through the trail. Supporting local SMEs and social enterprises will be key to driving economic growth, with additional resources and networking opportunities to help businesses fully benefit from the growing interest in the SST.

10 Plugging the gap through community enterprise or small family businesses

10.1 Methodology

In this section it reviews the data collected from the following sources:

- The community researchers from the initial research conducted on what local people thoughts about tourism, and what the community needs.
- Business survey
- Business interviews

Whilst the discussions focused on encouraging visitors to the SST and supporting local businesses, it's vital to consider sustainability and community impacts. This aligns with the Gwynedd and Eryri Sustainable Visitor Economy Plan 2035, which emphasizes community well-being, protecting the Welsh language, culture, and heritage. The SST mission is to connect visitors with local communities while ensuring tourism supports rather than disrupts local life.^{119 120}

Using data from report published by *Dolennu Community Research Network report, 2024*¹²¹, in the initial study from interviews with local people living in the communities, the following was recommended:

10.2 Infrastructure suggestions from the three slate valleys:

- **Information centres:** Establish one using existing businesses (e.g., SPAR) and improve signage in town (Dyffryn Ogwen), an information centre (Dyffryn Nantlle), 'and a centre for tourists to get general knowledge of the area's history, culture and activities' (Bro Ffestiniog).
- **Signage and Information Boards:** All three slate valleys agreed that more signage and information boards are needed.

10.2.1 Amenities Suggestions

To capture visitor spending, particularly from families, businesses suggested:

- More family-friendly shops and activities, especially on rainy days
- Additional attractions to draw visitors (case studies from other trail destinations)
- A wider range of shops, cafés, and local products for sale
- Longer opening hours, possibly adopting a Spanish model of opening in the morning, closing for siesta, then reopening in the evening
- More independent shops and nicer cafés, particularly in Dyffryn Ogwen, and Dyffryn Nantlle.

¹¹⁹ <https://snowdonia.gov.wales/gwynedd-and-eryri-plan-2035-launched/>

¹²⁰ <https://www.visitsnowdonia.info/gwynedd-and-eryri-sustainable-visitor-economy-2035>

¹²¹ https://www.foundationalliance.wales/uploads/1/4/6/5/146506514/report_on_community_researcher_findings_draft_v.4_15_april_2024.pdf

10.3 Business Survey Results

When asked about enhancing business benefits from the SST, respondents highlighted:

- **Increased Advertising:** Link businesses along the trail to encourage longer stays and promote awareness of local facilities.
 - **Promote the Trail** to visitors before their arrival to increase awareness of village facilities for walkers, ensuring the Welsh language is prioritized in all communications. Enhance the website's visibility of local businesses while providing trail information for businesses to share with customers. Additionally, include information on public transport connections and a list of local food and drink producers.
- Collaboration with SST:** Explore partnerships, including the passport scheme and incorporating charity events, DofE
- **Signage Improvements:** Enhance trail information, including historical context and shorter walk options.
 - 'Develop a collaborative travel agency style of working to promote businesses along the trail, including packages for different guest types (walkers, bikers, UNESCO tourists, etc.) and unique guest experiences with local knowledge'.
 - 'Feature more Bethesda businesses in the publicity; offer small discounts at participating businesses linked to the [SST] passport [scheme] to encourage walkers into the villages'.
 - 'Provide local taxis on the website to transport luggage between accommodations, so they can walk with [just] a day bag'.

10.3.1 Key points regarding plugging the gap from business interviews

"Many don't know about the Slate Trail. Could benefit from more awareness and signage." (Morris, Go Below), interested in having a sign in the car park indicating the SST starting point. Mike went on to suggest partnering with the SST passport scheme and offering 10% off an experience. Would also be happy to explore mutual website links.

Humpherson (Snowdonia Hospitality & Leisure Ltd) talked about the importance of literature, 'not everyone wants digital access, printed leaflets still have a purpose'. Looking at the current SST leaflet Sian observed that there are no markers pointing out where the trail can start from in each village. Sian confirmed that she would be more than happy to have an SST logo sign set up to show that there is access to the SST from here and a map/sign in the hotel car park.

Humpherson (Snowdonia Hospitality & Leisure Ltd) also mentioned that Betws y Coed is a convenient place to get to for day trippers. Though it's not just about the day tripper, it's about having longer stays. The saving grace for Betws is it is always busy in winter, unlike in other areas. Need to connect places to stay with experiences along the trail. Pushing experience and more value from nature.

Douglas (St Curig's Church) proposed creating an aesthetically pleasing map of the trail for visitors to photograph that could be hung up. A sentiment shared by Ben Gregory, proprietor, Siop Griffiths. Douglas (St Curig's Church) also suggested including special offshoots of where people can go off the trail to discover something else, swimming spots, local special areas of interest etc, as well as an affiliation with the passport scheme.

Many mentioned the importance of mutually beneficial links on reciprocal websites, which are especially effective for reaching new audiences and improving signposting. As the message about activities in some villages within the SST ecosystem isn't getting out, Gregory (Siop Griffiths) highlighted that shared marketing opportunities could significantly help, particularly in promoting the bunkhouse for year-round accommodation.

Gregory (Siop Griffiths), Douglas (St Curig's Church) and Martin (Snowdonia Hostel) all highlighted that whilst marketing encourages visitors to villages as a benefit there is, however, a challenge when recommending places to go in the evening, as many places shut early or are only open for limited times in the week. There is a need to promote more places to visit in the areas, however, this involves working closely with those in partnership to ensure of correct opening times.

The information about the SST needs to be more visibly available during the research stage of the booking process, in order that the trail functions as a good gateway for discovering and exploring more villages along with the trail.

Steve Griffiths, Business Manager, St. Gerard's School suggested that the trail would be ideal for "Netwalking events," which would bring local businesses together through team-building activities and wellness walks for staff. He emphasized the potential to connect with employability programs seeking ideas for wellness opportunities, school trips, and educational experiences.

Davies (Partneriaeth Ogwen) discussed the potential to collaborate on the new future development in Bethesda by incorporating maps and literature into the planned heritage centre. She highlighted opportunities to work with *Beics Bethesda*, part of the Partneriaeth Ogwen partnership, particularly in response to the interest in cycling the SST identified in the hiker's survey results. Additionally, she mentioned the chance to enhance public transport options through the new electric bus service, another initiative by Partneriaeth Ogwen.

To promote local businesses and encourage visitors to explore the centre of Llanberis, Williams, The National Slate Museum, supported the development of signposting around the site that highlights additional places for visitors to explore. She also emphasised the need for maps to guide visitors onto the trail and expressed her willingness to assist in any way once the museum and surrounding area reopen after redevelopment.

Nigel Williams, previous chairman and founder member of Cyffeillion Talysarn a Nantlle community group, confirmed that there is nowhere for visitors to spend their money in Talysarn to support the local economy, and suggested supporting opportunities for community businesses in the village. He also suggested that opportunities should be created for visitors to engage with the community and learn about local stories connected to the slate industry, fostering sustainable tourism.

Martin (Snowdonia Hostel) pointed out that he has a captive audience at the hostel and provides books and local leaflets. He suggested that creating a collaborative directory wouldn't cost much, making it easier for visitors to find things to do and contact information.

10.3.2 Local Business Stakeholder Events

Explore local business events to engage stakeholders within the communities surrounding the SST trail ecosystem. Ceri Cunnington, Cwmni Bro Ffestiniog Community Worker, offered excellent suggestions on how SST could partner with Cwmni Bro:

- ✓ **Local Guides:** Review creating local guides through ‘Cynefin a Chymuned’^{122 123}, focusing on training related to nature, community, and stories based around the SST.
- ✓ Organise a local business ‘netwalk’ along the Blaenau section of the trail. An idea also suggested by Steve Griffiths, St Gerrards School.
- ✓ **Business Ambassadors:** Work with Cwmni Bro to engage and develop business ambassadors, enhancing local interaction and raising awareness of the trail's benefits.
- ✓ **Business Event:** Create a business event with Cwmni Bro to present report findings and discuss collaborative efforts to develop existing town amenities. The agenda would cover:
 - a) Presenting results
 - b) Benefits of the trail
 - d) Discussion on how collaboration among local businesses could be advantageous
- ✓ Idea Sharing: Gather ideas and suggestions, then collaborate with Gwynedd Council to access relevant funding for developing proposed activities.
- ✓ **Project Partnerships:** Work in partnership to secure funding based on business needs. Potential projects include:
 - a) **Croesor:** Redevelop the café and outbuildings along the ‘Llwybr Llechi Eryri’ for accommodation, café, and workshops.
 - b) As suggested by Davies (Partenriaeth Ogwen) to work with the Prosiect yr Hen Bost: Heritage centre cafe, exhibition space and business units in Bethesda, with construction expected to start in the New Year.
 - c) **Waunfawr:** Expand the café, produce local goods, and connect to Llwybr Llechi Eryri.
 - d) **Yr Orsaf, Penygroes:** Establish a centre showcasing the social history of the slate valleys and art studios that interweave heritage and art.
 - e) **Deiniolen:** Redevelop the historical building yr Hen Llyfrgell (Old Carnegie Library) in the village centre to serve residents and walkers.

Sentiments shared in the *Dolennu Community Research Network's* 2024¹²⁴ Report on community research findings in the three slate valleys, especially when discussing collaboration “We need to come together as both businesses and residents to see how we can promote the whole area”) (Bro Ffestiniog) (‘Local businesses and enterprises to collaborate’) (Nantlle)

These initiatives can incorporate the SST, delivering experiences that create local jobs while celebrating culture and the Welsh language.

10.3.3 Social Media Tools and Communication Methods

Building on feedback regarding promotion, it's essential to evaluate the current tools available for marketing, particularly SST's social media activities, to explore future development opportunities.

¹²² <https://ogwen.360.cymru/2021/cynefin-chymuned/>

¹²³ <https://amam.cymru/partneriaeth-ogwen/meleri-davies-cynefin-a-chymuned>

¹²⁴

https://www.foundationalliance.wales/uploads/1/4/6/5/146506514/report_on_community_researcher_findings_draft_v.4_15_april_2024.pdf

The official SST Facebook page has:

- 3.6k likes
- 4.4k followers
- **Over 2k members** in the SST chat page

Further comparative details are available in Appendix 7.

The engagement levels are higher than many established trail Facebook pages. These social media platforms serve as valuable information points for promoting local businesses linked to SST activities, such as events, or by featuring businesses in the SST spotlight. Various campaigns could be created without overshadowing the images shared by trail users.

Additionally, Cwmi Bro Ffestiniog is working to develop community radio. Collaborative efforts could lead to podcasts featuring authentic local stories from quarry families, interviews, and fun Welsh language sessions that teach the dialect of the quarry workers. Once the radio station is fully operational, it could engage businesses and social enterprises through spotlight sessions, local events, and opportunities to learn new crafts and culinary skills. These podcasts can be uploaded to various platforms, further enhancing community engagement and outreach.

Develop a trail experiences toolkit, with the purpose to help businesses benefit from promoting from SST trail. It should be possible to create a tool kit based on the results gathered from this report, identifying how to target markets, create a character profile, offer a series of tips, list experiences available to promote in the regions covered by the SST, and highlighting key environmental USPs. Such a tool ought to help businesses to create a profile and a business development & marketing strategy which incorporates the SST as a major attraction.¹²⁵

identifying how to target markets, create a character profile, offer a series of tips, list experiences available to promote in the regions covered by the SST, and highlighting key environmental USPs. Such a tool ought to help businesses to create a profile and a business development & marketing strategy which incorporates the SST as a major attraction.¹²⁶

10.3.4 Other business opportunity exposed

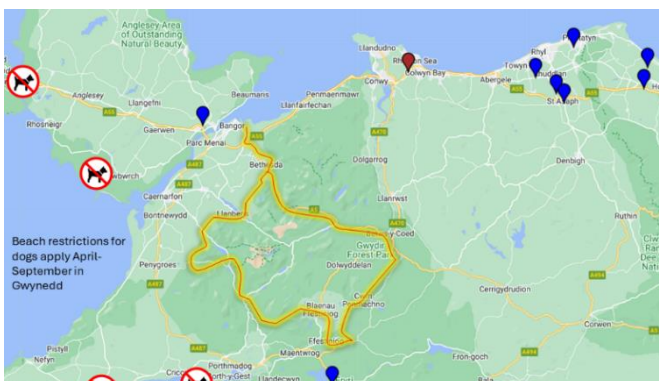


Figure 42 Distribution of off-lead dog exercise parks and of restricted beaches

Comments encountered in the SST trail walkers survey identified that walkers accompanied by dogs had difficulty finding locations where it was safe/acceptable for dogs to exercise off the lead. Limited facilities exist for off-lead dog exercise in many of the localities and many beaches have dog-control orders¹²⁷ in place from April until October, Figure 42 (left) highlights the dearth of such facilities in and around the SST. Businesses with land could take advantage of this gap

¹²⁵ <https://top10trails.com/sites/default/files/leaflets/Top10Trails-BusinessToolkit.pdf>

¹²⁶ <https://top10trails.com/sites/default/files/leaflets/Top10Trails-BusinessToolkit.pdf>

¹²⁷ <https://www.gwynedd.llyw.cymru/en/Residents/Dogs-and-environmental-health/Dogs/Dog-control-orders.aspx>

in the market to provide a secure dog exercise for a fee.

10.4 Recommendations

1. Infrastructure and Amenities Development

- **Information Centres and Signage:** Establish visitor information centres, such as in Dyffryn Ogwen and Bro Ffestiniog, by leveraging existing businesses (e.g., SPAR). Improve signage and information boards throughout the three slate valleys to help visitors easily navigate the area.
- **Amenities for Visitors:** To capture more visitor spending, businesses recommended offering family-friendly shops and indoor activities (especially for rainy days), expanding the variety of local shops and cafés, and extending business hours (e.g., adopting a siesta model for reopening in the evenings).

2. Business Survey and Promotion Strategies

- **Increased Advertising:** Link local businesses along the trail to encourage longer visitor stays and raise awareness of village facilities, ensuring that the Welsh language is prioritized in all communications.
- **Trail Promotion Before Arrival:** Promote the SST and local business services to visitors before they arrive, increasing awareness through an improved online presence. Include public transport options and lists of local food and drink producers on the SST website.
- **Collaboration Opportunities:** Explore collaborative ventures, such as participating in the Passport Scheme, organizing charity events, and offering special packages for different types of visitors (walkers, bikers, cultural tourists).
- **Signage and Shorter Walk Options:** Improve signage along the trail, add historical information, and offer shorter walk options to accommodate different visitor preferences.

3. Partnerships and Collaborative Business Initiatives

- **Collaborative Marketing and Business Packages:** Develop a "travel agency" style of working by creating themed guest experiences, including marketing packages for different visitor types (e.g., walkers, bikers). Feature local businesses in marketing efforts, including offering discounts tied to the SST Passport Scheme to encourage visitor engagement in local villages.
- **Local Services for Visitors:** Provide logistical support for visitors, such as listing taxi services for luggage transportation between accommodations, ensuring walkers can travel light and comfortably explore the area.

4. Plugging the Gaps Identified in Business Interviews

- **Awareness and Signage Issues:** Many businesses noted that awareness of the SST is still limited. Suggestions include adding signage at car parks, hotels, and key visitor spots, indicating access points and key routes on the trail.
- **Printed Materials:** Although digital marketing is essential, printed materials (e.g., maps, leaflets) remain useful for visitors who prefer non-digital information. Businesses also suggested creating aesthetically pleasing maps that visitors can photograph or use during their stay.

5. Sustainability and Community-Centric Tourism

- **Sustainable Tourism:** Businesses emphasized the importance of promoting sustainable tourism that supports the local economy without disrupting daily life. Suggestions included developing community businesses in under-served areas (e.g., Talysarn) and creating visitor engagement opportunities that emphasize local stories and history.
- **Promoting Evening Activities:** To address the challenge of limited evening activities, businesses recommended better coordination with local partners to ensure correct opening times and more options for tourists to enjoy the villages in the evenings.

6. Networking and Community Events

- **Netwalking Events:** Businesses like St. Gerard's School proposed organizing "Netwalking" events, which combine walking and networking opportunities for local businesses. This would foster collaboration and strengthen business ties while promoting wellness activities.
- **Local Business Events:** Cwmni Bro Ffestiniog suggested organizing business events that highlight SST-related research findings, showcase how businesses can benefit from the trail, and foster idea-sharing to develop amenities and experiences that promote the SST.

7. Potential Projects and Future Developments

- **Community-Led Projects:** Potential projects, such as redeveloping existing café and workshop spaces in Croesor or developing heritage centres in Bethesda, were identified as opportunities to enhance visitor experiences and support the local economy. These projects would combine accommodation, cultural learning, and local enterprise support.
- **Partnership with Local Enterprises:** Businesses expressed interest in partnerships with initiatives such as Prosiect yr Hen Bost (Bethesda's planned heritage centre) and Beics Bethesda, which offers cycling experiences along the SST. Collaborative efforts could also include developing public transport options, such as the new electric bus service.

8. Social Media and Digital Communication

- **Social Media Promotion:** The SST's official Facebook page has a large following and is an effective tool for promoting businesses linked to the trail. Expanding social media campaigns and featuring businesses in spotlight posts could help boost local business visibility.
- **Community Radio and Podcasts:** Cwmni Bro Ffestiniog's plans to further develop a community radio station could be leveraged to create podcasts that feature local stories, interviews, and Welsh language lessons. These could be used to promote local businesses and community engagement.

9. Developing a Trail Experience Toolkit

- **Business Toolkit:** Create a "Trail Experience Toolkit" to help local businesses market themselves and promote SST-related experiences. This toolkit would include tips on targeting markets, character profiles, environmental USPs, and promotional strategies tied to the trail.

10. Filling Business Gaps

- **Dog-Friendly Facilities:** An identified gap in the local market is the lack of facilities for off-lead dog exercise. Businesses with available land could offer secure spaces for dog owners to allow their pets to exercise, catering to a niche but growing market of walkers with dogs.

10.5 Synopsis

The research reveals strong potential for supporting community enterprises and small family businesses along the SST. Key recommendations include improving infrastructure with more information centres and signage, promoting local amenities and businesses, and fostering collaboration through business events and marketing partnerships. There is a clear need for increased awareness of the trail, both through digital and printed promotional materials. Additionally, sustainable tourism should be prioritized by developing community-led projects and ensuring tourism benefits local economies. Efforts such as "Netwalking" events, podcasts, and targeted toolkits can further enhance business engagement and help businesses capitalize on the growing interest in the SST.

11 Spreading the SST benefits beyond the trail

This section discusses the opportunities for the SST could spread its benefits further afield.

Taking into consideration what local SME's have advised, what thoughts those interviewed have shared, here we look at the bigger picture.

11.1 Creating thematic itineraries

A clear message from businesses is their desire for visitors to stay longer. Creating itineraries, as suggested by the community slate researchers, that include activities in connecting villages and towns could provide more reasons for visitors to explore and extend their stay. This would also appeal to tourism DMOs looking for stories and products to promote. Thomas (Gwynedd Council), Davies (Partneriaeth Ogwen), and Cunningham (Cwmni Bro Ffestiniog) all agreed there is potential in developing such itineraries.

11.2 Connecting with other existing trails

Whilst traditional visitors to the SST route may be drawn by the allure of its heritage and nature, there must be opportunity for visitors to the other close-by or intersecting long-distance routes to be similarly attracted and vice versa, therefore cross promoting each (see Figure 43) for example:

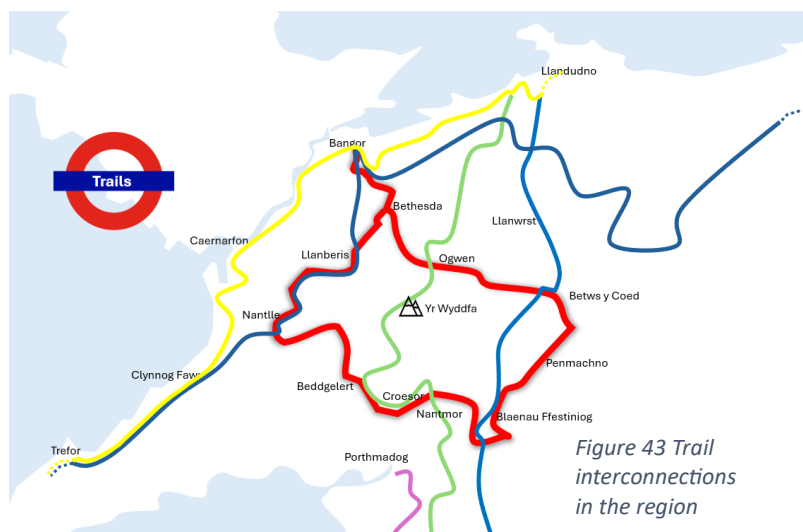


Figure 43 Trail interconnections in the region

- ✓ **The North Wales Pilgrims Way:** Similar landscapes; religious sites of significance¹²⁸
- ✓ **The Cambrian Way:** Similar natural landscapes; more challenging mountain summits routes¹²⁹
- ✓ **The Wales Coastal Path:** Expansive coastal views¹³⁰
- ✓ **The Sarn Helen MBX trail:** Roman road route for mountain bikers¹³¹
- ✓ **The Taith Ardudwy Way:** Upland way parallel with Cardigan Bay coast; Coastal and mountain views with prehistoric sites.¹³²
- ✓ **Brailsford Way:** Circular cycling route; mountains and coast¹³³
- ✓ **Traws Eryri:** Cycle route¹³⁴
- ✓ **Llwybr Cadfan:** Spiritual journey, cultural exploration.¹³⁵

¹²⁸ <https://pilgrims-way-north-wales.org/>

¹²⁹ <https://www.cambrianway.org.uk/>

¹³⁰ <https://www.walescoastpath.gov.uk>

¹³¹ <https://sarnhelentrail.wordpress.com/>

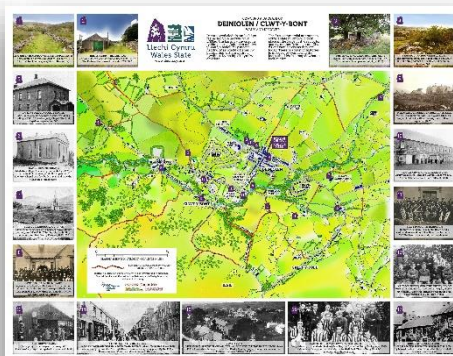
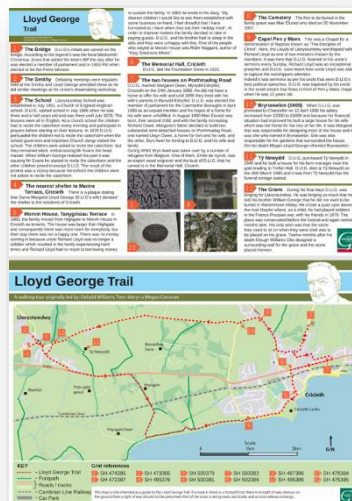
¹³² <https://www.taithardudwyway.com/>

¹³³ <https://www.visitsnowdonia.info/ffordd-brailsford-way-cycle-routes-snowdonia>

¹³⁴ <https://www.mtb.wales/trawseryri>

¹³⁵ <https://www.churchinwales.org.uk/en/news-and-events/new-pilgrimage-trail-opens-in-north-wales/#:~:text=A%20new%20pilgrimage%20route%20in%20North%20Wales%20officially%20opened%20this>

Each of these subtly different cohorts of long-distance trail users are drawn to visit and spend time in the region and have common factors in their various visitor needs – accommodation; travel; safe parking; food & drink; luggage forwarding; internet access; provisions, equipment replacement/hire/service; entertainment; local information and so forth. Their respective dwell-points and query-points for planning, resting and reviewing are expected to be good targets for prominent, comprehensive, relevant and easily accessed information sources.



Around the region there is a web of other amazing thematic trails, e.g. Cwm y Glo History Map, Gwynedd Seafood Trail, Lloyd George Trail could be cross promoted with the SST, offering greater visibility for local attractions and fostering collaborative promotion.

Several third parties have considered the feasibility of a complementary slate trail initiative linking the slate heritage assets of southern Snowdonia in a similar manner.¹³⁶

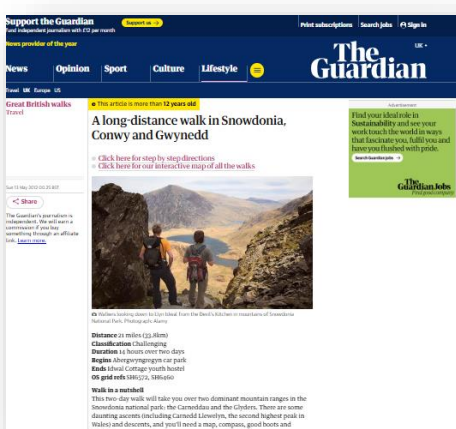
11.3 Promotion

Create stories that stir the imagination and promote the SST as an inclusive destination for all abilities. Corney (Swyn y Dŵr Holiday Cottage), suggested that the trail could cater to all age groups and provide segmented activities for families. Douglas (St Curig's Church)

shared an example of a family that recently stayed, consisting of a daughter and her 70-year-old grandparents, who walked the entire trail together.

11.4 Joint Promotions

Collaborate with regional, national, and international tourism networks specialising in walking and outdoor adventure to expand reach. Work with markets identified earlier, such as trail app providers and national walking groups, ensuring links to the SST website and social media platforms.



¹³⁶ Pers Comm: Des Marshal, August 2024; Roland Evans, July 2024

Identify multi-user circuits/sections on the trail suitable for mountain biking and horse riding and develop promotional campaigns to raise awareness.

11.5 Porterage Scheme

Develop a porterage service and collaborate with companies offering these services. This initiative would also benefit local accommodation providers by showcasing their involvement.

11.6 Cultural honeypots



Although not directly connected to the SST or Slate Heritage Landscape, several venues with ties to the slate quarrying industry could be engaged for cross-promotion and shared publicity.

Notable examples include:

- King Arthur's Labrinth, Corris¹³⁷
- Galeri Caernarfon¹³⁸
- Canolfan Dreftadaeth Kate Roberts, Rhosgadfan¹³⁹
- Cei Llechi - Artisan Shopping Village, Caernarfon¹⁴⁰
- Llanfair Slate Caverns¹⁴¹
- Inigo Jones slate workshops, Groeslon

11.7 Collateral distribution

Observations whilst travelling around sites highlighted the inconsistent availability of SST literature in key visitor hotspots, and worth reviewing this for further afield opportunities.

11.8 Collaborate further with tourism organisations and associations

Visit Wales launched their year of 'Llwybrau'. Wales by Trails which will run through to the end of 2024, with an emphasis on all kinds of trails from Heritage, Cultural,

Llwybrau.
Wales, by Trails.

Creative and the diverse experiences outdoors. There is an industry pack of assets including logos and images that can be downloaded off the travel trade webpage and used, as well as opportunities to spotlight trails. The SST trail is featured on the VW website within this campaign. However, there could have been many more opportunities to work with

VW to raise SST profile.¹⁴²

The upcoming 2025 Visit Wales thematic campaign, "Croeso," could include new thematic events and

¹³⁷ <https://www.kingarthurslabyrinth.co.uk/>

¹³⁸ <https://www.galericaernarfon.com/>

¹³⁹ <https://www.gwyneddgreedigol.com/leoliadau.php?s=caer-gors-canolfan-treftadaeth-kate-roberts&lang=eng>

¹⁴⁰ <https://www.ceillechi.cymru/>

¹⁴¹ <https://www.llanfairslatecaverns.co.uk/>

¹⁴² <https://traveltrade.visitwales.com/useful-information/toolkit/Wales-by-trails#:~:text=Wales%20by%20Trails%20is%20Visit%20Wales%27%20themed%20year,Wales%20by%20Trails%20which%20will%20continue%20into%202024>

itineraries developed by Community Slate Researchers, and other features, blogs, and spotlighting local heroes from villages and towns within the SST ecosystem, using SST as the attraction. Martin (Snowdon Hostel) noted a decline in international visitors this year, so contributing PR stories to Visit Wales and Visit Britain could boost international awareness.

Go North Wales feature a Wales by Trail page on their website, including links to their Walking and Hiking Routes page. However, there is no mention of the SST; only the main honey spots such as Yr Wylfa, Clwydian Range, Coastal walks. On the landmark page there is no mention of the UNESCO world heritage slate sites¹⁴³. (Figure 45)

Similarly, Transport for Wales' "Rail to Trail" campaign briefly mentions the SST under Blaenau

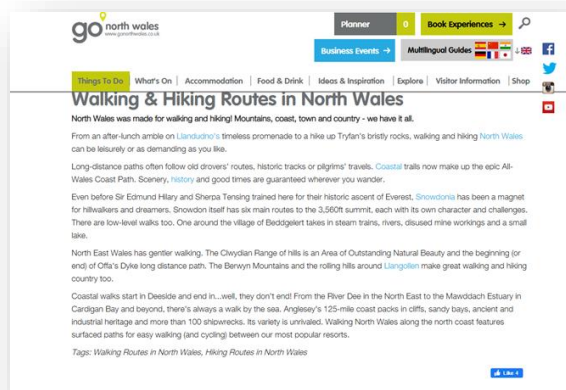


Figure 45 Trail North Wales

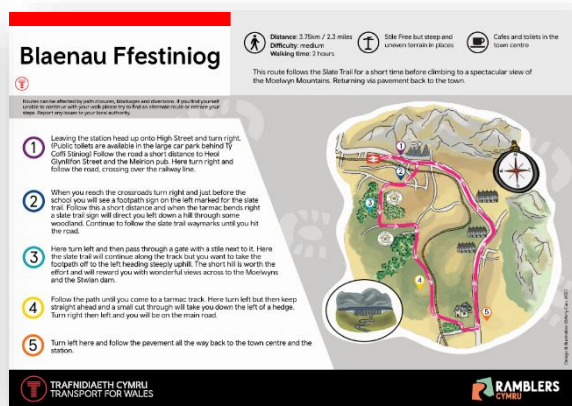


Figure 44 Wales Rail to Trail

Ffestiniog, (see Figure 44) but the description is minimal, with no direct link to the SST webpage.¹⁴⁴

By building stronger relationships with these organisations, it will be possible to develop a strategy for future promotions aligning with their campaigns.

Other promotional opportunities include using event aggregators such as *Airbnb Experiences*, and Eventbrite, Meetup, DownToMeet etc.

11.9 Business Development- Group Travel

As recommended by Douglas (St Curig's Church), building relationships with niche group travel companies that specialise in outdoor adventure, who provide stories and experiences that can be sold to both domestic and overseas markets working with local businesses and social enterprises. Some niche groups are already doubling time in North Wales instead of Scotland.

11.10 Exhibitions and business events

Work with organisations and associations to arrange representation or represent SST at key outdoor adventure exhibitions, e.g. World Travel Market¹⁴⁵, to engage and open discussions with new markets and raise the profile of the SST and surrounding areas.

¹⁴³ <https://www.gonorthwales.co.uk/things-to-do/activities/walking-and-hiking>

¹⁴⁴ <https://tfw.wales/ways-to-travel/walking-and-wheeling/walking-and-wheeling-routes/north-wales>

¹⁴⁵ <https://www.wtm.com/>

11.11 Create SST experiences for the corporate market – Team building

Promote SST as a new product working in collaboration with other stakeholders within the SST ecosystem for corporate team building. This market is always looking for new experiences. This market tends to arrive mid-week, stay longer and happy to come out of season.

11.12 Leverage digital marketing tools

Tools to promote businesses along the SST ¹⁴⁶ such as the SST listing on Hiiker.app (Figure 46)¹⁴⁷ which features amenities along the route. Although the current Umap embedded in the app has limited information and unclear icons, a more detailed map could be developed.

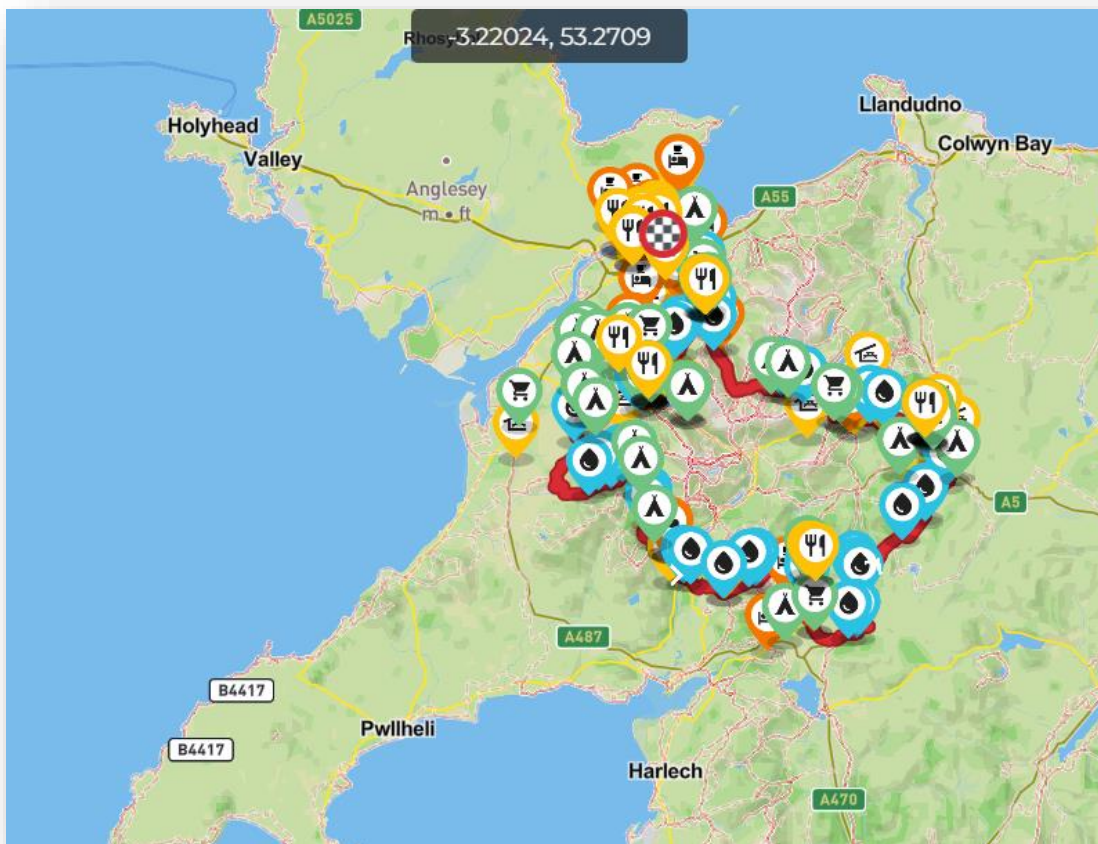


Figure 46 Hiiker App service/facility locations on SST

This enhanced map could include accurate images, videos, soundbites, animations, and other media, providing visitors with richer and more informative content about the trail and its surroundings.

11.13 Social Media Tools

Building on the comments about promotion, it's important to assess current social media activity to

¹⁴⁶ <https://hiiker.app/trails/wales/gwynedd/snowdonia-slate-trail>

¹⁴⁷ <https://hiiker.app/trails/wales/gwynedd/snowdonia-slate-trail/map>

explore future marketing opportunities. Refer to Appendix 7 for detailed SST social media data.

The SST has many followers on its Facebook group and official page, with strong visitor engagement, often surpassing more established pages. However, it lacks a presence on platforms like TikTok, and Instagram, which are popular with younger audiences.

Social media can be a valuable tool for creative storytelling campaigns without overshadowing user-shared images of the trail. Organic engagement through posts that spark conversations is key. For example, a recent influencer visit to Blaenau led to a positive interaction and invitation for them to return and explore the town of Blaenau Ffestiniog and the SST.

11.14 Events

Feedback from participants and the community slate researchers highlighted a strong interest in developing immersive events. These experiences not only surprise and inspire but are also powerful tools for storytelling. Unlike traditional storytelling, where the audience is passive, immersive events invite participants to engage, learn, and connect, becoming part of the story.¹⁴⁸

These events are innovative and inclusive, featuring projection mapping, interactive gamification, and multi-sensory engagement. They also foster collaboration with local businesses, artisans, and talent of all ages, while showcasing local food and drink. This approach creates a compelling marketing tool to reach wider audiences.

11.15 Accessible walking trails (and pushchair-friendly walks).

Several facilitating organisations^{149 150 151 152 153} list their accessible walking trails online, though only one 1.6-kilometre section on or adjacent to the SST achieves this status and is actively promoted as such. This is the short Gelert's Grave circuit in Beddgelert¹⁵⁴.

The SST Hikers survey received numerous responses from mobility-impaired walkers who raised concerns about insufficient provisions. As technology advances, modern mobility scooters are increasingly capable of navigating challenging terrain. The ENPA offers visitors the option to hire two such vehicles.¹⁵⁵

The survey received responses from members of the Disabled Ramblers¹⁵⁶, who advocate for the removal of man-made barriers like steps, stiles, and narrow gates on public rights of way. There was some commonality too in survey responses from equestrian users, which made references to preferred aspects of the surfaces on multi-user trails. Specific mentions referred to potential issues with stone surfaces. Additionally, representatives from the Green Lane Association¹⁵⁷, highlighted the importance of responsible "green lane" access on Byways Open to All Traffic for drivers with limited

¹⁴⁸ <https://www.cit-world.com/immersive-story-telling-a-fun-interactive-way-of-helping-your-audience>

¹⁴⁹ <https://naturalresources.wales/days-out/places-to-visit/accessible-visits/accessible-walking-trails/?lang=en>

¹⁵⁰ <https://www.nationaltrust.org.uk/visit/wales/walking/accessible-walks-in-wales>

¹⁵¹ <https://www.walescoastpath.gov.uk/plan-your-visit/itineraries/accessible-walks/suitable-places-for-mobility-aids-and-prams/?lang=en>

¹⁵² <https://snowdonia.gov.wales/visit/access-for-all/>

¹⁵³ <https://snowdoninfo.com/accessibility/>

¹⁵⁴ <https://www.nationaltrust.org.uk/visit/wales/craflwyn-and-beddgelert/gelerts-grave-walk>

¹⁵⁵ <https://snowdonia.gov.wales/visit/access-for-all/tramper-hire/>

¹⁵⁶ <https://disabledramblers.co.uk/>

¹⁵⁷ <https://www.glass-uk.org/accessibility.html>

mobility to enjoy the countryside.

The Trails Trust provide comprehensive guidance on process for the establishment of multi-user Public Rights of Way¹⁵⁸, and there is a growing literature on the pros and cons of accessible trail surfaces.¹⁵⁹

160

A suggestion is to collaborate with PIWS¹⁶¹ for advice on promoting accessible sections of the SST using a code system and consult with ENPA's accessible team and other relevant organisations managing the trail areas.

11.16 Recommendations

1. Thematic Itineraries

- **Create Extended Itineraries:** Businesses and community researchers expressed a desire to see visitors stay longer by offering themed itineraries. These could link nearby villages and towns, providing additional attractions that would encourage longer stays. This idea is supported by Lucy Thomas (Gwynedd Council), Meleri (Partneriaeth Ogwen), and Ceri (Cwmni Bro), who see strong potential in developing these routes.
- **Attract Tourism Bodies:** Tourism destination marketing organizations (DMOs) could use these itineraries to craft stories and products that promote a longer, more immersive visitor experience in the region.

2. Connecting to Other Trails

- **Cross-Promotion with Other Trails:** Promote the SST in conjunction with other nearby trails, such as the North Wales Pilgrims Way, Cambrian Way, Wales Coastal Path, and Brailsford Way. Each of these trails attracts different types of visitors (hikers, bikers, etc.), and by cross-promoting, the SST can attract these audiences to explore more of the region.
- **Explore synergies** with potential slate trail initiative in Southern Snowdonia
- **Target Visitor Needs:** These trails share similar needs for accommodations, parking, food, drink, and equipment services. Placing comprehensive, easily accessible information at key dwell points on these other trails could encourage visitors to explore the SST as part of their journey.

3. Cultural and Regional Promotion

- **Cross-Promote Thematic Trails:** Collaborate with other thematic trails in the region, such as the Gwynedd Seafood Trail and the Lloyd George Trail, to boost visibility of local attractions. This fosters collaborative promotion and expands the audience for local businesses.
- **Inclusive Storytelling:** Create stories that inspire and make the SST accessible to visitors of all ages and abilities. Examples, like the family with 70-year-old grandparents who walked the SST, highlight its appeal to a wide demographic.

¹⁵⁸ <https://www.thetrailstrust.org.uk/wp-content/uploads/2024/09/TrailsTrustGuide.pdf>

¹⁵⁹ ¹⁵⁹ <https://www.disabledhikers.com/2022/01/18/accessible-trail-surface-types/>

¹⁶⁰ <https://www.sensorytrust.org.uk/resources/guidance/paths-and-routes>

¹⁶¹ <https://www.piws.co.uk/about-us/>

4. Joint Promotion with Key Stakeholders

- **Collaborate with Tourism Networks:** Work with regional, national, and international tourism networks that specialize in walking and outdoor adventure to expand SST's reach. This could include partnerships with trail app providers, national dog walking groups, and outdoor adventure companies.
- **Porterage Scheme:** Introduce a porterage service to assist visitors by transporting luggage between accommodations, making it easier for them to walk the trail. This initiative would also benefit local businesses, particularly accommodations, by showcasing their involvement.

5. Cultural Venues for Cross-Promotion

- **Engage Cultural "Honeypots":** Collaborate with nearby venues connected to the slate quarrying industry for cross-promotion. Notable examples include King Arthur's Labyrinth, Galeri Caernarfon, and Llanfair Slate Caverns. This could foster greater regional visibility and shared publicity for both the SST and these venues.

6. Collateral Distribution

- **Increase Availability of SST Literature:** While traveling around key visitor hotspots, it was observed that SST literature is inconsistently available. Expanding the distribution of SST promotional materials further afield could enhance awareness and draw more visitors.

7. Collaborate with Tourism Organizations

- **Work with Visit Wales:** The SST is featured in Visit Wales' "Wales by Trails" campaign, but there is room to expand its profile further. Opportunities include contributing stories to the upcoming "Croeso" campaign, which could spotlight new itineraries and local heroes connected to the SST ecosystem.
- **Engage with Go North Wales:** Currently, Go North Wales mentions major attractions but does not highlight the SST. Adding SST to their "Wales by Trails" page and landmark sections could boost awareness.
- **Rail to Trail Campaign:** Transport for Wales' "Rail to Trail" campaign minimally mentions the SST. Strengthening this relationship by improving the SST's description and linking directly to its webpage could attract more visitors arriving by train.

8. Business Development Opportunities

- **Group Travel and Niche Markets:** Work with niche group travel companies specializing in outdoor adventures, which provide stories and experiences to domestic and overseas markets. This market is growing, with some groups already spending more time in North Wales than in Scotland.
- **Exhibitions and Business Events:** Represent the SST at key outdoor adventure exhibitions and events, such as the World Travel Market, to raise the profile of the trail among new markets.

9. Corporate Team-Building Experiences

- **Develop Corporate Packages:** Promote the SST as a destination for corporate team-building experiences, collaborating with other stakeholders in the SST ecosystem. This market tends to stay longer, visit mid-week, and is open to traveling out of season, offering potential economic benefits for local businesses.

10. Leveraging Digital Marketing Tools

- **Improve Digital Map Features:** The SST listing on Hiiker.app is currently limited in information. Enhancing the digital map with accurate details, images, videos, and soundbites could provide visitors with a more informative and immersive experience.
- **Enhance Social Media Presence:** The SST's strong engagement on Facebook can be further amplified by expanding onto platforms like TikTok and Instagram, which are popular with younger audiences. Using these channels to tell creative stories and promote events would broaden the SST's reach.

11. Events and Immersive Experiences

- **Develop Immersive Events:** Building on feedback from the community, immersive events such as interactive storytelling, projection mapping, and multi-sensory experiences could be developed. These events would engage participants of all ages and showcase local food, drink, and artisans, creating powerful marketing opportunities.

12. Improving Accessibility

- **Promote Accessible Walks:** Expand the promotion of accessible walking trails, including the Gelert's Grave circuit in Beddgelert, which is currently the only segment actively promoted as accessible. Collaborate with organizations like PIWS and ENPA's accessibility team to improve provisions for mobility-impaired visitors.

11.17 Synopsis

The SST holds immense potential to spread its benefits beyond the immediate trail through strategic collaborations, cross-promotion with other nearby trails, and the development of themed itineraries. Enhancing the trail's digital and physical presence, creating engaging stories for all abilities, and leveraging joint promotions with key stakeholders will extend its reach.

Additionally, corporate team-building packages, immersive events, and group travel opportunities can draw niche markets. Strengthening collaborations with organizations like Visit Wales, Go North Wales, and Transport for Wales will further raise the SST's profile, ensuring it becomes a central part of the region's tourism offerings.

12 Embedding the benefits

Although many of the opportunities identified can be picked up by business and organisations, their success depends on influencing change makers in a wider audience across the stakeholder communities.

Public interest communication can activate six *spheres of influence*¹⁶² that changemakers such as the SST can use to accomplish their goals.

Sphere of Influence	Engagement opportunity examples
Policy: The formal laws, regulations or official governing systems of an organization or social group. It's a sphere that is often focused upon, but it can be hard to govern hearts and minds.	- Public Rights of Access to routes and open spaces. Right to Roam. - Conservation priorities - Active Travel Act¹⁶³ compliance - National and Regional planning
Media: Traditional news outlets and social media platforms, where conversations on issues are happening. News coverage is associated with agenda-setting theory and perpetuates perspectives of norms.	- Visibility and discoverability of SST and Slate Heritage Landscape - SST and Slate Heritage Landscape as promoters of Welsh Culture - News, events aggregators - Influencers
Communities of influence: Communities of influence are the people who follow or engage in a social issue. This would include associations, trade groups, social influencers and aspirational figures specific to the issue.	- Slate communities - Gwynedd Regeneration Framework areas - Visitor cohorts (walkers, horse riders, mountain-bikers, disabled ramblers, etc) - Conservationists; naturalists; industrial archaeologists; historians; other hobbyists - School and youth groups - Group Travel and Trade - Corporate - Tourism and business organisations and associations
The Market: Businesses can advance or hinder behaviours and norms, as do consumers' interactions with them. Contemporary political and economic factors can also heavily influence decisions, particularly if there are perceptions of threat or scarcity.	- Post-COVID influence on Walking for Health schemes - Austerity influence on uptake of "Staycations" - Work/life balance shift - Active Travel shift - Sustainability & green credential achievement¹⁶⁴, (e.g. B Lab) - Cost of living crisis

¹⁶² <https://realgoodcenter.jou.ufl.edu/framework/the-six-spheres-of-influence/> Centre for Public Interest Communications, University of Florida

¹⁶³ <https://www.gov.wales/active-travel-act-guidance-and-forms>

¹⁶⁴ <https://www.bcorporation.net/en-us/find-a-b-corp/company/zip-world-uk/>

Sphere of Influence	Engagement opportunity examples
Advocacy and activism: Collective action by an organized group supporting or fighting a specific policy or behaviours	• Welsh language & culture advocacy • Nature conservation • Heritage conservation • Trails for Wales • Over-tourism • Wellbeing • Community partnerships
Social Norms: Moral norms describe what an identity group sees as right and wrong, social norms are our perceptions of what people like us do, and transitional norms describe emerging behaviours.	• Sustainable tourism • Wild camping • Van-camping • Countryside Code • Responsible dog-walking • Cynefin ac Hiraeth

12.1 Synopsis

To action and embed any of the suggestions put forward in this report requires orchestration of a number of change-making agencies working together.

All this is beyond the capabilities of the present voluntary governance structure and requires professional input, including the possibility of a full time Trail Officer.

Appendices

Appendix 1: Detailed SWOT analysis

SWOT in more detail

Strengths	Weaknesses
Cultural and Historical Significance:	Limited Accessibility:
Set within stunning landscapes rich in cultural heritage connecting various sites associated with the slate industry.	Some sections of the trail are difficult for people with mobility issues or less hiking experience, restricting accessibility to a wider audience.
Recognized within a designated UNESCO World Heritage site.	
Scenic Beauty and Natural Environment:	Weather Dependence:
Passes through breathtaking landscapes including mountains, valleys, lakes, and rivers in Eryri National Park, attracting outdoor enthusiasts.	Trail experience is heavily weather-dependent, with poor weather impacting the visitor experience and reducing numbers, especially in off-seasons.
Economic Impact on Local Communities:	Signposting Challenges:
Sporting events, such as the Ultra Marathon, bring international participants (65 nationalities, 2,700 runners in 2024), boosting local economies.	Noticeboards and signage could be improved to enhance wayfinding and visitor understanding.
Opportunities for further collaborations with local businesses for joint marketing of products and collaboration with tourism marketing organisations	Start and finish signs at each section.
As a new tourism product on the market, opportunity to manage the tourism impact by learning from other case studies and models.	
Well-Maintained Infrastructure	Potential for Overuse and Environmental Impact:
Positive visitor experience and recommend trail to other users.	Popularity may lead to overuse, causing erosion, litter, and other environmental damage. Maintaining balance between visitors and conservation efforts is essential.

Strengths	Weaknesses
Trail accessible to a wider audience of all ages.	Maintenance and Funding Challenges:
Fairly easy to navigate along the path.	Continued investment is needed to maintain the trail and surrounding environment.
	Limited awareness of SST:
	SST marketing is limited and remains undiscovered by DMO's, and other organisations. Limited marketing activity outside of the hiking circles.

Opportunities	Threats
Expansion of Cultural and Educational Programs:	Environmental Degradation:
Potential to develop more educational tours focusing on the slate industry's historical significance. This could attract school groups and cultural tourists.	Increased foot traffic could lead to environmental degradation, including erosion and damage to local flora and fauna, risking the natural beauty of the trail.
Promotion of Sustainable and Responsible Tourism:	Economic Vulnerability:
The trail can be promoted as a model of sustainable tourism, focusing on conservation and low-impact travel, attracting environmentally conscious visitors.	Economic pressures or reduced tourism spending could affect local businesses and the ability to maintain the trail.
Digital and Technological Enhancements:	Competing Destinations:
Developing digital tools (e.g., apps, interactive maps) could improve visitor experiences and appeal to younger, tech-savvy audiences.	Other outdoor destinations, both in Wales and internationally, may compete for attention and tourism spending, posing a threat to visitor numbers and revenue.
Eco-Tourism Growth:	Pandemics/world shocks
As eco-tourism becomes more popular, Wales can market the SST as a sustainable travel destination, attracting more eco-conscious visitors.	Another world shock or pandemic could impact the number of visitors on the trail, and volunteer work that can be carried out. This would also impact the businesses that support the local businesses along the trail, affecting where people can stay and eat.
Pandemics and other international shocks	
Robust from effects of pandemics, as outdoor activity within plenty of space. Safe space for wellbeing and local communities.	

Appendix 2: The SST trail users and business survey questions & detailed results

The surveys were made available bilingually online and in paper format:

Cymraeg



Llwybr Llechi Eryri Snowdonia Slate Trail

Arolwg Busnes

Ar ran tim Llwybr Llechi Eryri (LLE), rydym yn eich gwahodd chi, aelod busnes annatod o'r gymuned, i gwblhau'r arolwg byr hwn.

Rydym yn rhannu o brosiect ymchwil twristiaeth cymunedol ac yn gwerthfawrogi eich mewnbwn yn fawr i'n helpu i wella cyfleoedd i fusnesau lleol trwy dwristiaeth mewn ffordd sy'n fwy cynaliadwy ac sy'n canolbwyntio ar y gymuned.

Mae 13 cwestiwn yn yr arolwg hwn.

Gwybodaeth eich gefndir

Proffil sylfaenol o'ch busnes neu sefydliad

- Ym mha dref neu bentref mae eich busnes wedi'i leoli?
Ysgrifennwch eich ateb yma:

- Pa un o'r categorïau hyn sy'n gweddu orau i'ch math chi o fusnes?
Dewiswch bob un sy'n berthnasol

- ☐ Menter Gymdeithasol
- ☐ Cwmni annibynnol cyfyngedig
- ☐ Fasnachwr unigol
- ☐ Elusen
- ☐ Rhannu o gadwyn/rhyddfaint
- ☐ Clwb Chwaraeon Amatur Cymunedol (CChAC)
- ☐ Cwmni Buddiant Cymunedol (CBC)
- ☐ Arall:

- Pa fath o fusnes ydych chi'n ei weithredu?
Ysgrifennwch eich ateb yma:

Er enghraifft amaethyddiaeth, lletygarwch, teithio, llety, gweithgareddau awyr agored, manwerthu, crefftiau, bwyd a diod, ac ati.

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English



Llwybr Llechi Eryri Snowdonia Slate Trail

Business Survey

On behalf of the Snowdonia Slate Trail (SST) team, we invite you, an integral business member of the community, to complete this short survey.

We are part of a larger community-based tourism research project and greatly value your input to help us improve opportunities for local businesses through tourism in a more community-focused and sustainable way.

There are 13 questions in this survey.

Background information

Basic profile of your business or organisation

- In which town or village is your business located?
Please write your answer here:

- Which of these categories best fit your type of business?
Please select all that apply

- ☐ Social Enterprise
- ☐ Independent Ltd
- ☐ Sole Trader
- ☐ Charity
- ☐ Part of a chain/franchise
- ☐ Community Amateur Sports Club (CASC)
- ☐ Community Interest Company (CIC)
- ☐ Other:

- What type of business do you operate?
Please write your answer here:

For example agriculture, hospitality, travel, accommodation, outdoor pursuits, retail, craft, food and drink, etc.

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Cymraeg

Treftadaeth Llechi



4. Yn 2021 dyfarnwyd statws Safle Treftadaeth y Byd UNESCO i Dirwedd Llechi Gogledd Orllewin Cymru, gan gynnwys y chwe chymuned lechi, Blaenau Ffestiniog, Cwmorthin, Tanygrisiau, Llanberis, Bethesda, a Dyffryn Ogwen.

Ydych chi'n meddwl bod eich busnes yn elwa o ddynodiad yr ardal ?:

Dewiswch un o'r canlynol:

☐ Ydw

☐ Nac ydy

☐ Dim yn gwybod

☐ Arall:

5. Os mal 'ydw' oedd eich ateb i Q4, sut mae eich busnes wedi elwa ?

Dewiswch dim ond un o'r canlynol:

Llwybr Llechi Eryri

Mae Llwybr Llechi Eryri yn llwybr cerdded 83 milltir o hyd o fewn ardaloedd Safle Treftadaeth y Byd UNESCO "Tirweddau Llechi Gogledd Orllewin Cymru"

6. Ydych chi'n gwybod am Llwybr Llechi Eryri ?

Dewiswch dim ond un o'r canlynol:

☐ Ydw

☐ Nac ydy

7. Ydych chi'n ymwybodol o gynllun Pasbort Llwybr LLE ?

Dewiswch dim ond un o'r canlynol:

☐ Ydw

☐ Nac ydy

8. A yw eich busnes yn aelod o gynllun Pasbort LLE ?

Ysgrifennwch eich ateb yma::

☐ Ydw

☐ Nac ydy

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Tudalen 2 o 3

English

Slate Heritage



4. In 2021 the Slate Landscape of North West Wales, including six slate communities (Blaenau Ffestiniog, Cwmorthin, Tanygrisiau, Llanberis, Bethesda, and Dyffryn Ogwen) was awarded UNESCO World Heritage site status. Do you think your business is benefitting from the area's designation?:

Please choose **one** of the following:

☐ Yes

☐ No

☐ Don't know

☐ Other:

5. If you answered yes to Q4, how has your business benefitted ?

Please write your answer here:

Snowdonia Slate Trail

The Snowdonia Slate Trail is an 83-mile walking trail within the areas of the UNESCO World Heritage Site "Slate Landscapes of North West Wales"

6. Do you know about the Llwybr Llechi Eryri/Snowdonia Slate Trail ?

Please choose **only one** of the following:

☐ Yes

☐ No

7. Are you aware of the SST Trail Passport scheme ?

Please choose **only one** of the following:

☐ Yes

☐ No

8. Is your business a member of the SST Passport scheme ?

Please choose **only one** of the following:

☐ Yes

☐ No

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Page 2 of 3

Cymraeg

9. Sut ydych chi'n teimlo bod eich busnes yn elwa o ddatblygiad Llwybr LLE?

Ysgrifennwch eich ateb yma:

10. Os nad yw'ch busnes wedi elwa o Lwybr LLE, beth etlid ei wneud i helpu'ch busnes i gael mwy o fudd?

Ysgrifennwch eich ateb yma:

11. Pa fesurau ychwanegol allai helpu eich busnes i gael mwy o fudd o Lwybr LLE?

Ysgrifennwch eich ateb yma:

12. Pa gyfleusterau sydd eu hangen ar Lwybr LLE yn eich barn chi?

Ysgrifennwch eich ateb yma:

Ac yn olaf...

Os hoffech ddysgu mwy am Llwybr LLE ac archwilio cyfleoedd partneriaeth busnes, rhwch eich e-bost isod.

E-bost (dewisol):

Bydd eich manylion cyswllt yn cael eu defnyddio gan y tîm LLE yn unig ac ni fyddant yn cael eu rhannu ag unrhyw drydydd parti.

Diolch am gwbihau'r arolwighwn.

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Tudalen 3 o 3

English

9. How do you feel your business is benefitting from the development of the SST trail?

Please write your answer here:

10. If your business has **not** benefitted from the SST trail, what could be done to help your business benefit more?

Please write your answer here:

11. What additional measures could help your business benefit **more** from the SST trail?

Please write your answer here:

12. What facilities do you think the SST trail needs?

Please write your answer here:

And finally...

If you would like to learn more about the SST trail and explore business partnership opportunities, please provide your email below.

Email (optional):

Your contact details will be used solely by the SST team and will not be shared with any third parties.

Thank you for completing this survey.

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Page 3 of 3

Cymraeg



Llwybr Llechi Eryri

Snowdonia Slate Trail

Gwella Eich Antur

Beth fyddai'n gwneud eich taith gerdded nesaf hyd yn oed yn well?

Rydym yn rhan o brosiect ymchwil twristiaeth cymunedol, a byddem yn gwerthfawrogi eich mwnebw yn fawr i'n helpu i gasgu tystiolaeth ynghylch pa gyfleusterau yr hoffai pobl leol ac ymwelwyr eu cael ar y Llwybr.

Ni fydd unrhyw wybodaeth personol rydych chi'n ei rhannu (fel eich e-bost) yn cael ei rhannu ag unrhyw drydydd parti.

Mae 14 cwestiwn yn yr arolwg hwn.

Gwybodaeth eich gefndir

1. Ydych chi'n defnyddio llwybrau cerdded ?

Dewiswch un yn unig o'r canlynol

☐ Dim o gwbl

☐ Yn achlysurol

☐ Yn aml

2. Nodwch yr oedran sydd fwyaf addas i chi ?

Dewiswch un yn unig o'r canlynol

☐ Dan 18 oed

☐ 18-25

☐ 26-35

☐ 36-45

☐ 46-55

☐ 56-65

☐ 66-75

☐ 76-85

☐ 86 neu hynach

3. Ym mha wlad, a thref / sir ydych chi'n byw ?

Ysgrifennwch eich ateb yma:

Bydd eich ateb yn ein helpu i ddeall yn fras o ble rydych chi wedi teithio



Tudalen 1 o 4

English



Llwybr Llechi Eryri

Snowdonia Slate Trail

Enhancing Your Adventure

What would make your next trail walk even better?

On behalf of the Llwybr Llechi Eryri/Snowdonia Slate Trail (SST) team, we would love to invite you to complete this short survey.

We are part of a larger community based tourism research project, and we would really value your input to help us gather evidence as to what facilities locals and visitors would like to have on a trail.

Please note, any personal information you share (such as your email) will not be shared with any 3rd party.

There are 14 questions in this survey.

Background information

1. Do you use walking trails?

Please choose **only one** of the following

☐ Not at all

☐ Occasionally

☐ Often

2. Please indicate the age range that best suits you:

Please choose **only one** of the following

☐ Under 18

☐ 18-25

☐ 26-35

☐ 36-45

☐ 46-55

☐ 56-65

☐ 66-75

☐ 76-85

☐ 86 or older

3. In which country, and town / county / state / province do you live ?

Please write your answer here:

Your answer will help us to understand roughly where you have travelled from



Cymraeg

4. Am ba resymau ydych chi'n mynd am dro ?

Dewiswch bob un sy'n berthnasol

☐ Bod yn fwy ffrit a chryfach
☐ Ar gyfer rheoli straen
☐ Mwynhau natur
☐ Dysgu am dreftadaeth
☐ Dysgu am ddiwylliant
☐ Archwilio meysydd newydd
☐ I ddianc o'r dref/dinas
☐ Arall:

5. Gyda phwy ydych chi'n cerdded y rhan fwyaf o'r amser ar lwybrau ?

Dewiswch bob un sy'n berthnasol

☐ Mynd ar eich pen eich hun
☐ Y teulu
☐ Fel cwpl
☐ Mewn grŵp bach
☐ Gyda ffrindiau
☐ Gyda'ch ci
☐ Mewn grŵp trefnus
☐ Arall:

Llwybr Llechi Eryri/Snowdonia Slate Trail

6. Ydych chi erioed wedi cerdded unrhyw ran o'r lwybr LLE ?

Dewiswch un o'r canlynol:

☐ Do
☐ Naddo (Ewch ymlaen i gwestiwn 8)

7. Pa rannau o'r Llwybr wnaethoch chi gerdded ?

Dewiswch bob un sy'n berthnasol:

☐ Adran 1: Bangor to Bethesda	☐ Adran 6: Rhyd Ddu to Beddgelert	☐ Adran 10: Llan Ffestiniog to Penmachno
☐ Adran 2: Bethesda to Llanberis	☐ Adran 7: Beddgelert to Croesor	☐ Adran 11: Penmachno to Betws y Coed
☐ Adran 3: Llanberis to Waunfawr	☐ Adran 8: Croesor to Tanygrisiau	☐ Adran 12: Betws y Coed to Capel Curig
☐ Adran 4: Waunfawr to Nantlle	☐ Adran 9: Tanygrisiau to Llan Ffestiniog	☐ Adran 13: Capel Curig to Bethesda
☐ Adran 5: Nantlle to Rhyd Ddu		

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English

4. For what reasons do you go for trail walks?

Please select all that apply:

☐ To get fitter and stronger
☐ For stress management
☐ To enjoy nature
☐ To learn about heritage
☐ To learn about culture
☐ To explore new areas
☐ To escape the town/city
☐ Other:

5. Who do you walk with most of the time when on a trail?

Please select all that apply:

☐ Go solo
☐ Family
☐ As a couple
☐ In a small group
☐ With friends
☐ With your dog
☐ In an organized group
☐ Other:

Llwybr Llechi Eryri/Snowdonia Slate Trail

6. Have you ever walked any part of the SST trail?

Please choose one of the following:

☐ Yes
☐ No (Please go on to question 8)

7. Which sections of the trail did you walk?

Please select all that apply:

☐ Section 1: Bangor to Bethesda	☐ Section 6: Rhyd Ddu to Beddgelert	☐ Section 10: Llan Ffestiniog to Penmachno
☐ Section 2: Bethesda to Llanberis	☐ Section 7: Beddgelert to Croesor	☐ Section 11: Penmachno to Betws y Coed
☐ Section 3: Llanberis to Waunfawr	☐ Section 8: Croesor to Tanygrisiau	☐ Section 12: Betws y Coed to Capel Curig
☐ Section 4: Waunfawr to Nantlle	☐ Section 9: Tanygrisiau to Llan Ffestiniog	☐ Section 13: Capel Curig to Bethesda
☐ Section 5: Nantlle to Rhyd Ddu		

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Cymraeg

Ynglŷn â llwybrau yn gyffredinol



8. Pan fyddwch allan yn cerdded, pa gyfleusterau sydd eu hangen arnoch ar y llwybr?

Ysgrifennwch eich ateb yma:

9. **Az beth ydych chi'n gwario'ch arian wrth fynd allan ar lwybr neu ar ôl eich taith gerdded?**

Dewiswch bob un sy'n berthnasol:

- ☐ Tanwydd ar gyfer car
- ☐ Tâl trydan ar gyfer cerbyd
- ☐ Parcio
- ☐ Cludiant cyhoeddus
- ☐ Llety
- ☐ Siop leol ar gyfer byrbrydau
- ☐ Caffi/tafam leol
- ☐ Offer cerdded
- ☐ Lloŷf beiciau
- ☐ Arall:

☐ **Arall:**

10. Pe baech yn cael cyfle i wella eich profiad o Lwybr Llechi Eryri, pa gyfleusterau fydddech chi'n eu hychwanegu?

Mae croeso i chi ychwanegu unrhyw amwynderau, cyfleusterau, unrhyw syniadau sydd gennych

11. Beth ydych chi'n hoffi ei brofi wrth ymweld â phentref neu dref sy'n rhan o lwybr ?

Ysgrifonwch eich ateb yma:

English

About trails in general



8. When out walking, what facilities do you need on a trail?

Please write your answer here:

9. What do you spend your money on when heading out on a trail or after your walk?

Please choose **all** that apply:

- ☐ Fuel for car
- ☐ Electric charge for vehicle
- ☐ Parking
- ☐ Public transport
- ☐ Accommodation
- ☐ Convenience store for snacks
- ☐ Local cafe/pub
- ☐ Walking equipment
- ☐ Bike hire
- ☐ Other:

☐ Other:

10. If you had an opportunity to improve your Snowdonia Slate Trail experience, what facilities would you add?

Please feel free to add any amenities, facilities, any thoughts you may have:

--	--

11. What do you like to experience when visiting a village or town that is part of a trail?

Please write your answer here:

Cymraeg

English

12. Wrth gerdded llwybr, a ydych chi'n hoffi dilyn unrhyw fath o arweiniad ?

Dewiswch bob un sy'n berthnasol:

- ☐ Arweiniylr printiedig
- ☐ Map AO wedi'i argraffu
- ☐ Map AO ar-lein
- ☐ Map arall ar-lein
- ☐ Ap ffôn
- ☐ Erthyg/map o gylichdrawn
- ☐ Arall:

13. Beth ydych chi'n meddwl sy'n bwysig ei gael ar fwrdd dehongli ar ddechrau llwybr ?

Ysgrifennwch eich ateb yma :

Ac yn olaf...

Os hoffech chi gael rhagor o wybodaeth am gynllun Pasbort y Llwybr ac am Llwybr Llechi Eryri, ewch i www.snowdoniaslatetrail.org neu mae croeso i chi rhoi eich e-bost isod i gael ei ychwanegu at gylichlythyr.

E-bost (dewisol):

Sylwch na fydd eich gwybodaeth yn cael ei rhannu ag unrhyw drydydd parti.



Diolch am gwbilhau'r arolwg hwn.

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Tudalen 4 o 4

12. When walking a trail, do you like to take any form of guidance?

Please select **all** that apply:

- ☐ Printed guidebook
- ☐ Printed OS map
- ☐ Online OS map
- ☐ Other online map
- ☐ Smartphone app
- ☐ Magazine article/map
- ☐ Other: _____

13. What do you think is important to have on a notice board at the start of a trail?

Please write your answer here:

And finally...

If you would like to find out more information about the Trail Passport scheme and about the Snowdonia Slate Trail, please visit www.snowdoniaslatetrail.org or you are welcome to add your email below to be added to a newsletter.

Email (optional): _____

Please note your information will not be shared with any 3rd parties.



Thank you for completing this survey.

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Page 4 of 4

All Business survey responses

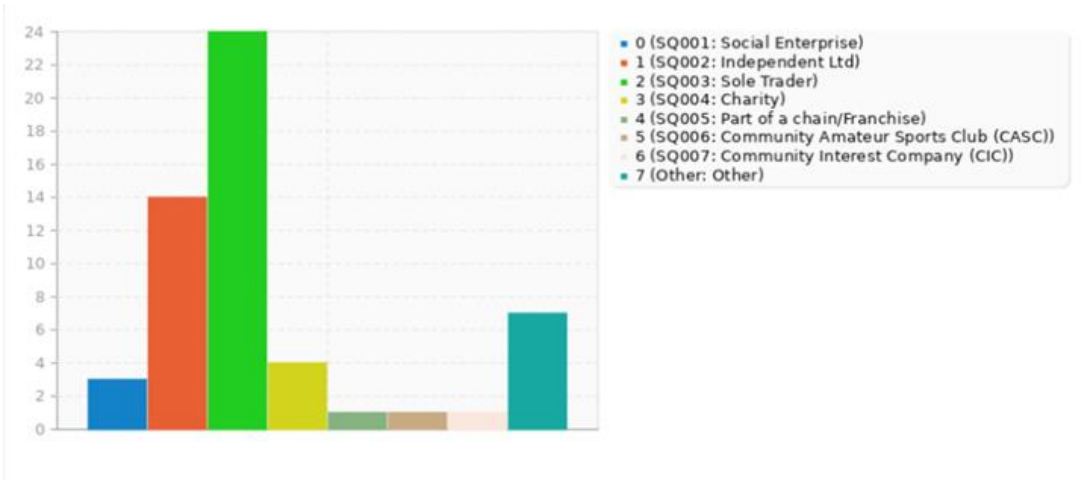
Q1. In which town/village is your business located?

55 responses 6 no response. Table below lists top 10 towns/villages

Town/Village	No of mentions
Llanberis	13
Beddgelert	9
Blaenau Ffestiniog	7
Bethesda	5
Nantmor	2
Betws y Coed	2
Capel Curig	2
Penrhyndaedraeth	1
Llanrwst	1
Rhyd Ddu	1

Q2. Which of these categories best fits your type of business?

Highest percentage of responses were sole traders with second highest being Independent Ltd



Other responses included:

Interested person
Salon
Church/charity
Green lane association 4x4 use
Farming partnership
Partnership
Bangladeshi restaurant

Q3. What type of business do you operate?

Below is an organized breakdown of the business types based on the responses provided, categorized into broader themes:

Hospitality, Food, and Accommodation

- Hospitality, food and drink (multiple mentions)
- Hospitality and Dog accessories business
- Bed and breakfast with restaurant
- Bwyd a diod - caws (Food and Drink - cheese)
- Cheese making business
- Lletygarwch, llety, bwyd a lles, amgylcheddol (Hospitality, accommodation, food, wellbeing, environment)
- Accommodation (multiple mentions)
- Siop a llety (Shop and accommodation)
- Holiday home

- Hostel
- Self-catering accommodation
- B&B
- Llety (Accommodation in Welsh)
- Ty Haf hefo cwmni Sykes cottages

Retail

- Retail - homewares and gifts
- Food retail
- Outdoor Retail (multiple mentions)
- Siop Hen Greiriau (Antiques Shop)
- Souvenirs, food, and ornaments

Arts and Crafts

- Arts organisation
- Craft (multiple mentions)
- Pottery and Art Gallery
- Art studio/ gallery

Outdoor and Adventure

- Outdoor Adventure Activities
- Outdoor pursuits (multiple mentions)
- Wellbeing, people and environment

Educational and Wellbeing

- Educational
- Beauty service
- Wellbeing, people, and environment
- Elusenol (Charitable)
- School
- Amryw o prosiectau... (Various local projects involving woodwork, IT, and services for people with disabilities)
- Sawna Bach, The Scenic Sauna (Starting in November 2024 in Llanberis)

Agriculture

- Agriculture

- Agriculture, meat, and accommodation

Other

- Not a business, but an organization regarding accessing byways and unclassified roads across the UK
- Amryw o prosiectau mewn nifer o leoliadau yn lleol, yn cynnwys Gweithdy Gwaith Coed a meithrinfa blanhigion yn Cwm y Glo. Hefyd yn Cwm mae ein brif swyddfa a gweithdy IT. Yn Deiniolen mae cwpl o adeiladau sydd yn cynnig gwasanaethau i bobol gyda anableddau dysgu (sef prif ffocws Menter yn gyffredinol). Yn Fachwen mae parc gwledig. Yn Llanber mae siop gennym sydd yn gwerthu lot o'r cynnyrch bydd Menter yn cynhyrchu ac hefyd cartref y Cynllun Cerdded a Darganfod.

Q4. In 2021 the Slate Landscape of North West Wales, including six slate communities (Blaenau Ffestiniog, Cwmorthin, Tanygrisiau, Llanberis, Bethesda, and Dyffryn Ogwen) was awarded UNESCO World Heritage site status. Do you think your business is benefitting from the area's designation?

32.08% responded yes

28.30% responded no

32.08% responded don't know

'Other' answers included:

Not yet

Dim ffordd i'w fesur yn iawn

Na

Q5. If you answered yes to Q4, how has your business benefitted?

17 responses

Answers include:

Response	Translation (if applicable)
Brought public recognition to the area	
It brings more tourism to the area	
More customers	
Mwy o gwsmeriaid	More customers

Tourism is attractive due to the beauty of the area for campers, walkers, climbers etc., which do then visit the dairy.	
More trade	
Awarner of our guests	
More visitors	
More people visiting aware of areas history	
People come to walk the trail or part of it. They are interested in the history and want to learn about the slate industry, also it's a free activity and has had a lot of press coverage.	
We have provided accommodation for walkers	
Ma rhai pobol yn dweud fod un dod i ymweld ar ardal hon oherwydd yr UNESCO	Some people say they visit this area because of the UNESCO status
Coast and location of the amenities	
Cawsom cwpl o comisiynau mawr i greu arddangosfeydd gan 'LleChi', sef y cynllun gan Cyngor Gwynedd i gefnogi'r cais UNESCO. Mae'r ddau arddangosfa yn barhaol a dal yn denu nifer dda o bobol.	We received a couple of large commissions to create exhibitions by 'LleChi', the plan by Gwynedd Council to support the UNESCO bid. Both exhibitions are permanent and still attract a good number of people.
More history/heritage related tourism and walkers	
Maw pobol yn bwcio i aros yn y bwythyn drwy'r flwyddyn.	People are booking to stay in the cottage year-round
Well, Llanberis Snowdonia attracts lots of tourists every year, so we get lots of customers, especially in the summer. Most customers say they are visiting here.	

Q6. Do you know about the Llwybr Llechi Eryri/Snowdonia Slate Trail?

75.56% responded yes

20% responded no

Q7. Are you aware of the SST Trail Passport scheme?

38.24% responded yes

61.76% responded no

Q8. Is your business a member of the SST Passport scheme?

38.46% responded yes

61.54% responded no

Q9. How do you feel your business is benefitting from the development of the SST trail?

Each category listed according to how often it was mentioned, from most popular to least popular:

Category	Details/examples
Positive Impact	-Increased public awareness of the area -It's definitely bringing more people into the area -Positive -Hikers visit the dairy, stay in local accommodations, raise profile, etc. -Trail brings more customers -More bookings throughout the year -More walkers going past shops, etc.
Uncertain / Unsure	- Not sure whether it is benefiting or not - Some increase in customers but unsure if it's due to the trail - Guests haven't mentioned the trail - Trail not well-known before arrival
Negative or Neutral Impact	- It's not benefiting from the trail - Not at all, or no impact - A few people know about it, but not significant
Non-Applicable / N/A	- Doesn't apply to me - Not aware that it is affecting business - No current impact - N/A

Interesting responses included:

- We are a good first overnight stop for many hikers who start in Bangor
- Codi profeil yr ardal, help efo branding asyb, mwy o gwsmeriaid (Raising the area's profile, helping with branding, more customers)
- Hikers who go through Bethesda may be inclined to visit the dairy
- Adding another 'activity' or visiting site in N Wales as opposed to only walking up 'Mount Snowdon' or doing the Zip line!
- I'm sure it provides an additional incentive for visiting walkers and industrial archaeology enthusiasts, so it provides my guests with additional activity options.
- Mwy o bookings pobol yn mwynhau mwy o'r ardal (More bookings, people enjoying more of the area)
- Possible increase in customers although we don't ask why they are here
- I'm not aware of any benefit. None of my guests have mentioned the SST as something they plan to do during their stay.
- It's not really. Only a few people know about it before they arrive.
- We have had some walkers staying now and again—unfortunately, they only want to stay 1 night, so we can't always provide them with a stay for only one night.
- I'm not aware that it's driven more business my way, but it provides additional activity options for my guests.
- Mae ein siop yn un o'r lleoliadau lle mae cerddwyr yn gallu stampio eu cardiau. (Our shop is one of the locations where walkers can stamp their cards. I'm often invited to give talks about my work and the Slate Trail. A couple more are scheduled for autumn.)

Q.10 If your business has not benefitted from the SST trail, what could be done to help your business benefit more?

Responses have been placed into the table below using categories-based on the types of answers and in order of popularity, number of mentions;

Category	Examples of responses
Advertising / Promotion	-Maybe it would help if we do some more advertising -Mwy o wybodaeth ar bapur aar y we grab -Marketing materials showing businesses along the trail would be helpful

	-Explicit advertising and links in trail resources to businesses operating in key locations -Promotion to people researching what to do in the area before they arrive. -More advertising and publicity -We would have to ask our visitors/customers the reason for their visit to know if it was due to the SST.
Collaboration/Partnerships	-We would like to work more closely with the LLE/SST trail to promote it and work collaboratively with other providers. -Nobody has told me about the passport scheme. Keep me informed of any opportunities / developments. -Maybe advertisement that could be integrated with our businesses.
Ideas for use/future projects	Wellness, charity, fun, Duke of Edinburgh, scouts, etc
Signage / advertising	-Hapus gyda popeth. Bosib byddai poster a hysbys mwy amlwg o help yma. -I'm not sure if it passes through Parc Padarn Llanberis. More signage? Publicity?

	-Arwyddion gwell. Masnachu a hysbysebu
Trail Information/suggestions	-Cynllun integredig sy'n creu cefnogaeth i ymwelwyr -Knowing the gradient of trails, terrain, and difficulty level on maps -The SST is a long-distance trail not well-suited to the self-catering sector. Two suggestions to improve it: document short walks and add information boards.
Welsh language	Gormod o Saesneg - pawb yn dweud Snowdonia Slate Trail o hyd - dyda ni ddim hyd yn oed yn defnyddio Snowdonia ddim mwy!
Other suggestions /issues	Sort out the ridiculous rule on holiday lets that are genuine businesses.

More detailed answers below:

- The SST is a long-distance trail which requires single night accommodation, not well suited to the self-catering sector. Most guests at my property who plan to walk are either aiming to go up Snowdon or to undertake local walks. I have put together details of local walks for my guests which get very good feedback. The walks include some parts of the SST and the notes provide insight into the history of the quarries.

Two things could make the SST more relevant to my guests:

1. Documenting some short walks along the route of the SST, typically no more than 3 hours return.
 2. Providing some information boards at key sites along the route that explain the history of that site.
- We would have to ask our visitors/customers the reason for their visit to know if it was due to the SST - linking up with community Wi-Fi projects could support this
 - Maybe advertisement that could be integrated with our businesses. More information as we haven't seen anything, only know ourselves because we are outdoor people. Maybe tangible media given to our business to help support it and give recognised about it.
 - Have responded 'no' as I don't know the answer to this question. We would like to work more closely with the LLE/SST trail, both to promote it but also to work collaboratively with other providers.

- Nobody has told me about the passport scheme. Keep me informed of any opportunities /developments. Include us in the business mentioned/linked to the slate trail passport

Q.11 **What additional measures could help your business benefit more from the SST trail?**

There were a variety of responses, here's an organised breakdown of the responses, categorized into broader themes and ordered to group similar ideas together:

Collaboration / Partnerships

- Develop a collaborative travel agency style of working to promote businesses along the trail, including packages for different guest types (walkers, bikers, UNESCO tourists, etc.) and unique guest experiences with local knowledge.
- Signage, inclusion in relevant literature, collaboration with other businesses.
- Handouts highlighting local businesses on the slate trail and/or signage.
- Increase awareness of the trail.
- Feature more Bethesda businesses in the publicity; offer small discounts at participating businesses linked to the slate trail passport to encourage walkers into the villages.

Marketing and Advertising

- More marketing, leaflets, posters, etc.
- More advertising and publicity.
- Advertising the trail more in outdoor publications.
- Better advertising.
- Llawer iawn mwy o promotion fysa yn help. (Much more promotion would help.)
- More information, some brochures.
- A map with advertising opportunities.
- Advertise the villages and towns along the SST more.
- Mwy o sylw i fusnesau lleol ar y wefan, rhoi gwybodaeth am y llwybr i'r busnesa i rhoi i'r gwsmeriad (More attention to local businesses on the website, providing trail info to businesses to share with customers).
- Advertise the trail at the Zipwire?

Signage / Information

- Improve signage and publicize it more.
- Create more check points near businesses.
- Bring walkers into village centers more instead of keeping them on busy tourist spots on the outskirts.
- Better signage, with more collaboration with local businesses and transportation improvements.

- More information on how to access the trail by public transport, and listing of local food producers.

Unique Ideas and Additional Services

- Produce data which could be used to apply mathematical models to.
- Provide local taxis on the website to transport luggage between accommodations, so they can walk with a day bag.
- Create a navigable route like the Rubicon Trail (USA) to bring more tourism.
- A map with advertising opportunities.
- Guided history tours for locals

Business-Specific Suggestions

- We are a supply stop on the SST, selling camping meals, snacks, fuel, etc. It would be helpful to be mentioned as an official supply stop on the website.
- Make it so guests stay 2 nights instead of 1.
- Increase awareness of walking groups and organizations about available facilities in the village.

Language and Cultural Concerns

- Y Gymraeg yn cael blaenoriaeth - Saesneg ar y mapiau OS hefyd. (Welsh should take priority—there’s too much English, even on OS maps.)

More detailed responses:

- Information to share with guests, (particularly about how to access the trail by public transport) or being on a listing of local food producers (although we don't offer an open shop or a consistent supply, so visitors would need to arrange delivery another time)
- Feature more Bethesda businesses in the publicity, since it runs directly past the village. Maybe a small discount at the participating businesses linked to the slate trail passport to encourage walkers into the villages. E.G on production of the slate trail passport they can have a 5% discount at participating businesses?
- It would be good to develop a collaborative travel agency style of working whereby we could promote each other's business along the trail - this to include targeted packages for different sorts of guests eg walkers, bikers, those drawn by UNESCO who wish to experience guided tours/walks with historical info/films/photographs etc and to develop unique guest experiences a bit like Virgin Experience packages which can only be achieved with local knowledge eg to provide a unique combination of experiences to fill a day.

Q.12 What facilities do you think the SST trail needs?

Displayed below are the results in a table organized by categories with examples of popular answers within each category.

Category	Examples
Toilets	Public conveniences, Locations of toilets, Toilets and campsites

Category	Examples
Signage/Information	Highlighted routes for 4x4, Signposting, More signage & interpretation, Information boards, QR codes, Clear and accurate signage We find, that many hikers don't know about the passport scheme and are not sure where to get the stamps.
Food and Drink	More places to eat in the evening, More cafes after 3pm, Fewer places to eat, Food & Drink, Toilets info
Parking	Free parking with a route map, Car parks, park and ride,
Don't know	Don't know, Not sure, Can't think of any
Accommodation/Campsites	More campsites, baggage transfer service, Campsites at each trail head, Accommodation, places to stay
Accessibility	Accessible for bikes/prams/wheelchair users, Free parking with a route map
Welsh language/Interpretation	More Welsh language, Clear and accurate signage

Interesting responses in more detail:

- It's a pity so many pubs are closing as there are fewer places for people to eat en route. In Capel Curig, we used to have the Bryn Tyrch Inn, Cobdens and the Siabod Cafe.

All trail-user survey comments

If you had an opportunity to improve your Snowdonia Slate Trail experience, what facilities would you add?

- A circular route would be fantastic instead of a straight there and back.
- a slate quarry to explore
- A village type shop is useful to stock up if needed.
- Ability to wild camp (not yob roadside car camping! Proper wild camping ...rucksack, pitch late, leave early, leave no trace)

- Access for bikes
- Access for horses
- Access for horses
- Access to trails on horseback, areas to park horse trailer mounting block
- Accessible routes and parking for horses
- Accommodation with field/paddock.
- Adequate parking and ideally somewhere for a cup of tea at end of walk.
- Allow mountain bikes to use more of the trails!
- an App
- Approved wild camping spots - no facilities just a spot where I won't be moved on.



- Areas for wild camping but I understand this could attract idiots
- As a disabled, autistic adult I really struggle to find quiet places to sit when there are children and dogs running around. It spoils the experience. I appreciate people take their children and dogs and encourage them to, but when I want to sit and enjoy nature or an ice cream etc, I hate them running around me or being noisy. Other than the lack of access to smooth paths, it's the main reason I don't visit places more. An adult-only area or a quiet area would be appreciated by me and many others.
- As a solo walker, better public transport might help with walking a section in one direction, rather than having to walk back to my car from where I started.
- As above. Haven't walked it yet but it seems there are already a lot of facilities and great historical sites.
- As much welcome and accessibility for horse-riders as anyone else (ideally as part of a full and dedicated campaign across North Wales to restore lost and blocked bridleways and provide safe off-road trails). Safe parking, take away coffee and tea, snacks along the way (can't take a horse in a cafe!). But really, all horse-riders want is to be treated equally with other trail users and kept safe with options to avoid riding on busy roads.
- benches along the route to stop and rest
- Better drainage solutions where needed
- Better parking.
- Better Signage
- Better signage
- Better signage
- Better signs
- Bridle paths, access for horses and parking for trailers.
- Bwrdd gwybodaeth o dro i dro i egluro pethau o ddiddordeb
- byrddau dehongli
- cafe
- Cafe, improved public transport links
- car park
- Circular route
- Clear map at start of a section. More signs.

- Clear website information about exactly what the access is like. Disabled people are not a homogenous group - our access needs vary, so the best way to help us trust to try a visit is to provide clear, accurate information about the environment, conditions, facilities etc - even if you think the access looks poor, it still helps us for you to be specific about it. Involve disabled people in writing this if you can (not just one!)
- Coffee shop
- Corrals horse watering facilities
- Covered shelters
- Cycle access.
- Cysylltiadau gwell ar drafnidiaeth gyhoeddus bob pen;
- daft as it sounds too, the odd vending machine would be great. you could even stock it on with “mac in a pack”/” kag in a bag” (remember those?) type things
- Designated camp spots
- Dim profiad o’r llwybr yma
- Dim sylwad
- Dog waste bins.
- Don't over improve the trail. An opinion I have of other marked trails around the UK.
- Drinking water station
- E.E y chwarel , y mynyddoedd o gwmpas ,enwu y llynoedd a.y.y.b
- Easier public transport to simplify getting back to my car at the point where I started. Indication of nearby points of interest (which may be close but not immediately served by the main trail
- Easy access gates to be able to get a bike through or over without slipping a disc or getting a hernia (stiles are fine for hiking but not great for a bike, they are however better than small, restricted gates)
- Eisiou mwy o ARWYDDION i ddangos ple mae y LLwybr - dim yn cario ffon ac felly yn gorfod edrych allan am yr polynion yn dangos y ffordd. Gwneud y LLWYBR yn hawddach o dan draed - darnau o amgylch Llyn Morwynion ac am y ffordd fawr yn wlyb iawn !! DIM cerrig na coed a'r y llwybr
- Ensure that the markings are clear and well maintained. Nothing else.
- Facilities for horse riders to experience the whole route
- Facilities for horse riders.
- Fflecsi bus to access trail
- Free booklet to mark off nature that I see along the way.
- Get rid of stiles, replace with gates. Make more of it cycle friendly.
- Good information on how a quarry was first created, details of geology. how the dip of the slate beds governs the mode of working. Why the work of the quarry miner is different to that of the quarryman.
- Good signage so as not to wander away from path my partner gets so mad when signs have been good but then on some trails disappear or are not clear to which way are pointing. Hence, I always take a book etc which gives good clues.
- gwella llefydd gwlyb o dan draed
- Have missed the way sometimes
- Have only done a hike to Snowdon from Rhyd Ddu but thanks to your survey will consider doing the Slate Trail (which I haven’t heard about before) one day! Thank you!
- Having some kind of “treasure hunt” around the trail would help keep kids interested- leaflets for the kids to fill in, or sculptures to spot etc
- Helpful if there were e.g. 5 spots on the 150-km trail where you could recharge a Powerbank that could possibly be useful.
- honesty cabins for on-trail refreshment
- Horse corals where possible. Parking for horse boxes/trailers

- Horse corrals
- Horse facilities
- Horse riding and box parking facilities
- Horse riding gates & mounting blocks multiuser route
- Horse trailer parking
- Horses permitted
- Hysbysfyrddau yn rhoi hanes y chwareli yn fras a chyfeiriad i gael mwy o fanylion
- I am happy with what is already provided. I've been exploring the area on my doorstep for decades unaided and am thrilled just to find out there are new waymarked! Thank you
- I do walk, and I believe you will get many useful comments from walkers that I will agree with. I hope you will support horse riders on this route.
- I don't know what is there currently. Some information on the trail at the start would be helpful.
- I haven't walked it yet but it's on the to-do list.
- I know this is possible for some sections.
- I would like to see more multi use trails including facilities for equestrians as well as cyclists and walkers
- I would love to be able to ride my E mountain bike legally in permitted and accessible areas of the trail with bike friendly gates
- I'd love to see a shuttle bus operating on the route, so I could plan to do linear walks rather than circular.
- If there are marked places where hikers can (wild) camp out and sleep under the tent on the trail, that would be wonderful but unsure if Welsh law allows that.
- Impossible I think to make surface level enough
- Improved gates/ styles etc
- In the lakes there are local businesses that set up on a road at the entrance of a trial, I.e a coffee van etc. there is one in west shore for example. Sometimes the village is too far to pop to.
- Information available on local wildlife would be useful
- Information boards
- Information boards
- Information boards can be handy, but for real insight you probably need a more detailed descriptive guide to showcase the history and what is left of it on the ground.
- It doesn't need any. What it needs is a real commitment to saving what little there is left instead of allowing it to disintegrate.
- It would be good to provide better cycling access in some sections, for example there is a short section between Gwydir Forest and Capel Curig which is footpath only, whereas this would provide excellent linkage for mountain bikes rather than the road section in the valley.
- It would be handy to include circular options leading off the trail, rather than walking back the same way. Or any public transport available back to where you started from.
- Lack of litter
- List of daytime cafes and pubs
- Llefydd penodol i barcio
- Local amenities at key locations act as trail heads, carrying information
- loos, loos, loos!
- Make it an accessible route- not necessarily flat but a surface which could be accessible for scooters/ wheelchairs
- Make it bike friendly
- Make it horse friendly
- Make it open to all users. Get rid of Discrimination. All non-motorised users should be welcome.
- Making sure good toilets at car parks.

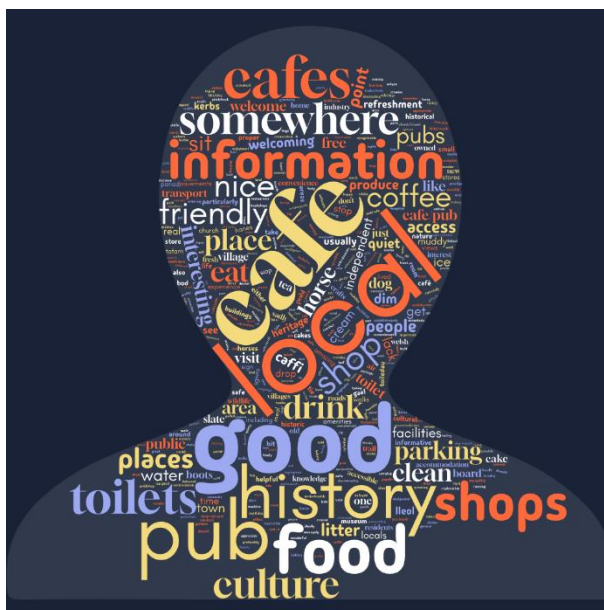
- More clear route signs
- More free/cheap parking.
- More info in campsites
- More information around sites of old quarries / mines
- More information.
- More motorhome stops with black/ grey water disposal
- More posters of the routes available
- More rubbish bins. Updated signage or develop an app with historical/ cultural/ local information
- More water fill ups
- More water points to refill bottles, campsites enroute,
- Motorhome parking - we live in our motorhome, so it is our only form of transport and I carry my mobility scooter in it.
- Mountain bike routes and trails and features
- Mounting blocks at obvious picnic or rest/ nice view areas
- Mounting blocks, tie up points, equestrian friendly gates, water points, clean up facilities
- Mwy o arwyddion rhwng llan festiniog a can penmachno.
- National Park wardens who, as well as helping visitors with advice, would fine people for dogs off leads worrying livestock and disturbing wildlife, starting fires, dog fouling, and littering.
- New fries
- No kissing gates or stiles.
- No stone on tracks
- No stones and available to horses
- None
- Not sure as well how much remote/isolated are the places where the trail leads?
- Not sure off hand
- Nothing extra to add.
- Notice board at start. Cheap/free parking
- Occasional seat to rest and appreciate the view is a plus
- Open it up to horses
- Opening up suitable loops for horse riding with adequate parking for trailers/lorries. Consultation with nearby landowners who could provide camping or b&b and corralling or stables. Occasional tie up or corral locations for rest/picnic.
- Paneli dehongli efo hanes ac ati
- Parcio addas- sicrhau nad yw pobl yn parcio ar dir amaeth etc
- Park and ride
- Parking
- Parking for horse boxes
- Parking for horse boxes, coral/areas to hold horses
- Parking for horse boxes.
- Parking for Horseboxes.
- Paths that are accessible to horse riders and carriage
- Paths that are linked and available to horse riders.
- Paths that link and form circuits.
- Places to stay and take breaks with field / paddock.
- Places to stay with your horse. Horsebox parking. Paths that are actually passable and not obstructed. The passes through the mountains are in a very poor state.

- Please for multi users including for vulnerable horse riders. I cycle, walk, horseriding, so important to include everyone. Horse trailer lorry parking's bay. Paddocks for overnight stays we spend a lot of money in pubs, cafe, travelling etc.
- Possibility to do a circular walk, not just up and back the same way.
- Public toilets at start / end / main settlements or open access to toilets in pub/cafe
- Public transport
- Rather it be left as nature intended.
- Reasonably solid surface for my mobility scooter, gates wide enough to get through, no stiles, access by public transport, no steep gradients
- Safe use for horses! Paddock to turn loose for a break.
- Signage and good stiles
- Signage for payment (if needed) needs to be easily seen - not micro print in direct sunshine or faded or have to get my wife to look at the machine for me.
- Signs
- Smooth paths :)
- Smooth paths, toilets, ice cream, tea or coffee, seating area with views.
- Snacks van
- Some paths are overgrown
- Some water points in some of the stretches. Had to take out of the river and filter at one point just in case. Majority of the trail is very well connected with water and toilets though
- Somewhere quiet to sit for adults...
- Suitability for horse riding.
- Suitable surface for a barefoot horse, and horse friendly gates and parking.
- Surfacing suitable for horses (large gravel is not good)
- Tell people local history and stories at each point.
- The bridleways up Snowdon have been paved for walkers / cyclists. Equestrian rights completely ignored.
- The route from Tanygrisiau to Penmachno has been poorly thought out, and as spectacular as Cwm Cynfal is, is irrelevant to the slate industry
- There are sufficient facilities at each end of the sections. Adding amenities would destroy this landscape. If people need more amenities and facilities, they should stay away from these areas.
- There isn't anything I'd add, it's natural and beautiful and should stay that way without becoming too commercialised.
- Tie point for horse. Toilet
- To ride on horseback, especially the whole trail with accommodation every 25 miles or so.
- Tobe able to ride it on my horse
- Toiledau, cafffi, pyllau nofio
- Toilet!
- Toilets
- Toilets at the start/end if possible.
- Toilets, contactless parking
- Toilets. Mounting blocks for riders, as its impossible to open gates while mounted, as farmers put concrete blocks on the chains
- Trails not stoned
- Trails not to be laid with stone
- Trails to be linked up to minimise roadwork
- Upgrade sections to dual use for MTBs and indicate on maps, suggest direction to ride but manage any interactions between trail users with information about trail etiquette and hierarchy of trail users.

- Use of local guide
- Water bottle refill points if it would be possible
- Water refill stations
- Water replenishment
- Water taps
- Water troughs
- We live locally so not an issue, but compared to the West Highland Way there needs to be more accommodation.
- We walked the Slate Trail before lockdowns. Sorry to hear the cafe at Dinorwig has closed. We liked it.
- Well maintained signposts, paths and gates.
- what is done already but improved upon if and when needed emphasis on history for those who want to learn about it and all walkers to be educated on the countryside coded ie why they should take their litter away and dispose of in an adult manner this includes dogs walkers who shockingly in Wales many don't keep their dogs on lead
- When I looked at doing a few sections of the Slate Trail with my daughter it wasn't easy to find overnight accommodation or to find transport options if only doing a few sections

What do you like to experience when visiting a village or town that is part of a trail?

- 'Muddy boots welcome' or somewhere to take the off before entering an establishment.
- A bench to sit awhile
- A board with some interesting information (historic or cultural etc.) in a point of interest. Could have a recognizable sign (like the Oak leaf for the National Trust).
- a coffee shop area to get a drink whilst taking in the views
- A friendly reception
- A good cafe
- a good pub or cafe is always nice...
- A good pub with real ale.
- A nice café
- A place to get a refreshment or food.
- A pub!
- A sense of life as it was lived
- A toilet not too busy, bins no litter somewhere to sit information about the place
- A visit to the church if there is one
- Accessible places to eat and shop - wheelchair access and sensory access
- Accommodation
- Accommodation, pub
- All our towns and villages were built on horse power, all the tracks and roads were for horses, the slate was pulled off the mountains by ponies. We should keep an inclusive attitude and stop discriminating against equines.
- Any important, old or interesting buildings highlighted
- Any old buildings including the parish church/chapel and heritage information panels
- Any specific sights or attractions that may add to the trail's enjoyment.
- Arddangosfa dreftadaeth; cafffi; tafarn



- Areas to tie up horse either coral or hitching posts
- Authentic Welsh, clean, welcoming, cafe, pub
- Benches.
- Bit of information about its connection to the slate industry.
- Blue badge parking
- cael y fraint o gael dweud bod fi wedi bod yno
- Cafe
- Cafe
- Cafe or pub that is open!
- Cafe or small shop. Nice place to sit.
- Cafe visit with home made cakes
- cafe, pub
- Café, pub
- Cafe, pub with food, toilets
- cafe/pub
- Cafe/pub
- Cafes
- Cafes
- Cafes with decent artisan food and coffee. Sadly Snowdonia has a real lack.
- Cafes, history, interesting places to see, pretty views, places to practise Welsh
- Cafes, possibly places for an evening meal, information centres, e.g. the one in Beddgelert is very good, exhibitions, bookshops.
- Cafes, pubs, toilets, shops
- Cafes/pubs
- Caffi
- Caffi, ty tafarn ,safle bws ,toiledau
- Chance to eat.
- Clean accessible public Toilets.
- Clean toilets.
- Coffee shops
- Convenience store, cafe.
- Conveniences, siop caffi
- crawiau yng ngerddi pobl
- Culture
- Cup of tea or panad
- Cyfarfod ffrindie
- Defnydd o'r gymraeg - a lle i gael panad
- Dim , parcio am ddim a dôd a popeth hefo ni. Gwario dim yn y cymuned.
- dim llawer i weld
- Dog friendly amenities.
- Dog friendly, mobility scooter friendly - do drop kerbs, either wide pavements or safe roads
- Dog-friendly pubs and cafes
- Drop kerbs
- Explore the town, local shops, cafe/pub
- Facilities such as shop, cafe and toilets
- Food and drink
- Food and drink, camping essentials
- Food and drink, local independent shops

- free water tap/ fountain.
- friendly and informative people refreshment shops if possible if not why not? there should be chain of linked shops like this surely?
- Friendly locals?
- Friendly, helpful residents. Nice pubs.
- Good cafe and feeling welcome
- Good cafes / pubs
- Good cafes happy to take walkers..... maybe muddy boots and bags with sticks.
- Good coffee shops
- Good food and beer and horses welcome
- Good food and water
- Good food, good coffee, clean toilets
- Good Icecream
- Good local information
- Good parking.
- Good places to eat
- Good pub
- Good public transport links if car parking difficult.
- Good quality cafe.
- Good shops coffee shops
- Good vegetarian food, independent stores.
- Hanes lleol
- Hanes lleol sgwrs efo hwn a llall.
- Helpful residents
- historic architecture & gardens
- Historical information about the place
- History
- History
- History
- History information of the area. Places to visit, where to eat.
- History of area, surrounding geography.
- History, culture, cafe
- I don't want to experience anything. just enjoy the place. if there is a tea room lovely if staying then a place to eat. local shop is good
- I don't. I hit the trails to avoid the crush of people on the monopoly board zip world are making the area
- I like to do linear walks too so good public transport back to the starting point is a plus
- I prefer areas which are remote
- I usually research before I go.
- I'm very tempted by a good ice cream shop or a cafe with amazing cakes.
- Ice cream, tea coffee, local history, somewhere quiet to sit that is designated quiet so no children or dogs running around or being noisy.
- Ideally, a cafe and/or pub.
- Information about the area and its history
- Information about the village or town.
- Information boards. Local history, wildlife info.
- Information point
- Information sign. Ease of access

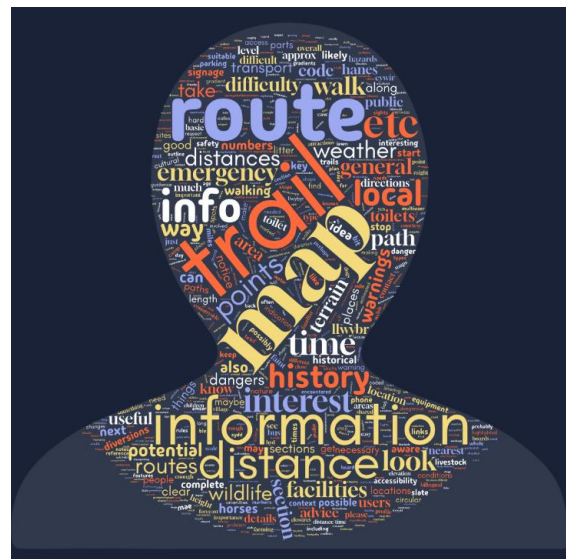
- Interacting with other people.
- Interesting and informative noticeboards.
- Interesting historical sites, a nice meal or a drink. Also a convenience store as it saves carrying a lot of supplies.
- It's home
- Lack of broken glass
- Lack of dog poo
- Lack of litter
- Lived in villages
- Local amenities and crafts
- Local businesses
- Local crafts and art
- Local culture
- local culture
- Local culture
- Local culture
- Local culture.
- Local establishments (food, accommodations), otherwise I'm usually just passing through.
- Local food and drink offerings including healthy options .
- Local food and goods
- Local food and souvenirs
- Local food, heritage information, cold drink, ice cream, toilet
- Local history
- Local museum .. A pub ..
- Local produce
- Local produce , welcoming environment
- Local pub
- Local pubs/ cafes
- Local shop
- Local shop or a pub.
- Local shops
- Local shops and cafes
- Local shops, cafes parks
- Local shops, quirky cafes with great coffee and cake
- Locally owned cafes and restaurants - not chains
- Museums
- Mwy o Gymraeeg amlwg
- Nature in all its forms. Fresh air. A cafe or pub
- Nature, animals, scenery
- Nice cafe
- Nice cafe, sit down place to eat
- Nice cafes.
- Nice pub, friendly service
- No litter
- No litter
- Not to disturb people!!
- Nothing particularly, just a general wander around

- One's knowledge will increase by repeated visits, and further exploration by not keeping to the trail is what it takes to learn about the former industry.
- Parking.
- Parking. Cafe. Toilets.
- Peace and quiet with nicely balanced facilities
- Places I would never visit, the hidden gems if you like. And also learning about the slate mining history
- Plenty of room to part my trailer/lorry, easy access to walks bridleways nice pub or cafe, toilets.
- Potentially the effect the trail had / its importance on the village previously and indeed now.
- Profi dim ond mwynhau yr ardal ar natur ac cadw heini a yr llwyddiant ar y diwedd
- Proper cafe with real coffee machine and fresh cake & sandwiches.
- Proper drop kerbs, paths that don't have cars / vans parked on them blocking the path
- Pub and any independent shops especially food shops
- Pub or cafe
- Pub or snacks facilities
- Pub, castle, church
- Pub, shop and a bus stop.
- Pub/cafe... bit of history all usually covered
- Pub/shop
- Public transport or parking.
- Pubs or Cafes that are dog/ horse friendly and don't mind wet clothes and muddy boots! Clean toilets.
- Pubs, locals
- Quiet off road riding
- refreshment stops and local produce
- Refreshments and at my time of life, sadly, toilets
- Sgwrs gyda pobl lleol.
- siop bentref a toiledau
- Small museum/ Cafe.
- Smooth pavements with little camber
- Sociable Cafe/small shop/cafe-pub, particularly love community owned venues
- Some history of the town, a cafe/pub stop
- Some idea of its history or heritage
- Some knowledge about a place (in guidebook or information board or online)
- Some parts had no facilities at all. Rhyd Ddu was one.
- Some point of interest about the town and it's history
- Somewhere new, each time is different be it a cafe or a bakery or a pub
- Somewhere safe for a horse.
- Somewhere that you can have a drink/snack and tie your horse up
- Somewhere that's attractive and friendly with good (don't have to be fancy) places to eat or buy food and appreciate spending time someone new that's got an interesting cultural history.
- Somewhere to eat and drink
- Somewhere to fill up water-bottles for free, and somewhere to use the toilet for free. And of course a good cafe!
- Somewhere to get food and sit down. Minimal traffic
- The beauty of our amazing wonderful ❤️ land
- The history
- The history and a cafe

- The history and culture and a slice of cake or an ice cream!
- The language, the culture, good food.
- The local experience and history
- The people and the culture
- The unique appeal of a village. Independent stores
- Their culture, trying their local produce
- To leave it and get out into the countryside
- To see it thriving.
- To see it's not overwhelmed by daytrippers
- Toilet, cafe (or pub), shop - in that order!
- Toilets
- Toilets
- Toilets - preferably clean and free.
- Tranquility
- Variety
- Warm welcome
- Welcoming cafe or somewhere for a drink and sit down
- Welcoming locals, shop, perhaps a water bottle refill point.
- When am with my horse access to water.
- Wildlife, trees, clean water and air, no litter.
- With appropriate parking

What do you think is important to have on a notice board at the start of a trail?

- “You are here”, easy to follow route info maybe an idea of gradients on the trail
- 24 hr Weather info
- A big enough map of the next section of the trail.
- A brief overview/ history of the trail.
- A map
- A map of the route, historical info, but not too much.
- A map of the route. Bus timetable if applicable
- A map of the whole trail. Overall distance & distances for each section. Elevation / terrain profile. Sights to see. Attractions to visit. Local history & general information. Links (QR codes) to pertinent topics that I might want to know & which would take too much space on the notice board to display.
- A map. Any appropriate warnings eg very steep
- A photo opportunity with a hash tag!
- A simplistic route that could be scanned instantly onto their mobiles
- a snippet feature of flora/fauna/culture/history mythology to the section of the trail
- Advice on known hazards with optional shortcuts on longer routes. Warnings to avoid any particularly sensitive biodiversity.
- Advice on required equipment and directions



- Also if there is any shared access for horses, whilst it is fantastic that some paths are shared with horses it is also disappointing to plan a route only to find that a couple of miles in the path has been torn up by horses and you have to turn back
- Also perhaps dangers, detours, blockages
- Amser , hyd a graddfa
- An outline of the route. What the markers look like and possibly something for children to look at, so they can be engaged and invest themselves into the trail they are about to walk.
- An overall map of the route.
- Any changes to the trail
- Any distraction on the trail.
- Any diversions?
- any features on the trail- gates, crossings, bridges to look out for
- Any re-routes, closures, tide areas (for coastal walks)
- Anything of particular importance or interest
- Arwydd
- Aside from the historical context to the trail.
- Basic info about the trail, history, geography. Bilingual
- Basic info on trail, weather etc
- Basic rules for those not familiar with the outdoors.
- Bilingual signs
- Ble mae dechra llwybr cylch
- ble mae siop/toiled/lle parcio
- Brief notes on the workings and transporting of slate to port and what to notice en route
- Clear signage, toilet locations if any along route, shop locations
- Convenient places to stop for refreshments and toilets.
- Country code. Respect for other trail users.
- Courtesy rules
- Courtesy to each other and all users, and keep countryside clean
- Cymraeg CYWIR, yn gyntaf ac yn fwyaf amlwg .
- Danger areas
- Dangerous length of trail
- Dangers
- degree of danger, recommended clothing/equipment, distance and height gain involved
- Details of length, possible approved wild camp spots, village shops
- Difficult sections
- Difficulty
- Dim pawb sydd methu darllan map ond oedd llyfr llwybyr llechi yn hawdd i ddarllen
- Directions , time/ distance
- Distance
- Distance and estimated time to complete.
- Distance between points
- Distance times things to do
- Distance, approx time of trail, trail colour coded and marker post to match
- Distance, elevation, type of path (accessibility for different abilities), things of cultural and natural significance or interest en route.
- Distance, level, facilities, maps, “you are here” point
- Distance, walking time, facilities ie shops and pubs/cafes

- Distance/time to next village, bus stop, shop, but also terrain and what you might see along the route.
- Distances and Up to date info if diversions have become necessary.
- Distances from A to B
- Distances to destinations
- Distances to key places eg next town or toilet facilities. Mention of some local wildlife. Grid reference.
- Diversions
- Diversions - H&S advice.
- Duration, map, emergency information
- Effort level, distance, climb height, weather warnings
- Emergency contact numbers
- Emergency information
- Emergency numbers.
- Ensure that equestrians are mentioned. So other users are aware that they may meet horse riders
- Equipment needed. Milage. Points of historical or cultural interest to look out for along the way
- Food outlets
- General information and guidance
- General information relating to the trail, a map of it with any necessary warnings of hazards, path closures.
- General note about the trail and any potential dangers highlighted. Perhaps a warning about being suitably prepared for sudden changes in the weather.
- Good escape routes to local transport
- Good spots to stop, views, toilet, coffee spots.
- Gradients.
- Guidance on respecting other trail users. Dogs on extendable leads. Hierarchy of users and who gives way etc.
- hanes cywir, ENWAU CYMREIG CYNHENID GAN GYNNWYS SILLAFU CYWIR DINORWIG !!!!!
- Hanes; bywyd gwyllt; ystyr enwau lleoedd heb gynnig fersiwn Saesneg di-angen
- Hard to say as I'm familiar with the area
- History of the area
- History of the walk
- History, nature
- Hyd y llwybr, siop/caffi/tafarn
- I don't believe notice boards are necessary
- Idea of distance to next facilities.
- If livestock are present on route (cows)
- If no toilets or amenities on site, maybe a list of others that are closest.
- If there are any danger zones ie shafts etc to be marked. Wildlife board. Nearest cafe/toilet. How long trail is and gradient etc. suitable for all ie multiuser
- If there are any parts that are not suitable for certain types of scooter or some form of classification. Map of route - very useful if there isn't a good mobile signal - some folks will insist on navigating only by phone - including things such as toilets/pubs/cafes if there are them. Emergency numbers - just in case.
- Impression of route
- Info about public transport. It's often difficult to compete a linear walk as it's hard to get back to your vehicle. Often easier to plan a circular walk.
- Info on any parts difficult for wheelchair with alternative routes where possible
- Info on walking difficulty of trail

- Info re potential problems eg caution re access so as to avoid conflict / caution re possible difficulties such as collapsing sea cliffs or dangerous shafts.
- Information about the route, distances etc.
- Information about the trail
- Information about the trail, including my plants, birds, animals and insects to look out for
- Information on the kind of paths to be encountered, mud, stepping stones across streams etc. Distances and likely walking time may be useful on shorter sections.
- Information re history/points of interest
- Instructions for seeking help if needed
- Keep dogs under close control!
- Key contacts in case you need them locally to the area with a QR code. I would just scan this at the start and have it on my phone, or take a photo
- Key points of nature / social and cultural community thereabouts eg there is rarely info / history about farming or farming communities and their importance to an area, yet we are walking freely through their land. It would be lovely to know more about that.
- Landmarks.
- Length of trail and approximate time it would take. Level of difficulty and if it's easy accessible/child friendly/wheelchair friendly etc
- Length, rough grade, approximately the duration
- listings of bus stop locations on the way between sections
- Littering and the impact on the environment needs to be highlighted. Tourists are lazy probably needs to be in multiple language's not just Welsh and English.
- local information- nature and history type stuff
- Local knowledge. Clear directions, things to look out for
- Local services, distance, fitness level, accessibility, map, local information
- Lot of history
- mae hanes yn bwysig iawn .ac lluniau
- Make people aware it's a multiuser trail
- Making it clear if you leave litter you are likely killing wildlife emphasises that have children to adult workshops on this in this day and age THERE IS NO EXCUSE ! Put that on the posters websites etc and so even have litter bags they can buy cheap for charity etc yes so they take it with them at the beginning trails and have disposal area at the end of a trail. etc
- Making people aware of the dog problem and also the litter problem.
- Map
- Map
- Map + hanes + disgrifiad o'r llwybr
- Map and any dangers outlined
- Map and distances. Profile of each stage
- Map and info about trail such as terrain, difficulty, distance!
- Map of route. Distance/time (approx) of trail.
- Map of trail
- Map of trails and information of places of interest.
- map of whole route with public transport and accommodation advice.
- Map with "You are Here" on it.
- Map with scale. Direction. Relevant local information. Warnings.
- Map, current/expected weather conditions, difficulty of trail, types of terrain likely to be encountered, potential livestock in fields, wildlife likely to be seen
- Map, emergency numbers

- Map, information about accessibility for each bit of the trail (surface, gradient, barriers), ecological and/or historical context
- Map, large enough to photograph, example of markers, general information on location of toilets and cafes
- Map, location of facilities, pubs, sites of interest route lengths
- Map, showing nearest public transport at various points; indication of severity/terrain; indication of any mobility-accessible parts ; location of nearest toilets; links/intersections with other circular walks or other long-distance trails
- Map. Parking places. B&Bs with grazing for horses.
- Map/outline of trail and salient points of interest.
- Mileage. Links to other paths. Idea of the terrain, any hazards. Idea of time taken. Points of interest on the way.
- Miles
- Miles, time it would take approx, different routes clearly marked like as some are colour coded .
- Name of trail, Distance and ascent of the section, outline of where the section sits within the overall trail.
- New pentrefi ,mynyddoedd, llwybr,
- No more mentions of 'trail' please, so American! It's a path, or llwybyr in Welsh. Get the locals involved.
- Nodi yn glir y llwybr cyhoeddus
- Nodweddion hanes yddol
- Not much. Hate notice boards
- Notes on slate production and export
- Nothing - too much signage everywhere already. IF a SMALL sign is essential then in this day and age a QR code which links to a website with whatever information feel is actually necessary to them
- Obstacles to power chairs, noted & distance from start point so you know how far you can go before you may need to turn around. It's very annoying if you only get half a mile into a 5 mile walk, & find your way blocked by a stile etc.
- Obvious but warning clothes of what you need or not to from coats to suitable walking boots
- One that can keep you clear of irate landowners, if access is complicated.
- Path closures/detours/reroutes
- Points of interest
- Points of interest, what wildlife you may see, viewpoints, distance and estimated time to complete
- Possibly a local weather forecast
- Potential time frames to complete. Potential for disruption (livestock/difficult crossing points etc)
- Probably safety advice for inexperienced walkers. Info about the trail.
- Public transport companies details
- QR code to info about looking after yourself in the countryside/hills/mountains.
- QR code to local mountain weather forecast,
- Realistic times for the sections based on moderately fit people. Indicate known areas with no phone signal.
- Reminder to leave no litter
- Rest sites en route
- Rhoid faint o filltiroedd ydi bob rhan ac AMSER (yn hanfodol) - faint o cleimio a faint o ddisgyn sydd i bob rhan -mewn troedfeddi neu fetrau
- Rhybydd i ymwelwyr i barchu ein hardal. Prin iawn yw'r parch.
- rough time it will take to complete that section of the trail (each way, naismith rule etc)
- Route information, technical difficulty
- Route map,idea of terrain,length of walk, time of walk, livestock warning.

- Route map. Indication of notable sights along the way.
- Route, a bit of history and details of where to find more
- Routes and safety information
- Routes that are available.
- Routes, maybe biking routes
- Safety information and attractions
- Scale of easy/beginner/ - difficult.
- Sections of the trail
- Show the route (detail and general), distance/scale, interesting facts about the area.
- Signage.
- Some idea of underfoot conditions, maybe. The Slate Trail book is quite comprehensive.
- Something about the context of the trail
- Suggestions to make the walk circular
- summary map
- syniad o lefel y daith
- the next 'stop'/village and its facilities
- The route
- The route & difficulty rate
- The route, important info such as parking and facilities along with where parking is. Historic sites to look out for.
- The route, interesting locations, places to park, toilets and cafes.
- The route, its general history, interesting landscape archaeology, what wildlife to look out for, where facilities are.
- The terrain so is it smooth paths, accessible etc. How far it is. How long it roughly takes. Hills so I know if my partner/carers can make it on foot. Placement of any benches to rest. Good view points to take note of. Emergency contact information if we get lost or stuck.
- Things of interest and emergency details. Less signage the better
- Think more important to have information at start of each section
- Toilet stops
- Toilets
- Trail distance, location of nearest first aid etc
- Type of terrain to expect, condition of footpaths, amount of road working in traffic
- Useful definitely - clear marking of the route is helpful for any user so a 'start here' notice with some key information seems sensible.
- Useful numbers.
- Useful to know wildlife to possibly be seen, good to have a bit of background local information/geology/local history
- Usual simple map. Points of interest
- Warnings of potential dangers, maps of the routes, with distances and any features on the way to be aware of. Potential emergency contact info
- Water replenishment points.
- Water stops
- Waymarking, general map, approx walk times, directions to local amenities.
- Weather and trail conditions and also equipment check
- Weather warnings and height of ascents and any other dangers
- Welcome, please enjoy our trail and please respect it
- What the going is like. What to look for on the way
- What to look out for on route and the countryside code

- When local facility's close and public transport information.
- Where the path is a hard path, and where is a soft path (grass / dirt)
- where you are and any risks
- Where you can camp (if possible). Where's a grocery store.
- Which parts are for people or horses or both
- Why littering is bad, environmental info.
- Wildlife
- Yes , information is always useful. I usually take a picture for reference

Appendix 3: Benches, shelters and resting places

Many trail user survey comments referred to the value of and desire for occasional benches, shelters and other resting places, and note that these are good points at which to peruse information boards and plan the route ahead.

The appendix below illustrates a range of both formal and *ad hoc* bench installations encountered throughout the broader Eryri National Park locality. Providing resting places need not necessarily always be an expensive installation, and often can make use of natural materials sympathetic to the local landscape vernacular. Clearly, heavily sculpted or decorated installations can incur greater costs – even so, they are potential opportunities for local artisans to provide showpieces of their crafts.

Compendium of benches and resting place examples in the vicinity of the Eryri National Park

The set of examples of benches and other resting places below illustrates a range of both formal and *ad hoc* installations encountered throughout the broader locality. Providing resting places need not necessarily always be an expensive installation, and often can make use of natural materials sympathetic to the local landscape vernacular. Clearly, heavily sculpted or decorated installations incur greater costs – even so, they are opportunities for local artisans to provide showpieces of their crafts.

	
Talysarn	Cwt y Bugail
	
Above Tan y Bwlch	Tyn y Groes – Lie back & look up at the trees!



Coed y Bleddiau



New Precipice Walk



Craflwyn



Fairy Glen



Rhyd Ddu



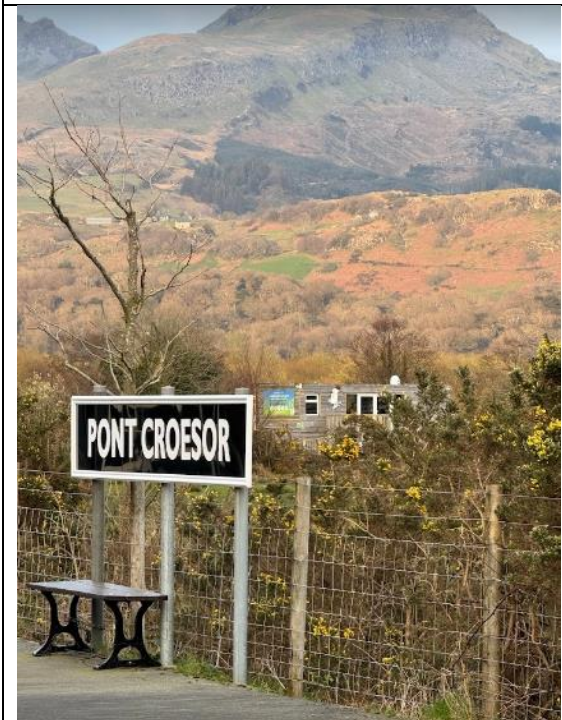
Craflwyn



Beddgelert



Port Penrhyn



Pont Croesor



Rhosgadfan



Rhyd Ddu



Llanberis



Bwlch y Battel



Tanygrisiau (Wildflower Meadow)



Plas Cwmorthin



CAT, Machynlleth



Penrhyndeudraeth



Arenig Fawr Bothy



Gwaith Powdwr



Penrhyndeudraeth



Plas Brondanw, Llanfrothen



Precipice Walk



Blaenau Ffestiniog



Cae Ysgubor, Beddgelert

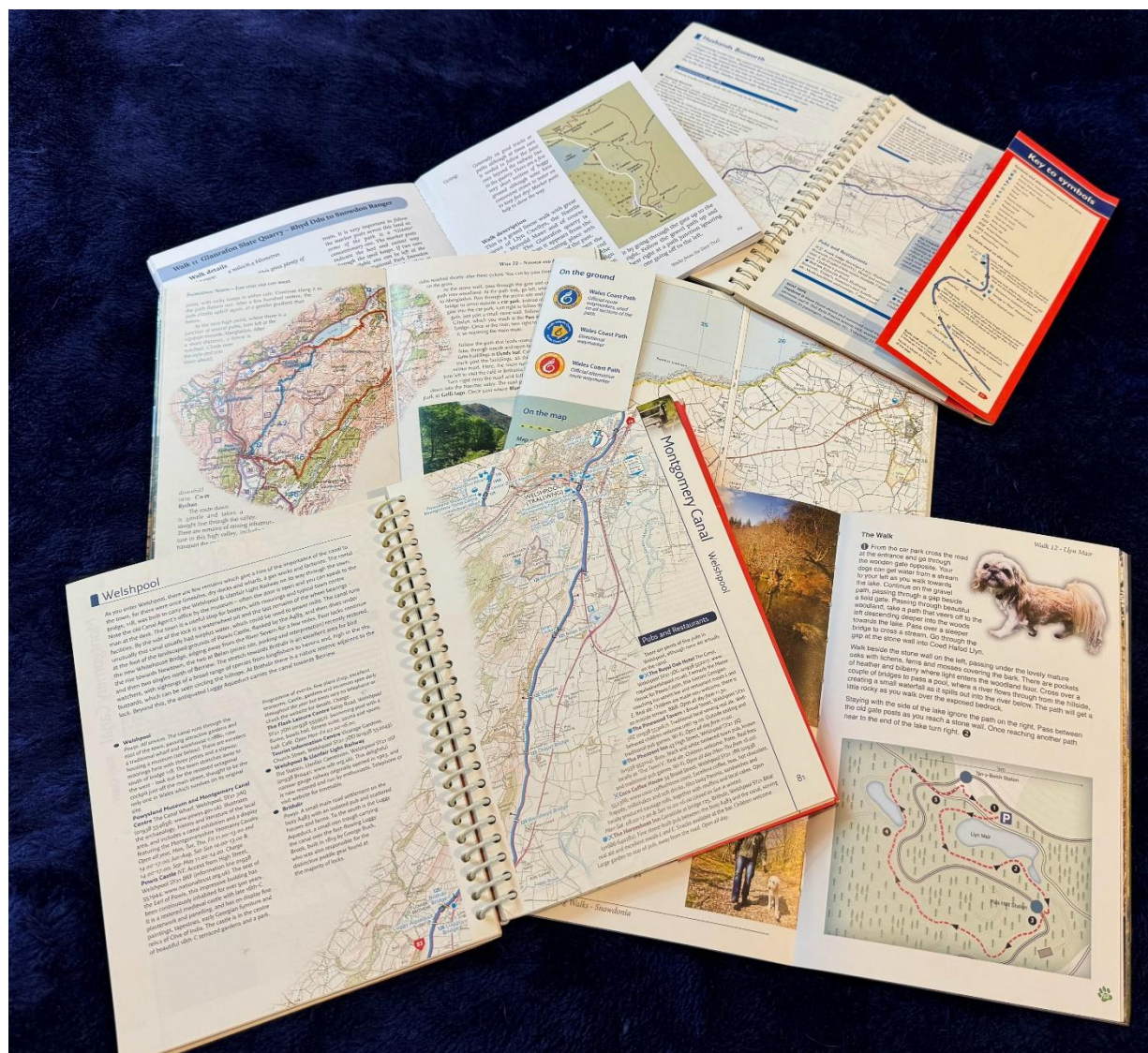


Cwm Penmachno

"Sometimes I sits and thinks..... and sometimes I just sits...."

Appendix 4: Trail mapping approaches

Functional comparison of a small range of contemporary trail-mapping publications, arising from responses in the trail-user survey which indicated patterns of *off-piste* exploration from the main SST.



Publication/ Series	Scope	Mapping	Service annotations	Fold-out map key
Rucksack Readers - SST Guidebook	Long distance trail	Lovell Johns	Station; camp/caravan site; B&B/hotel; café/pub; shop; castle; mast	✓
Northern Eye - Wales Coastal Path Map Guides	Long distance trail	Ordnance Survey	Standard OS plus; parking; pub; toilets; cafe	✓
Cicerone - Snowdonia Low Level and Easy	Middle-distance &	Ordnance Survey	Standard OS	Partial

Publication/ Series	Scope	Mapping	Service annotations	Fold-out map key
Walks	short walks			
Collins/Nicholson – Guide to the Waterways	Long distance (canal) routes	Ordnance Survey	Standard OS plus Boatyard services; refuse disposal; Sewage/Elsan disposal; Water; Fuel; Electric recharging; Pub; Restaurant	✓
Kittiwake – Snowdonia’s Slate Heritage	Short walks	Bespoke B/W	Parking	✗
Countryside Dog Walks - Snowdonia	Short walks	Bespoke Colour	Parking	✗
Garreg Gwalch - Day Walks from the Slate Trail of Snowdonia	Short walks	Bespoke Colour	Parking	✗

Appendix 5: *Multi-user* route sections and *Accessible* trail sections

Brief exploration of issues and opportunities associated with provision of multi-user routes and accessible routes, arising from responses in the trail-user survey which indicated interest in widening accessibility for broader inclusion.

Multi user routes/sections

The Definitive Map Modification Order (DMMO) process¹⁶⁵ under which applications can be made to reassess the status of Public Rights of Way has long been suffering huge backlogs nationally¹⁶⁶, simply through the bottleneck of under-manning within the local authorities.

An Access Reform Programme was set underway in 2021¹⁶⁷, which generated a number of possible streamlining options for multi-access trails, for example

“To extend, across all public footpaths in Wales, the range of activities that the public can undertake by right. A Countryside Act 1968, section 30-type provision would give rights for cycling and horse-riding to use footpaths; there would be no responsibility for local authorities to maintain or improve footpaths for higher rights use. A clause or caveat in the legislation would also be put in place to provide a mechanism for excluding and restricting access.”

In each case it was noted that the DMMO backlog would need clearing and this would require additional staffing resource.



In both the SST business survey and the SST trail user survey and through follow-up enquiries to elucidate

¹⁶⁵ <https://www.gov.wales/sites/default/files/publications/2019-07/rights-of-way-definitive-map-and-public-path-orders-procedure-guide.pdf>

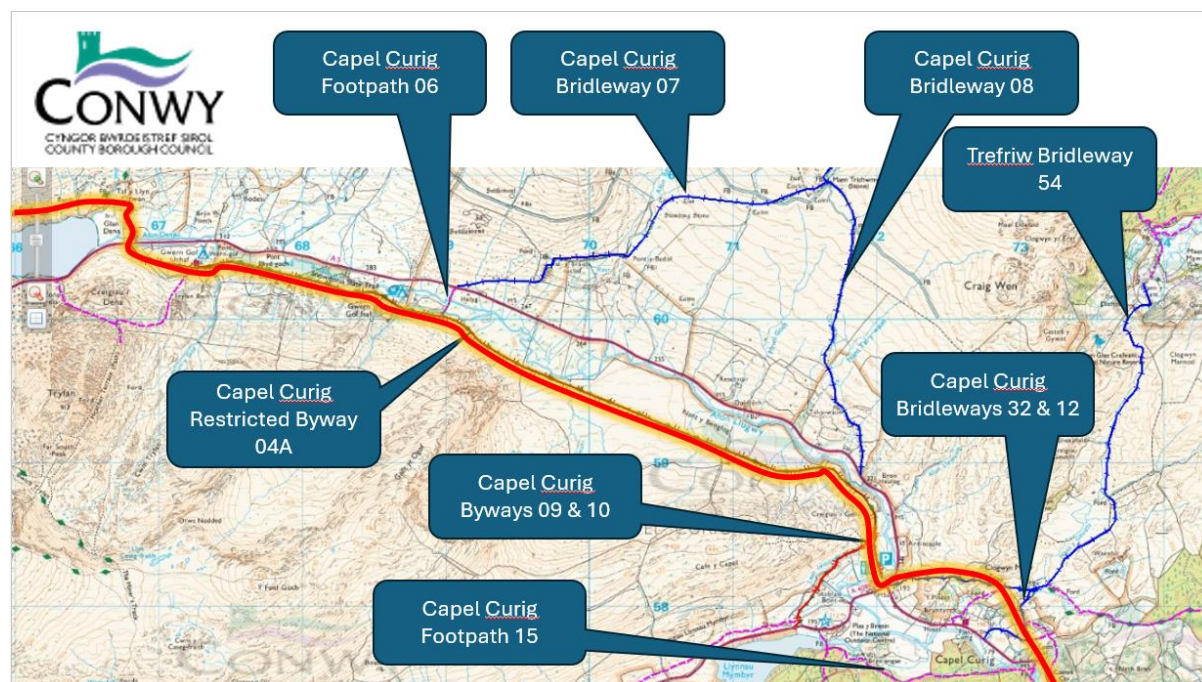
¹⁶⁶ <https://committees.parliament.uk/writtenevidence/119173/pdf/>

¹⁶⁷ <https://www.gov.wales/sites/default/files/publications/2021-11/options-identification-paper-expert-group-2-flexibility-public-paths.pdf>

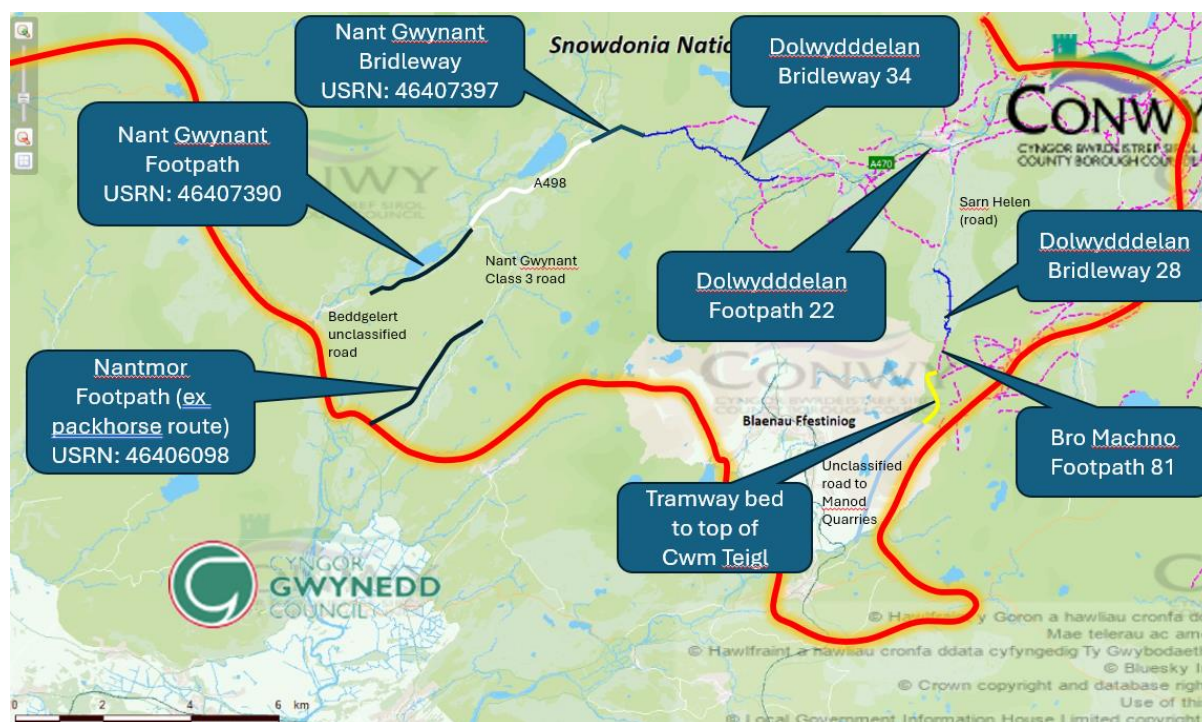
some comments (from cyclists, from disabled ramblers and from equestrian respondents who each use the SST and its adjoining paths) concerns were raised about the continued fragmentation of Byways Open to All Traffic (BOATs) and of bridleways. These respondents were able to quote a number of consistent examples of potentially valued circular routes or connections between networks, for which feasibility was blocked by very short sections for which there were access obstacles or diminution of status to *footpath* rather than *bridleway* or *Byway Open to All Traffic* (restricted or otherwise).

After further enquiry, the following specific examples were offered:

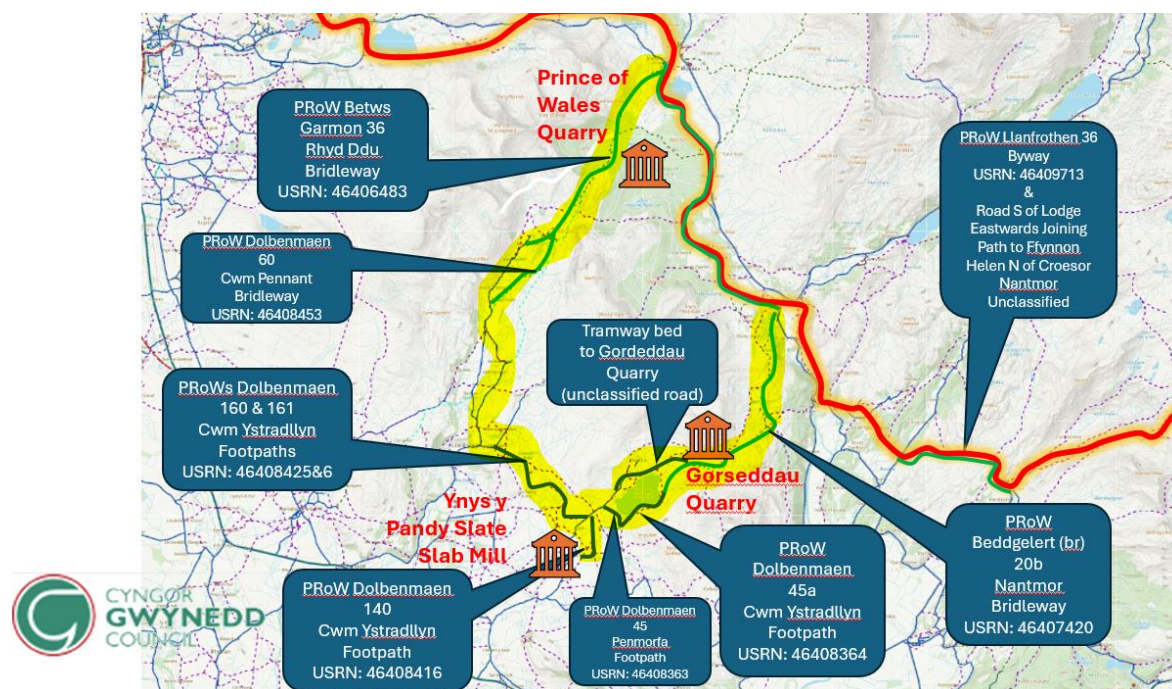
Capel Curig potential circuit and network



Ffestiniog potential circuit and network



Cwm Pennant & Cwm Ystradllyn potential circuit



By default, the SST way-marker signage includes a pedestrian walker symbol, which is a symbolic indicator of a footpath.

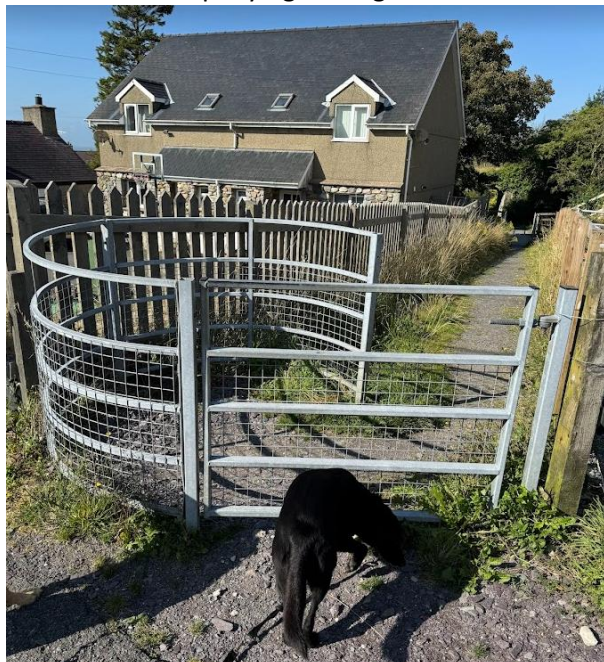


The signage practice on the Yorkshire Wolds Way utilizes an additional range of symbols which make clear any situations where the multi-user status of the route is such that specific sections are legally useable by a broader range of route travellers, such as cyclists and horse-riders.



Accessible routes

One issue raised by both disabled ramblers and horse-riders was that self-closing gates became significant obstacles when travelling solo unless an accompanying colleague was available to hold the gate open



during passage.

The usual pragmatic solution by inventive trail users in this situation was noted to be to

carry an elasticated bungee strap or a walking pole, to hold back the gate temporarily.



One possible accessibility solution is the use of “large mobility kissing gates”, examples of which are currently in used in Rhosgadfan, on the Bryngwyn Slate Trail¹⁶⁸.

If fitted with a RADAR keyed padlock, such gates can be opened wide, allowing the unfettered passage of

mobility scooters, pushchairs, and horses.

The Warwickshire Wildlife Trust has adopted this method as part of their equality, diversity and inclusion

¹⁶⁸ <https://treasuremaps.weebly.com/tracks/bryngwyn-a-branch-to-nowhere>

policy.¹⁶⁹



A significant number of comments in the trail user survey related to a desire for advance advice of the condition of a route or the presence of potential obstacles, and indications of the degree of difficulty. To some extent the degree of challenge which these may present will vary according to the type of trail user, and in many cases it is difficult to be objective.

The Ramblers use a fairly intuitive set of descriptors, Easy Access, Easy, Leisurely, Moderate, Strenuous and Technical¹⁷⁰.

The British Walking Federation use a numeric grading, 1 to 3, (with a + (plus) modifier if a walk falls between grades,¹⁷¹ whilst UK Hiking also grade numerically on a scale from 1 to 10¹⁷².

Madog Dog Walks Group recognized that dog -owners often needed a subtly different range of walk evaluations, and came up with the following series of fairly self-explanatory icons for categorizing walk routes so that walker could make informed choices in advance of attempting the route¹⁷³:

¹⁶⁹¹⁶⁹ <https://www.warwickshirewildlifetrust.org.uk/policies/equality-diversity-and-inclusion-statement>

¹⁷⁰ <https://www.ramblers.org.uk/go-walking-hub/how-know-if-ramblers-walk-right-you>

¹⁷¹ <https://www.bwf-ivv.org.uk/trail-grades/>

¹⁷² <https://www.uclhiking.co.uk/walk-grades>

¹⁷³ <https://www.madogwalksgroup.org.uk/p/walks.html>



National Trails¹⁷⁴ also recognised the need for trail users to be able to make their own assessments of personal suitability of potential routes in an informed way. They realised that this was particularly important for trail users with some form of mobility impairment to assess a route's suitability on the basis of their own personal judgement and not someone else's presumption of their capabilities or limitations. To this end, their website states:

"Viewing a route or location before you go can help you determine whether it is suitable for you. The Cleveland Way, Cotswold Way, North Downs Way and Pennine Bridleway have been recorded using Google Trekker and this allows you to follow the trail in the same way that Google Street View allows you to follow roads."



In spring 2017 Google loaned one of its backpack-mounted 'Trekker' cameras to the rangers who look after the Pennine Bridleway, of which the Mary Towneley Loop forms a key part. Able volunteers carried the 15-lens, 25kg camera around the 47-mile loop, capturing 360-degree images as they went. These images have been stitched together and launched online to create the iconic 'Street View' footage that people are used to seeing for roads. This allows trail visitors to examine the terrain along every inch of the Mary Towneley Loop before setting out.

¹⁷⁴ https://www.nationaltrail.co.uk/en_GB/trails/pennine-bridleway/see-the-trail/

Appendix 6: Interviews with local community slate researchers

Results from interviews with local community slate researchers about nurturing Welsh Language and Culture on the SST. These are shared thoughts on how this could be achieved based on knowledge of their local area. 3 training focus group sessions were set up with the team from Blaenau/ Bethesda and Nantlle.

Nurturing the Welsh Language and Culture

Team 1 - Notes from Blaenau Researchers

Blaenau Researcher brief & outputs	Document files
Brief	Team: Alec Maia Time allocated – 6 hours each plus an hour each to attend initial meeting Activity: Mae fi a Maia wedi pernderfynnu siarad gyda amrywiaeth o bobl yn yr ardal i gynnal yr ymchwil hyn. Fyddan ni'n ffocysu ar bobl sydd efallai cyd ymwybyddiaeth o'r llwybr llech yn barod (ag yn rhoi cydestun byr i'r rhain sydd ddim). Fydd yr ymchwil yn cynnwys 2-3 cwestiwn ar y fwyaf. Rydym am siarad gyda: Mentrau cymdeithasol: Antur Stiniog, Y Pengwern, Caffi Croesor, Gwesty Seren, Cellb ag Hostel Awdurdodau Lleol/Sector Gyhoeddus: Pennaeth Treftadaeth a Ddiwylliant i'r Parc Cenedlaethol Eryri, cynghorwyr lleol Busnesau preifat: Lakeside Café, Y Brondanw Arms, Isallt Guesthouse 1. Trwy'r ymchwil mi fydden ni yn dod i ddeallt gan busnesau, mentrau a cynrychiolwyr lleol o'r ardal sut y fydd y llwybr llechi yn gallu cyffrannu at diwylliant ac iaith. Trwy trafod y straeon difyr ag unigryw eu phentrefi/ardaloedd ac trwy deallt sut fysa'r cymuned eisiau i'r straeon yna cael eu adrodd i'r cyhoedd, fydden ni gallu ychwanegu elfen diwyllianol hollbwysif i'r taith llwybr llechi. Fysa ni hefyd yn gally holi am unrhyw dywediadau cymraeg unigryw iw ardaloedd y buasai o diddordeb i'r cyhoedd hefyd. 2. Mi fydden ni'n rhannu'r rhestr o cysylltiadau mewn ddau (Maia yn siarad gyda mentrau cymdeithasol, a finnau gyda busnesau preifat/sector gyhoeddus) 3. Fydd yr ymchwil yn cymryd 12 awr (6 awr yr un) English: Myself and Maia have endeavoured to speak to a variety of people in the area to conduct this research. We'll focus on people who may already have a shared awareness of the stealth path (as give these a brief

	synopsis who don't). The research will consist of a maximum of 2-3 questions. We want to talk to: Social enterprises: Antur Stiniog, The Penguin, Tourist Café, Star Hotel, Cellb ag Hostel Local Authorities/Public Sector: Head of Heritage and Culture for Snowdonia National Park, local councillors Private businesses: Lakeside Café, The Brondanw Arms, Isallt Guesthouse 1. Through the research we would gain an understanding from local businesses, enterprises and representatives from the area how the slate route will be able to intersect to culture and language. By discussing the fun stories with the uniqueness of their villages/areas and by understanding how the community wants those stories to be told to the public, we would be able to add an all-important cultural element to the slate trail ride. We also asked about any unique welsh sayings in areas that would have been of public interest as well. 2. We'd split the list of contacts in two (Maia talking to social enterprises, and me to private/public sector businesses) 3. The intrusion will take 12 hours (6 hours each) *Also talk to local talents in history, art, music.
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Meeting notes

Brief:

To conduct community research on behalf of the Slate Trail in the Bro Ffestiniog area and report findings.

Objective:

To understand how local interests can be served through the development of the Slate Trail in north Wales. Specifically the research should explore how local businesses, public representatives and social enterprises believe that the Slate Trail can foster the Welsh language and culture by developing the Slate Trail.

Method:

A brief **survey of 4 questions** was sent to a diverse list of individuals and organisations, living/operating in the area. Recipients were briefed about the questions and requirements either face-to-face or on the telephone ahead of being sent the survey. The survey was sent to **20 recipients** and **14 responded**. It was sent in either English or Welsh, depending on the recipient's language preference. Answers were received from individuals and organisations in the parishes of Blaenau Ffestiniog, Croesor, Llanfrothen and Penrhyndeudraeth. Recipients of the survey included:

- Private businesses in the Food & Drink, Accommodation, Education sectors
- Social enterprises in the Leisure, Wellbeing, Environment, Accommodation and Food & Drink sectors
- A charity in the Arts sector
- Individuals from Public bodies in the departments of Heritage, Language and Culture
- Representatives from Local Government Authority

The Survey began with a brief introduction of the Slate Trail and the purpose of the research as below:

The Slate Trail is an 83 mile route exploring the unique slate landscape of North Wales UNESCO World Heritage Site and the wonders of the Eryri National Park. It connects vibrant communities via a circular walking path, stitching together a diverse and interesting network of villages and towns, showcasing the area's heritage, landscapes, culture and language.

We're asking individuals / organisations how we can foster the Welsh language and culture within and around the Eryri Slate Trail.

The first questions in the survey aimed to gain a clearer picture of the business landscape in the Bro Ffestiniog and to understand the role of respondents we were speaking to:

1. What does your organisation / business do?

Here we asked organisations/businesses to summarise what they do, to better understand opportunities for overlap with the development of the Slate Trail

Private businesses in the Food & Drink, Accommodation, Education sectors

- Providing online language courses, translation and film services and Welsh lessons to visitors (Gwefus)
- Hostel (CellB)
- Public House (Brondanw Arms)
- Self Catering Holiday Lets (Plas Blaenddol)

Social enterprises in the Leisure, Wellbeing, Environment, Accommodation sectors:

- Providing environmental services, wellbeing programs (including social prescriptions) and support for local people (Dref Werdd)
- Accommodation and supporting individuals with learning difficulties (Seren Hotel)
- Running a Mountain Biking centre, Cafe and shop, as well as developing local property and assets (Antur Stiniog)
- A community space for Croesor, Llanfrothen, Garreg, Rhyd and Penrhyndeudraeth using grant money to organise events (Oriel Caffi Croesor)
- A network of social enterprises in Bro Ffestiniog (Cwmni Bro)

Charity in the Arts and Food & Drink sectors:

- Creating and performing operas in the Welsh language (Opra Cymru)
- Cafe and gardens, serving food and drink (Plas Brondanw)

Individuals from Public bodies in the departments of Heritage, Language and Culture

- Fulfilling the two statutory purposes of CONserving and enhancing the natural beauty, wildlife and cultural heritage as well as promoting opportunities for the public

understanding and enjoyment of the special qualities of the Parks. There is also a third purposes which is to nurture the economic and social wellbeing of the local communities in the Park (Eryri National Park Authority)

- Each World Heritage Site (WHS) is managed by an accountable body, which in this case is Gwynedd Council, specifically the Llechi Cymru team. The team at Gwynedd Council is responsible for running the site day to day at an operational level, with partners across the landscape providing management and support specifically for their sites (Cyngor Gwynedd)

Representatives from Local Government Authority

- No answer (County councillor)

2. What is your role within the business/organisation?

Here we asked people of their role within the business/organisation to better understand respondents' oversight of the business/organisation in which they work and their potential decision-making/influencing change.

- Business owner/partner: 3
- Director: 3
- Site manager: 3
- Coordinator: 2
- Head of department: 1
- Community worker: 1
- County councillor: 1

3. Are there any ways your work nurtures / promotes the Welsh language and culture?

The purpose of this question is to gain a better understanding of existing services, objectives and projects are already existing and underway in the Bro Ffestiniog area to nurture and promote the Welsh language and culture.

Responses regarding Welsh language

Commonalities

- Bilingual services are provided in marketing, website content, meetings and signage (5 responses)
- The Welsh language is central to organised events (5 responses)
- Staff encouraged to prioritise the use of the Welsh language and/or start every conversation in Welsh (3 responses)
- The development of the Welsh language is a by-product of the organisation's principal objectives - serving the local community (2 responses)

Unique

- The Welsh language is one of the designated special qualities of the organisation and is therefore activities are organised to promote its use (for families, communities, at the Ysgwrn in Trawsfynydd, through the volunteering network etc.) (1 response)
- Revival projects in the communities within the World Heritage Site, NLHF funding has been earmarked to target Welsh learners over the course of 5 years
- Reading materials and educational books in the Welsh language are provided for visitors to read on site (1 response)
- Participants in the organisation's activities are encouraged to take lessons (1 response)
- The single, primary purpose of their work is to nurture and to promote the Welsh language (1 response)

Responses regarding Welsh culture*Commonalities*

- Welsh-language artists (visual, music and craft) are engaged and to perform/exhibit locally in shows (4 responses)

Unique

- The Slate Trail is advertised on-site via a poster (1 response)
- The provision of service (accommodation) supports the discovery and greater understanding of Welsh culture (1 response)
- The development of Welsh culture is a by-product of the organisation's principal objectives - serving the local community (1 response)

The survey responses reveal a strong commitment to nurturing and promoting the Welsh language and culture within the Bro Ffestiniog area. Commonly, bilingual services and Welsh-language events are integral to organisations from private, public and third sector, with some encouraging staff to prioritise Welsh in their daily interactions. Similarly, Welsh culture is promoted through the engagement of local artists and community-oriented activities from both public bodies and social enterprises.

4. How do you think the Welsh language and culture could be nurtured / promoted on the Slate Trail?

The purpose of this question is to understand how individuals/organisations envisage the Welsh language and culture being developed on the Slate Trail.

Commonalities

- Interpretation boards for the trail (10 responses), including the following elements:
 - Emphasis on historical and mythological context of the area (4 responses)
 - Emphasis on Welsh names (3 responses)

- Interactivity such as QR codes or iBeacons (3 responses)
 - Bilingual (3 responses)
 - Local artists designed features (2 responses)
- Events: such as bilingual workshops, guided tours to celebrate the language and culture (4 responses)
 - Engage with local communities on importance of the language and support its growth (3 responses)
 - Creating an app for the trail (2 responses)
 - Drawing businesses into the route for mutual benefit (2 responses)

Unique

- Activities on place names Welsh / quarry features for young people (1 response)
- Engage directly with the Sustainable Visitor Economy Plan from the ENPA and Cyngor Gwynedd (1 response)
- Links to mine tours in Llechwedd or the Railway to gain wider understanding of the impact of the Industry (1 response)
- Promote cultural significance/landmarks to businesses (1 response)
- By developing the communities on, and within short distance of the Slate Trail, communities will strengthen environmentally, economically and socially, and this will in turn bolster the Welsh language and its culture (1 response)
- Collecting oral histories Welsh (1 response)
- Develop a sound Welsh policy (1 response)
- Ensure trustees / board include Welsh speakers (1 response)
- Consider Welsh language awareness training where necessary (1 response)
- Working directly with Welsh schools (1 response)

The survey responses suggest several avenues for nurturing and promoting the Welsh language and culture on the Slate Trail. Common suggestions include installing bilingual interpretation boards that emphasise the historical and mythological context of the area, a focus on Welsh place names, involving local artists, and the inclusion of digital technologies such as interactive elements like QR codes or a trail specific app were also mentioned. Respondents demonstrated an appetite for live events too - hosting bilingual workshops and guided tours, engaging local communities in language/history educational activities, and partnering with businesses were all mentioned multiple times as ways to celebrate and support the Welsh language and culture on the Slate Trail. Unique ideas highlight the importance of working with the Eryri National Park Authority and Cyngor Gwynedd and their Sustainable Visitor Economy Plan, linking the trail to local industries like mining, and developing robust Welsh language policies.

5. Any other feedback

“Cyfeillion Croesor is at a pivotal point at the moment, with a lot of energy from the community as well as financial outlets to improve our assets (Oriol Caffi Croesor) for the good of the community. Cyfeillion Croesor will be proud to be part of projects that Slate Trail has envisaged over the next year, particularly those that celebrate our culture, Welsh language, landscape and communities” (Cyfeillion Croesor)

“The Slate Trail is very good as it takes people on a different journey and thinks to extend it to other places” (County Councillor)

“I'd be interested to know more about what these plans are, so please don't hesitate to get in touch: gwefuscymru@gmail.com” (Gwefus)

“In terms of the development of the economy, community ownership of the tourist resources on the Slate Route is key. With community tourism, the community owns resources and the income generated when visitors use the resource stays local and multiplies and is invested locally. In other words, host income, which is the opposite of extractive income, occurs when outside companies own tourist resources. As there is a relationship between the economic base of a community and the language and culture, then host community tourism is key” (Cwmni Bro)

Conclusion

The report reveals an alignment among local stakeholders from public bodies, and the private and third sectors in the Bro Ffestiniog area regarding the potential of the Slate Trail to nurture and promote the Welsh language and culture. The survey responses underscore the importance of bilingual interpretation, community engagement, and the integration of local history, art and mythology in the trail's development. There is also significant interest in hosting live events, creating interactive digital experiences, and partnering with local businesses to reinforce cultural and linguistic ties. The enthusiasm for participating in projects that celebrate the area's culture and language demonstrates a collective commitment to ensuring that the Slate Trail serves as a vibrant conduit for local identity and economic resilience.

Actions

Nodiadau o Gyfarfod Ymchwilwyr Blaenau

Presennol:

Maia Alec Tansy Roger

- Mae cysylltiadau yn yr ardal yn barod – caffis gyda llawer o ddigwyddiadau a thafarndai cymunedol, cysylltiadau yn digwydd yn barod.
- Ardal sy'n gysylltiedig â'r Mabinogion
- Gwrando ar radio 4 am gymhelliant Copenhagen i dwristiaid i wneud gweithred dda ac yn gyfnewid am gwblhau'r gweithgaredd hwnnw (gallai fod yn glanhau neu'n rhywbeth sy'n cefnogi'r gymuned)

mewn rhyw ffordd) yn cael ei wobrwyo gyda gostyngiadau mewn lleoedd i fwyta ac ati. A allai fod yn rhywbeth i'w weld yma? I ennyn diddordeb diwylliant iaith, a chymhelliant

- Gwnewch rywbeth i gymryd rhan mewn ffordd ddifyr, fel helpa drysor o amgylch y Llwybr, ond mae'n annog pobl i fynd i mewn i fusnesau a phrofi eu Cymraeg – darparu lle diogel a magu hyder. Yn gyfnewid yn cael ei wobrwyo. Annog ymweliadau â lleoedd lleol.
- Gwneud tasgau i gael arian i ffwrdd - dre Werdd?
- Ei gwneud hi'n hwyl i roi cynnig ar eiriau Cymraeg. – gêm o fathau.
- Dychwelyd i'r Mabinogion – creu digwyddiadau i ddod â'r chwedlau lleol yn fyw – 3D gydag actorion. Y caincs - mae carreg yn gysylltiedig â'r Mabinogion gyda thwll ynddo, cyfle i dynnu lluniau.
- Digon o fannau gwyllo ar y Llwybr i hyrwyddo ar gyfer insta
- Annog i dreulio amser, twristiaeth araf. Rhywsut ei ychwanegu at y blwch tik o bethau i'w gwneud. Ond llai o ffordd echdynnol sy'n cilyddol i ymwelwyr ac yn lleol.
- Airbnb Worthless, ail-greu cynllun rhannu dref – dewch i aros gyda theulu neu gymeriad lleol sy'n gallu rhannu straeon a mynd â'r ymwelydd neu dwristiaid lleol ar deithiau cerdded. Creu sbin newydd.
- Creu cyfeiriadur – beth sy'n lleol ac arbennig yn yr ardal. Mae'n rhaid i brofiadau dilys sydd ar gael gan fentrau cymdeithasol a busnesau bach a chanolig a busnesau cymunedol sy'n defnyddio'r Gymraeg – fynd i rai.
- Dod â busnesau at ei gilydd ar y Llwybr SST gan ddefnyddio dulliau fel yr uchod i roi ffenest siop iddyn nhw - rhywbeth ar y wefan. Canolbwyntio ar brosiectau cymunedol yn unig.
- Gellir dysgu cymaint gan bobl leol – sut gallwn bontio'r bwlch, rhyngweithio â phobl leol ac ymwelwyr i wella profiadau.
- Bontio'r bwlch rhwng busnesau mawr fel Portmeirion a chyrchfannau llwybrau llechi – ffordd o greu budd i'r ddwy ochr iddynt groesi hyrwyddo?
- Llwybrau rhyngweithiol – Alice in Wonderland yn Llandudno - sut mae hynny'n gwneud?
- Codau QR ychydig yn hen het, sut i greu troelli personol ar hysbysfwrdd – digwyddiadau cerdded dan arweiniad. Cael botymau sy'n rhoi llais i berson siarad am ragolygon y tywydd, darparu gwybodaeth, natur ar y Llwybr. Croeso mwy personol i gysylltu â nhw.
- Cael digwyddiadau ar hyd y Llwybr – ar gyfer plant / cerddoriaeth / hanes yn dod â storffeydd yn fyw.
- Lleolwch straeon lleol hyper mai dim ond pobl leol sy'n eu hadnabod, nid mewn arweinlyfrau. Ewch i galon a hunaniaeth lle. Yr ymdeimlad o le.

Notes from Blaenau Researchers Meeting

Present:

Maia Alec Tansy Roger

- There are links in the area already – cafes with lots of events and Community pubs, affiliations happening already.
- Area affiliated with Mabinogion
- Listened to o radio 4 about Copenhagen incentive to tourists to do a good deed and in return for completing that activity (could be a clean up or something that supports the community in someway) is rewarded with discounts in places to eat etc. Could be something to look at here? To engage culture iaith, and an incentive
- Do something to engage in an entertaining way, like a treasure hunt around the trail, but encourages people to go into businesses and test their Welsh – provide safe space and gain confidence. In return rewarded. Encourages visits to local places.

- Do tasks to get money off - dre Werdd?
- Make it fun to try Welsh words. – a game of sorts.
- Returning to Mabinogion – create events to bring the local myths to life – 3D with actors. The caincs – there's a stone affiliated with Mabinogion with a hole in it, photo opportunity.
- Plenty of viewing points on trail to promote for insta
- Encourage to spend time, slow tourism. Somehow get it added to the tik box of things to do. But less extractive way that reciprocal to both visitor and local.
- Airbnb Worthless, re-create rhannu dref scheme – come stay with a local family or character that can share stories and take the visitor or local tourist on walks. Create a new spin.
- Create a directory – what's local and special in the area. Authentic experiences available provided by social enterprises and SME's, community owned businesses that use Welsh language – must go to's.
- Bring businesses together on the SST trail using methods such as the above to give them a shop window – something on the website. Focussing only on community projects.
- So much can be learnt from locals – how can we bridge the gap, interaction with local and visitors to enhance experiences.
- Bridge the gap between large businesses such as Portmeirion and slate trail destinations – a way to create a mutual benefit for them to cross promote?
- Interactive trails – Alice in Wonderland in Llandudno - how is that doing?
- QR codes a bit old hat, how to create personal spins on a notice board – guided walk events. Have buttons that give a person voice to speak about weather forecast, provide information, nature on the trail. A more personal welcome to connect with.
- Have events along the trail – for children /music /history bring stores to life.
- Locate hyper local stories that only locals know, not in guidebooks. Get to the heart and identity of a place. The sense of place.

Output summary

Ewri sefydliad	Beth mae eich sefydliad / busnes yn ei wneud?	Beth yw eich llo / tosh / sefydliad / busnes?	A oes unrhyw flydd y mae eich gwaith yn methlin / hyrwyddo i'w iath a'i dwylliant Cymraeg?	Sut ydyd chi'n meddwl gellir methlin/hyrwyddo i'w iath a'i dwylliant Cymraeg ar y Llwybr Llechi?	Unrhyw adnodi ychwanegol?
Gwesty Seren	Cefnogi unigolion gyda anableddau dysgu	Rheolwr Busnes	Oes, cwmni dwyieithog yng nghanol Eryri	Enwau Cymraeg ar ardaloedd gwahanol i flywrau, hynnu cwmiau i fewn i'r flywyr a hanes i gyd-fynd. Eblais cael QR Codes i plac ar y flywyr ble gall pobl sicoto a cael profiad interaeti gyda hanes.	
Y Dref Werdd	Menter gymdeithasol ydy'r Dref Werdd, sydd yn gweithio er lles yn amgylchedd a'r gymuned led yn Mro Ffestiniog ac ardal Penrhynedeuraeth a'r cylch. Harfodion Y Dref Werdd *Cynrorg a Chymorth - Darparu cymorth a chyngor i aelodau y gymuned ar rhestr eang o faeion cymdeithasol sydd yn cynnwys bodi-dalliaid, cynrorg ynni, cynrorg dyledion, Cymorth bwyd, llety, Cymorth cyflogaeth a llawer mwy. *Yr Amgylchedd - Datblygu a dogelu cynefinedd ardal Bro Ffestiniog, Dysgu plant am ei chymelin a'i chymuned. *Presgripsiwn Gwyrd - Gweithgareddau mewn natur i gellohi iechyd a lles. *Cynaliadwyedd - Calfi Threvisio, tyfu bwyd lleol, Banc coed tan, rhannu sgiliau a hyfforddiant a tar cerbyd tydrolol cymunedol gyda gymr cymunedol sydd yn ymateb i anghenion y gymuned.	Gweithiwr cymunedol ardal Penrhynedeuraeth	Rydym yn annog a cefnogi pawb i ddefnyddio yr iath Cymraeg, mae staff yn cael amsen i fynd ar cymiau i ddysgu i'w iath os angen ac rydym yn annog unigolion sydd yn defnyddio ein gwasanaeth ac eisiau dysgu i fynd i ddaethbadau. Rydym i gyd iet i'm yn mynd ar gurs Cwrs Cademiol i'ath, mae nesaf.	Anwyddion gyda hanes yr ardal a natur yn y iath Cymraeg a Saesneg sgempas y flywyr. Cael gweithdai gwahanol helyd.	
Awdurdod Parc Cenedlaethol Eryri	Mae gan Bariau Cenedlaethol Cymru a Lloegr ddau bwrpas statudol: 1. Gwarchod a gwella harddwch naturiol, bywyd gwyllt a treftadaeth ddwyllianol ardal y Parc Cenedlaethol. 2. Darparu cyfleoedd i'r cyffwrdd ddaeth a gweithgareddau rhinweddau arbennig y Parc. Pan fydd gwrthdaro rhwng y ddau bwrpas, y pwrpas cyntaf (cadwraeth) sy'n cael y ffaenoriaeth. Mae gan Bariau Cenedlaethol trydydd dyletswydd helyd, sy'n ofynnol i'w ystyried trah cylanwngi prapasa, sef methlin fies economaidd a chymdeithasol cymunedau Parc. Awdurdod Parc Cenedlaethol Eryri (APCE) yw'r corff sy'n gyfrifol am reoli ardal Parc Cenedlaethol Eryri. Mae ardal y Parc yn 823miliwr sgwar a phoblogaeth yr ardal yn 26,000, gyda thros 60% o'r boblogaeth yn siarad Cymraeg.	Pennaeth Treftadaeth Ddwyllianol	- Mae'r iath Gymraeg a dwylliant Cymraeg a Chymraeg yn rhai o'r rhwyddau arbennig treftadaeth ddwyllianol Parc Cenedlaethol Eryri. - Mae Awdurdod y Parc yn arddel safonau i'ath, sy'n pogyu bod y ddau iath yn cael eu trin yn gyfartal. Mae hynny'n pogyu bod y holl wyddoeth, gwasanaethau a gweithgareddau a ddarperir gan APCE ar gael yn ddwyieithog. - Mae'r APCE yn darparu cyfleoedd ar gyfer methlin a defnyddio'r Cymraeg mewn sefyllfaoedd cymunedol, cymdeithasol ac arffurdd dwy wehand weithgareddau, gan gynnwys - + gweithgareddau i deuluoedd (e.e. ysgrif goediog, teithau meddwlgar, teithiau tywys, gweithgareddau celf ac ati) + darpariaeth Yr Ysgwrn yn Nhrwelynydd, sef angueddla achrededg a chianolau ddwyllianol sy'n cynnal i'ath amynol ar themau treftadaeth, dwylliant a cheilyddad ac yn gweithion unigolionol gyda darparwy addysg sy'n dysgu Cymraeg iet at iath oedolion ac yn darparu addysg Gymraeg i bob fann. - mae canan uchel o staff a gweithdow APCE yn siaradwy Cymraeg (tros 90%) ac mae'r iath yn cael ei defnyddio yn mhob agwedd o'r gweithgaredd.	- Cymnal gweithgareddau sy'n datlu i dehongli agweddau dwyllianol o treftadaeth y Llwybr Llechi, e.e. teithiau tywys, gigs, ac ati... - Rhof'r Gymraeg yn ganolig i bob agwedd o weithgaredd y Llwybr Llechi a'i ddallau ymgyffitu. - Ymgyffitu gydag Economi Ymweidd Cynaliadwy Gwyneidd ac Eryri. - Hyrwyddo eithiau dwyllianol y Llwybr Llechi i fusnesau lleol, e.e. darparwy llety, etc.	
Cyfeillion Croesor	Menter gymdeithasol yw Cyfeillion Croesor sy'n defnyddio cyllid grant i reo digwyddiadau ymlaen yn Oriel Calfi Croesor, adeilad cymdeithasol i gymunedau Croesor, Llanfrothen, Gareg, Rhyd a Penrhynedeuraeth.	Cydyrnydd digwyddiadau a prosiectau	Ym mhob flordd Rydym iet menter yn pwyseisio y pwyseisio o leithrin yr iath yn mhob digwyddiad, cyfarfod, marchnata, Rhynddheuau grant ag sgysiaid cymunedol. Mae sylfenn llawer o'r granau rydym yn cerio am yn thai sy'n canolbwyntio ar drefnadaeth ac iath. Rydym yn datlu sgiliau arstiaid, cerddorion, crefwyr, adeiladwyr a phobl fusnes lleol twy gynnal gweithdai, gigs, prosiectau adeiladu ac mwy.	Ychwanegu lwy o Interpretation panels, mewn helyd o ddaiddordeb ar hyd y flywyr, gyda ffunau darluniau gan arstiaid o'r ardal penodol yna ag gwybodaeth am hanes y gymunedarlal yna.	Mae Cyfeillion mewn pwynt 'pwynt' ar hyn o bryd, gyda lot o egru o'r gymuned yn ogystal a cylanwngi arstiaid i wella ein arianau (Oriel Calfi Croesor) er lles y gymuned. Bydd Cyfeillion Croesor yn fatch o fod yn rhan o unrhyw prosiectau sydd gan flywyr Llechi dros y flwyddyn nesaf, yn enwedid rheir sy'n datlu ein dwylliant, yr iath Cymraeg, trwydd a'n cymunedau.
Opra Cymru	creu a pherfformio opera'u yn y Gymraeg	Cyfarwyddwr / Arstidg	Oes, dan n'i'n perfformio a chreu opera'u yn y Gymraeg	Cymnwys eithiau hanesyddol a mytholegol yr ardal yn storï flywyr (ar yr app?) gan gynnwys ymatebion celfydd wedi eu creu gan arstiaid cybies.	Na
Cynorg Gwynedd		Cynghorydd sef		Anwyddion yn ddwy iaethog ac unrhyw flydd esail i wydd am y flywyr llechi	
Gwefus	Busnes amlynnol yn cynnig cyrsiau Cymraeg ar-lein, i ymwelwyr (ym Mhenrhynedeuraeth) ac yn y gymuned led, gwasanaethau cyfeithu a fflmiau cymunedol	perchenog	Dyna yd gwradd y'r busnes a'm mthil fara menynt	Fel un sydd wedi cerdded bob cam o'r flywyr Llechi, mae gweud yr iath yn amwng yn bwysig iawn, twy anwyddion enwau lleoedd Cymraeg amwg, a bod yn hydlenus am y flordd rydym n'i'n mynd at i ddaiddordeb - heb gyfeithdau Saesneg o enwau lleoedd ond yn hytrach esbonio o be' mae'r Gymraeg yn ei olygu (mae gwahaniaeth) Mae gan yr ardal gwyntai i'w gynnig sy'n ymestyn yn lwy na dim ond hanes y llechi helyd - amaeth, sawl dwylliant bychan, sir, bwyd gwyllt, straeon y bob sydd yna heddla ac mae dehongli rhau mewn flordd naturol efor Gymraeg yn gyntaf yn bwysig iawn. Dw i'n croesawu ymwelwyr i Walth Powder Penrhynedeuraeth i ddaid i gael blas o'r iath ac maent wrth eu bodd yn cael rhoi cynnig ar siarad yr iath ond helyd dysgu am ble maen rhw. Mae llawer o'r ymwelwyr hyn yn gendwy'r teichn bodd sy'n gyfrwyddat at flywyr a dw i'n ymledio yn y flath trwyd i'n gallu cynnig y cyle unigryw hyn i bobl. Dwe i helyd yn croesawu gwpiau o America i Gwreter i ddaidd lloyn bach wrthy rhw am yr iath na maent yn cerdded rhan o'r flywyr neu i llyn Cricit (yn ddyrnu ar y wyaidd) Mi fadal dangos i fusnesau ac unigolion sy'n byw yna na mor helyd ydi	Ma y flywyr llechi yn dda iawn gan ei fod yn mynd a pobl ar dath gwahanol ac yn meddwl ei ymestyn i helyd esail Mi fadal gen i ddaiddordeb gwydd mwy am beth ydy'r cynlluniau hyn, helyd croeso i chi gysylltu: gwefus.cymru@gmail.com
Antur Stinio	Rhedeg Canolfan Bacio, Calfi a Siop yn Blaenau Ffestiniog. Rydym helyd yn datblygu eiddo ac asedau ar y stryd lawr ar gyfer sefydlu busnesau hysydd a canell.	Cyfarwyddwr	Mae ein gweithgareddau mewnol megis gweinyddiaeth ac ati, ac wrth farchnata, i gyd yn cael ei gynnal drwy cyfrwng y Gymraeg a Saesneg.	Dwy byrddau dehongli ac apps yn oliau yr hanes ac hanesion ar hyd y flywyr. Helyd dwy ymgyffitu efor cymunedau a cyllusterau ar draws y flywyr sydd yn defny o bod a canan uchel o siaradwy Cymraeg. Oes medd parato yfaffen syml elo geriau 'allweddol' Cymraeg a ryglwr defnyddwyr y flywyr, neu dwy drehu teithiau tywys arbennig.	Pob kwc efor gwaith :)
Hostel Celf	Hostel	Partner	Mae ein weid, ebyrd a'yb yn ddwy leithog. Prosti flywyr llechi ar y weillau a flythau am yr ardal. Helyd Mae llaw flyk gyda geriau cymraeg a embell pamffled gyda geriau cymraeg Dehryddiol.	Anwyddion dwy leithog. Siaradu dilyr, teithiau lwydd, basocro neu gr codes i roi hanes penodol. Linc i helyd iet flycweidd i deep mine tour sydd yn ddaidd yr hanes a tren Stinio.	Gwasanaeth bws i atyniadu / helydd bwyta / aros
Pias Brondanw	Gweith bwyd a diod mewn calli	Rheolwr	Sgwsio gyda ymwelwyr. Dechrau bob sgws yng Nghymraeg	Anwyddio yng Nghymraeg yn gyntaf	
Cwmni Bro	Mae Cwmni Bro Ffestiniog yn rhywydwaith o letrau cymunedol yn mro Ffestiniog	Caderydd y Burdd Cyfarwyddwr yr	Ein prif amcan yw datblygu cymunedol ac mae hyn yn cynnwys datblygu a hyrwyddo'r Gymraeg a'r dwylliant.	Twy ddaiddwyr cymunedau sydd ar, neu yn ymyl, y flywyr llechi celf y cymunedau hynny eu crythau yn amgylchedd, economaidd a chymdeithasol ac mae hynny yn eu crythau o ran y Gymraeg at dwylliant.	O ran ddaiddwyr yr economi mae perchnogaeth gymunedol ar yr adnoddau twristaidd ar y Llwybr Llechi yn allweddol. Gyda twristaeth gymunedol mae'r gymuned yn beechen ar adnoddau ac y mae'r incwm sy'n cael ei greu gan fo ymwelwyr yn defnyddio'r adnodd yn aros yn lleol ac yn llusgoi ac yn cael ei fuddsoddi iet. Hynny yw, incwm cynhalid sy'n groes i incwm echdynol sef beth sy'n digwydd pan fo cwmiau allanol yn perchnog adnoddau twristaidd. Gan bod perthynas rhwng sylfenn economaidd cymuned at iath a dwylliant yna mae twristaeth gymunedol cynhalid yn allweddol.
Pias Blaendol	Self catering holiday lets x3	Business owner	Allows visitors to be able to stay in the area to experience it's beauty and culture	Both Welsh and English language (Welsh first) used on signage and literature associated with the trail	Keep up the good work
Brondanw Arms	Public House	Landady	Welsh is the first language spoken by the vast majority of our customers so we have many Welsh speaking musicians perform here.	Bi-lingual signs, local history information boards.	No
Cynorg Gwynedd	Caiff pob Sall Treftadaeth y Byd (SYB) ei reoli gan gorff atebol, sef Cynorg Gwynedd yn yr achos hwn, ac yn benodol t'm Llechi Cymru. Mae'r t'm yng Nghynorg Gwynedd yn gyfrifol am redeg y safle a ddaidd i ddaidd ar lelei weiltheddol, gyda phartneriaid ar draws y ddaidd yn darparu rheolaeth a chefnogaeth yn benodol ar gyfer eu safleoedd.	Cydyrnydd Treftadaeth y Byd Gogledd orllewin Cymru	Cyffredinol - Cynorg Gwynedd - mae'r Polka iath Cynorg Gwynedd yn cadarnhau ymweiddad y Cynorg i weilthedd yn unol ag epyddion Safonau'r Gymraeg i fanteisio ar bob cyfle possib i hyrwyddo defnyddio'r Gymraeg yn ei wasanaethau gan ddiogion y sir, ac yn adweyrcu uchelgas y Cynorg i bybu a chod statws y Gymraeg drwy ei holl waith. Mae o leaf 65% o boblogaeth T'rwydd Llechi Gogledd Orllewin Cymru yn siarad Cymraeg (gyda chlyfhan uwch mewn thai ardaloedd). Cymraeg oedd prif iath y chwarel, ac roedd y pentref o'r trefl a ddaiddwyr yn yr ardaloedd chwarelyddol - ac maent yn parhau i fod - yn benaf yn gymunedau Cymraeg eu iaith. Roedd twf y trefl a pentref hyn yn fodd o grythau i'ath. Rydym yn gweithio gyda trefl a pentref hynny - mae'r prosiectau adfywio sy'n cael eu hywlyso gennym yn y SYB yn targedu'r cymunedau hynny. Mae'r iath yn ganolig i'r rheolaeth o'r SYB. Mae rhaglen o weithgareddau a digwyddiadau a ghyfngir gan Llechi Cymru yn cael eu cynnal drwy gyfrwng y Gymraeg (ac yn ddwyieithog yn ol yr angen). Mae'r holl waith dehongli yn y SYB yn ddwyieithog. E.e. bydd un haen o'r prosiect NHLF wedi hanelu'n benodol at ddysgwyr Cymraeg - gwerth pun mlynedd o gefnogaeth, adnoddau a gweithgareddau.	Ddim yn gwydd digon am flywyr Llechi Eryri ar lelei weiltheddol, hely dim ond syddiaid yw'r rhau. Parhau i weithio gyda mentrau cymdeithasol Cymnwys cyfrngau cymdeithasol ddwyieithog Adnoddau addysgu ddwyieithog Gweithdai gydag ysgolion Cymraeg Gweithgareddau ar enwau lleoedd Cymraeg i nodweddion chwarel i bobl llanc. Deuwyddau dehongli ddwyieithog Unrhyw gweithgareddau yn ddwyieithog (e.e. teithiau tywys ayyb.) Casgu hanesion llafar Cymraeg Datblygu polisi Cymraeg cadarn Siarchu bod ymddiriedolwyr i bwrdd yn cynnwys siaradwy Cymraeg Ystyried hyfforddiant ymwybyddiaeth Cymraeg lle bo angen	

Team 2 – Notes from Dyffryn Ogwen Researchers

Meeting notes

Nodiadau o'r cyfarfod wythnos diwethaf – Dydd Llun 22ain Gorffennaf

Presennol

Gwynfor	Lucinda
Carys	Tansy
Roger	

Pwyntiau trafod:

- Diffyg pwynt gwybodaeth i dwristiaid. Mae Carys yn hyrwyddo pethau i'w gwneud o'i siop.
- Gallai siopau fod yn bwynt gwybodaeth
- Angen hyrwyddo busnesau lleol llai
- Edrych ar wasanaeth dosbarthu bwyd lleol i lety gwyliau, gwerthu mwy i dwristiaid – mae gennych fusnesau gwyh mewn ardal fel y becws, pizza, caws, popty
- Sut gallwn ni gefnogi mwy yn lleol? Creu profiadau bwyd Cymreig lleol
- Cefnogi'r hyn sy'n cael ei wneud yn yr ardal yn fwy
- Dim digon am yr hyn sy'n digwydd yn lleol yn y pwyntiau/standinau gwybodaeth – beth i'w wneud gyda phlant yr ardal, digwyddiadau.
- Anodd argymhell llefydd i fwyta ym Methesda, fel llefydd i lawr y ffordd sy'n gwneud Pizza, sy'n cael caws o'r ffatri wedi'i wneud ar y safle – adrodd straeon am fwyd lleol
- Byddwch yn dda wrth gerdded o gwmpas y gallwch ddod o hyd i'r llefydd hyn a'u straeon ar y Llwybr – da i bobl leol hefyd.
- Pan fyddant yn dewis y Llwybr – arhoswch yn lleol am yr wythnos – trefnwch fwyd lleol - cyd-fynd â digwyddiadau o amgylch y Llwybr
- Gwefan dda am hanes Dyffryn Ogwen – hen safle llawn testun, gwneud yn well, dod â'r straeon yn fyw – wedi eu creu gan John Llew – cyfres o flogiau. Gallai gysylltu â chodau QR
- Hwyllo iaith, mae yna ddyn sy'n gwybod pob enw mynydd a pham ei fod wedi cael yr enw hwnnw.
- Pobl leol yn poeni am golli enwau lleol mynyddoedd wrth i dwristiaid greu enwau newydd fel llyn Awstralia.
- Enwau Cymraeg ar y Llwybr
- Defnyddio montage mynydd sy'n dangos mynyddoedd gydag enwau a straeon.
- Creu digwyddiadau i wneud twristiaid a thwristiaid lleol o Gymru ond nid yn yr ardal i ddeall pwysigrwydd enwau
- Yn y siop - delio â'r Gymraeg - mae llawer o bobl yn dod ar ôl dysgu rhywfaint o Gymraeg - wedi clywed cerddoriaeth Gymraeg a dysgu geiriau o'r gerddoriaeth.
- Sut gallwn ni ddefnyddio mwy o gerddoriaeth Gymraeg?
- Match up – enwau Cymraeg, bwyd lleol, cerddoriaeth Gymraeg i ddylanwadu ar brofiad twristiaid o ddiwylliant Cymru, ychwanegu straeon.
- Llawer o straeon – sut ydyn ni'n eu gwneud nhw'n ddiddorol?
- Gall y tywydd effeithio ar y profiad, mae cychod hwyllo yn cael eu rhoi ar y Llwybr sy'n cynnig profiad o gysgod, diod fwyd ac adrodd straeon.
- 3 ardal dan sylw – cynlluniwch ymlaen llaw – Dyffryn Nantlle, Dyffryn Ogwen a Blaenau beth i'w wneud? Beth sydd ar y canllaw
- Llwybr diwylliannol yn yr haf ac un yn y gaeaf.

- Creu taith profiad 2-3 diwrnod i bobl archebu neu ddefnyddio i ddarganfod beth i'w wneud wrth gerdded y Llwybr – gan gynnwys lleoedd i aros, bwyd a diod lleol, siopa, adloniant, cerddoriaeth a digwyddiadau. Defnyddio lleol yn unig, ac annog arosiadau hirach ac nid teithiau dydd.

Gweithgaredd ymchwil posibl –

1) Cwmpasu dichonoldeb taith sy'n ymgorffori cerddoriaeth, hanes, iaith, adrodd stori, bwyd a diod lleol. A fyddai o ddiddordeb? Pwy fyddai'n rhan ohono? Sut y gellid ei hyrwyddo? A fyddai gan bobl ddiddordeb mewn ei ddefnyddio? Sut fyddai'n meithrin yr iaith a'r diwylliant Cymraeg?

2) Sut y gellid datblygu gwefannau hanes a stori cyfredol yn brofiad mwy rhyngweithiol ar y Llwybr? Sut y gellid defnyddio pobl leol sydd â gwybodaeth? Sut y gellid ei ddefnyddio i ddiogelu enwau Cymraeg lleoedd a mynyddoedd?

Notes from meeting – Monday 22nd July

Present

Gwynfor	Lucinda
Carys	Tansy
Roger	

Discussion points:

- Lack of tourist information point. Carys promotes things to do from her shop.
- Shops could be a point of information
- Need to promote smaller local businesses
- Looking at a local food delivery service for holiday accommodation, selling more to tourists – you have great businesses in an area like the bakery, pizza, cheese, oven
- How can we support more locally? Creating local Welsh food experiences
- Support what is being done in the area more
- Not enough about what's happening locally at the information points/stands – what to do with children in the area, events.
- Hard to recommend places to eat in Bethesda, such as places down the road that make Pizza, that have cheese from the factory made on site – telling stories about local food
- Be good walking around that you can find these places and their stories on the trail – good for local people too.
- When they choose the route – stay local for the week – organise local food – coincide with events around the route
- A good website about the history of Dyffryn Ogwen – an old site full of text, doing better, bringing the stories to life – created by John Llew – a series of blogs. Could link to QR codes
- Sailing language, there is a man who knows every mountain name and why he got that name.
- Locals worried about losing local names of mountains as tourists create new names such as lake Australia.
- Route Welsh names
- Use a mountain montage showing mountains with names and stories.
- Create events to make tourists and local tourists from Wales but not in the area to understand the importance of names
- In the shop - dealing with Welsh - many people come after learning some Welsh - have heard Welsh music

and learned words from the music.

- How can we use more Welsh music?
- Match up – Welsh names, local food, Welsh music to influence tourists' experience of Welsh culture, add stories.
- Lots of stories – how do we make them interesting?
- The weather can affect the experience, yachts are put on the trail offering an experience of shelter, food drink and storytelling.
- 3 areas covered – plan ahead – Nantlle Valley, Dyffryn Ogwen and Blaenau what to do? What's on the guideline
- A cultural trail in summer and one in winter.
- Create a 2-3 day experience tour for people to book or use to find out what to do when walking the trail – including places to stay, local food and drink, shopping, entertainment, music and events. Use local only, and encourage longer stays and not day trips.

Potential research activities –

- 1) Embrace the feasibility of a journey that incorporates local music, history, language, storytelling, food and drink. Would it be of interest? Who would be involved? How could it be promoted? Would people be interested in using it? How would he cultivate the Welsh language and culture?
- 2) How could current history and story websites be developed into a more interactive experience on the trail? How could local people with knowledge be used? How could it be used to protect the names Welsh places and mountains?

Research proposal

Ymchwilydd 1

Sgwrsio hefo Ieuan Wyn(arbennigwr hanes a iaith a llên lleol) a Nigel Beidas(ffotograffydd a gwefanwr) am syniadau i osod gwybodaeth am darddiad enwau'r ardal ar arwyddion o gwmpas y Llwybr Llechi ac ella mewn llyfryn neu wefan leol i ymwelwyr fedru darllen wrth deithio neu wrth gynllunio'u taith.

Sgwrsio/hel syniadau gan Alun Davies (AmserAL) am wneud arwyddion llechi yn dangos enwau'r minnyddoedd, afonydd, llynoedd lleol

Bwriad hyn ydy hybu enwau Cymraeg yr ardal a rhoddi cyd destun diwylliannol i deithwyr y Llwybr Llechi. (Tua 6 awr)

Ymchwilydd 2

Sgwrsio hefo amryw o storiwyr/beirdd/cerddorion/artistiaid lleol am syniadau trefnu digwyddiadau sy'n adloniant i deithwyr y Llwybr Llechi.

Bwriad hyn ydy gosod cyd destun diwylliannol i daith yr ymwelwyr a denu pobol lleol i ymuno yn yr adloniant hefyd. Siawns i greu nosweithiau neu sioeau dydd i blant ac oedolion fedru dysgu am ein hardal a mwynhau cerddoriaeth a straeon yr un pryd. Cyfle i neud gweithdai celf i bobol fedru creu eitem hardd i fynd adre efo nhw i'w hatgoffa o'u taith.(tua 6 awr)

Ymchwilydd 3

Sgwrsio gyda cynhyrchwyr bwyd yr ardal, Cosyn Cymru, Bwyd Mor Menai, Madarch Cymru Bragdy Mo/Ty Mo a Fferm Pandy i holi am eu syniadau o weini eu cynnyrch i deithwyr y Llwybr Llechi. Ella trafod sesiynau blasu neu paratoi pecynnau picnic i bobol gasglu i fynd ar eu taith. Ella trefnu gwledd o gynnyrch Cymru neu farchnad bwyd tymhorol. Bosib perswadio nhw i gyfuno eu sesiynau blasu/gwledda o gwmpas sesiynau adloniant hefyd.

Bwriad denu budd economaidd i'r ardal drwy hybu cynhyrchwyr bwyd lleol fydd wedyn wrth gwrs yn hybu ein bywyd diwylliannol a ieithyddol. Cyfle i sgwrsio dros fwyd a dysgu cyfarchion Cymraeg a cyfle i ddysgwyr yr iaith wneud ffrindiau wrth wledda yn Gymraeg, Iechyd Da! (tua 6 awr)

Researcher 1

Chat with Ieuan Wyn (specialist in history and local language and lore) and Nigel Beidas (photographer and website owner) about ideas to place information about the origin of the area's names on signs around the Slate Trail and possibly in a booklet or local website for visitors to read when traveling or when planning their trip.

Chatting/gathering ideas from Alun Davies (AmserAL) about making slate signs showing the names of the local mountains, rivers, lakes

The intention of this is to promote the Welsh names of the area and give a cultural context to the travelers of the Slate Route. (About 6 hours)

Researcher 2

Chat with various local storytellers/poets/musicians/artists about ideas for organizing events that provide entertainment for travelers on the slate route.

The intention of this is to set a cultural context for the visitors' journey and attract local people to join in the entertainment as well. A chance to create evenings or daytime shows for children and adults to be able to learn about our area and enjoy music and stories at the same time. An opportunity to do art workshops for people to be able to create a beautiful item to take home with them to remind them of their trip. (about 6 hours)

Researcher 3

Chat with food producers in the area, Cosyn Cymru, Bwyd Mor Menai, Mushroom Cymru Bragdy Mo/Ty Mo and Pandy Farm to ask about their ideas of serving their products to travelers of the Slate Route. Ella can discuss tasting sessions or prepare picnic packs for people to collect to go on their journey. Ella organize a feast of Welsh produce or a seasonal food market. It is possible to persuade them to combine their tasting/feasting sessions around entertainment sessions as well.

The intention is to attract economic benefit to the area by promoting local food producers which will then of course promote our cultural and linguistic life. An opportunity to chat over food and learn Welsh greetings and an opportunity for learners of the language to make friends while feasting in Welsh, Iechyd Da! (about 6 hours)

Team 3 - Notes from Dyffryn Nantlle Researchers

Dyffryn Nantlle brief & outputs - Research proposal

Crynhai syniadau ni fel criw Nantlle

Yn yr darn hon fydd esboniad a crynhai o sgwrs rydym wedi cael gyda grŵp ni o Nantlle yn diweddar. Ein cynllun gweithgaredd amlinellol fydd i canolbwyntio ar cynulleidfa ifanc a hen i ddod at ei gilydd i creu ryw fath o pwynt canolog i cael system well o creu y llwybr llechi yn apelio yn fwy creadigol ac yn creu y taith cerdded yn hwylus ac yn addysgol. Fydd cael postyn o lechi wedi creu gan artist lleol a darn o celf wybodaeth i creu gan Ysgol gynradd lleol y cymuned i ddod at ei gilydd a dod a'r golwg yn fyw. Fel welwch yn y diagram isod fydd syniad o cael polyn llechi a wneith sefyll a unrhyw tywydd yn ei taro a placiau wybodaeth gyda llyniau gan plant ysgol gynradd lleol i creu y darnau yn hwylus i pawb. Fydd hyn hefyd yn cylymu ni hefo'n gilydd at cysylltiadau o creu y bwrdd gwybodaeth yn dwyieithog, Cymraeg a Saesneg:



Fydd y gweithgaredd ymchwil hon yn dod a ysgolion gynradd lleol a hanes lleol newydd a hen iddynt dysgu a weithio gyda, mae hefyd yn helpu eraill ddysgu wrth gerdded ar taith y llwybr llechi. Cafodd syniad ei codi fod creu y byrddau gwybodaeth er fod yn gallu newid bob tymor neu flwyddyn i cadw y diddordeb ac yn sicrhau fod y llechi a bwrdd wybodaeth yn cael i cadw yn lan a yn saff fel fod ddim yn difrodi hefo amser a tywydd. Fydd hefyd yn syniad o cael QR code gyda rhagor fwy o wybodaeth am y lleoliad ac yr ardal yn cyffredinol.

Ein swyddi fel criw Nantlle:

Nigel - Casglu data a wybodaeth gan grwpiau cerdded lleol a twristiaid sydd yn defnydd llwybrau llechi. Cael criw coffi poblado i helpu gyda hyn ella i cael ryw fath o tali fod chi yn lleol neu twrist? Fydd Nigel yn bwriadu neud 7 awr.

Hedydd - Creu amserlen i trefn newid byrddau gwybodaeth ac sut rydym am sicrhau yr "upkeep" a cael wybodaeth lleol at ei gilydd i rhoid ar y byrday gwybodaeth i'r plant ysgol gynradd cael creu celf ar y pwnc. Fydd Hedydd yn bwriadu neud 4 awr.

Ffion - Am fod yn ymchwilio mewn i grwpiau cerdded oedran fi (20-30 oed) neu iau (11-18 oed) a cael ei adborth nhw ar sut fedrwn creu tegwch fel y cenhedlaeth nesaf i'r lleol a twristiaeth a sut fedrith cysylltu creadigrwydd i hyn. Fydd Ffion yn bwriadu neud 7 awr.

Mae'r data hyn sydd am cael ei casglu am helpu weld os fydd y bwrdd gwybodaeth y peth iawn i symud ymlaen i neud. Fydd cael y data hon o phob oedran a cael help i creu ryw fath o strwythur plan y dyfodol yn helpu ni fel ymchwilyr i ddo at ein gilydd i cael tegwch rhwng y cymuned a twristiaeth. Mae cael y balans o oedran hefyd yn bwysig i ni cael dod at win gilydd i weld be sydd yn gweithio orau i ni gyd.

Ysgrifennydd: Ffion Mai.

Outputs

Creative Knowledge Boards showing the Language and History of the Area

In discussing ideas and the Nantlle team, was to look at how language and history of area through's slate route was what really for us needed attention. Ideas flow and an idea of having a variety of information boards about specific buildings on the route or the general history is a very exciting idea. This will show up in a creative way and be a good opportunity for the community to get adjusted on the idea and that there is an opening opportunity to be a part of it.

My research was to see how many of the 18-30 ages knew the slate route, had done the tauth, or had never heard of it and what they thought about getting more of the language and having more information boards on the route.

As a walker my elder, I am part of a community group on the 'Discord' app called 'GorpyGirsOutside'. A community group that kicked off 2024 by two South Wales women bidding to attract a pedestrian audience with one interest and another. I asked on one of the chats on the Discord if someone was aware of the slate spoon and if it was familiar and the language in the community is there enough? I received a reply from an individual:

"I actually backpacked solo a section of the Slate Trail a few weeks ago. I did Bethesda little past Beddgelert over 4 days and it was great! Thinking of going back next year to do the rest/do the whole thing in one go. I found the info on it was decent (a few blogs) but ig there wasn't as much info as with other trails.

I had great fun and found it was generally well signposted throughout though was better perhaps some days than others. It covered some really interesting patches. Favourite memories would be all the old mining buildings etc near the later part of the oath from Waunfawr-Nantlle, the whole stretch from Rhyd-Ddu-Beddgelert aswell as the patch along the Aberglaslyn pass. I didn't meet too many people within the villages themselves as I mostly stayed at sites on the outskirts of them. Most of these sites were run by locals though and everyone was very friendly and I had some good chats. If I did it again I might plan extra time in to potter around the towns themselves. I can't remember amazingly but I do seem to remember Welsh was on most if not all of the Slate Trail signposts. And yes, I think I would find it super interesting to have had slightly more info about the specific spots themselves. Before leaving I did visit the National Slate Museum which gave me a little bit of background but finding out more into about the individual buildings/groups of them (their function, their age etc.) on the route itself would be cool. There were a few boards I encountered but not too many."

Great response from an individual on the 'GorpyGirsOutside' chat. From another person I received this response:

'I think that there is a lack of information on the history of such a beautiful place, it would make such a difference if people had something to stop and read about the area as well as the spectacular views. I wish it didn't take me until my 50's to learn about an amazing trail and to find resources online rather than books these days. Not many information in Welsh which is a shame, though I'm learning it would be nice for those to have any option in which language they read about their history and heritage"

I had a conversation at work with colleagues, and the feedback I received was:

"I have walked the path many times and was seen with signs but not often enough"

Another person said:

"I want to have QR code well on the information board, but with that world you have to make sure there is enough information on the board for people who don't have QR code scanning resources. Collaboration with local places with art connections is also a stud, such as The Station in Penygroes or Storiell in Bangor"

The latter person said:

"I knew part of them but no Nantlle, schools could work together to create more awareness about the subject. There also weren't many information signs that the slate trail was on and it wasn't a public footpath. It's an idea to have an information board on each mile to find out the history this piece of the trail and have a little map on it too"

Responses like this from individuals of all ages are amazing, because they show that there is interest on the field. Get an idea of walking interest and want to know about the history and culture of the community especially if it creates a trip out of it and wants to learn in progress. Therefore, our idea of achieving having information boards along the slate path is a beloved one by the community and the outside pedestrians. Having the opportunity of further use of the Welsh language and culture gives a hint of the evidence, that something needs to be replaced

Language and the history of the area

When discussing ideas about how to look at our language and the history of the area through the slate route one of the ideas discussed was to use information boards creatively. There are lots of information boards and signs showing visitors and locals and around the Slate Trails, but one thing I wanted to look at on a chapteral basis was how it was possible to do this in a more creative way and ensure that the community was able to be a part of it permanently.

I've recently been working on the Arts Council of Wales' Voice of Place project in the Nantlle Valley area, and as part of the project I've been working with local primary schools. Through my work I have discovered that there is a lot of enthusiasm

from young people not only for working creatively but also for working in Welsh. It is possible to combine these elements with work about our heritage to present new work from the community on the Slate Trail.

The idea is to be able to present work in sessions with young people on information boards around the area. I'm also craving to be able to change these boards annually, when discussing with members of the community about the idea there's been a very puzzled response about being able to have a variety of times then year on year. Instead of having one permanent, long-term piece, many I've had conversations with see that there's a great opportunity to get new work on an annual basis, but also have different crews of young people contribute work each year.

Through my volunteering with the Station and my work as a local artist I have also been researching how easy it is for a community to be able to create projects that connect with its language and history. The Voice of the Place project I'm currently doing is a great example of the public funding available to support creative work that can promote the language and show the local history. Through research I've done there's local funding available which shows that this is not only something that the public and members of the community already do but also something that funders prioritise.

Nigel Williams – Research results

As a partner of the research team here in DN the role I was given was to gather information and opinions from locals and passing tourists that came through the villages of Nantlle and Talysarn.

By tracking and chatting with several people on the street and attending a local event at Talysarn community centre during a village market and boot sale day.

Instead of 'tick box' or yes or no answers, I used role play to gather the information I required in conversation, by asking the local people to be 'the tourist' and the traveller to be the local.

Also when at the market I talked to all the stall holders whom are local businesses that sell twice a month in DN.

Role play info

If you were walking the trail would you be tempted to veer off to explore the local villages. If notice boards were available in locations on route with information on the Welsh language and culture.

Answers – Traveller

Yes good idea notice boards. No if our time on the trail is short (but might do in the future)

As long as there was facilities to make our time and visit worthwhile (i.e. shops, toilets, pubs etc)

Local

Yes to more tourism, great idea notice boards and the villages need more facilities to accommodate the wary traveller. Boost economy and Welsh should be prominent and on all info boards.

Local Business info. Census

We need more footfall for local small business to survive so more tourism would be amazing

Culture and language is the important factor in our community and has to continue for the future.

Other conversations to note:

In passing conversations with local inhabitants, a neighbour came to Nigel and said:

The peacefulness of that end of the village where Dorathea entrance is where tourists are now congregating, the quietness of the village has been compromised, more walking late at night, dogs loose, drunken behaviour, litter, lots of traffic parking up. Is concerned about walking her dog now in that area. She is now considering moving to the other end of the village.

Others who moved to the area are also now concerned with volume of strangers. This has since been since the Dorothea was covered in the media a month ago.

Attracting wrong tourism. She said she's not the only one. Parents worried about child safety from vans driving through heading to Dorothea.

Appendix 7: SST social media handles

SST social media handles

Social Media Handle	Followers/Members	Observations on activities
Facebook:		
Snowdonia Slate Trail (official page)	3.6k likes 4.4k followers (Offa's Dyke official national trail page 4.7 members North Wales Pilgrims way /Taith Pererin Gogledd Cymru 2.2k likes and 3.2k followers)	Regular posts, active page
Llwybr Llechi Eryri chat UK	2.3k members (Anglesey Coastal path group page has 1.7k members Offa's dyke path walking group 1.2k members))	Regular posts, active group page with photo and content posts shared by the community in the group not just the admin.
Instagram		
@snowdoniaslatetrail	1,263 followers, following 38 41posts	Last post November 2020. Had a great interaction with 40 plus likes per post from November 2019
@llwybrllechieryri	194 followers, 92 following, 34 posts	Last post was 31 st August 2024 but posted in English. 22 likes. Seems more active than other page recently. Is it worth considering if both pages are required? And enable one to be bilingual.

Appendix 8: Capturing footfall

Brief overview of technologies for capturing footfall

Where people go within sites is fundamental to understanding access patterns and informing visitor management. Information on routes taken can reveal which parts of sites [or trail] are most visited, which paths are most used, how far people go and how different types of visitor behave. However, such data can be difficult to collect and a range of relatively hi-tech options are available.¹⁷⁵

A wide range of technologies do exist for capturing visitor footfall, although the predominant market for gathering such business intelligence has been the retail sector. Retailers are clearly very interested to monitor the movement of potential visitors to their store premises and also gain insight into the movements of store visitors once they have entered the premises. The SmartTowns¹⁷⁶ initiative leverages the use of mobile presence data in Public-WiFi-enabled highstreets for monitoring footfall – though this initiative's scope is clearly limited to high-street locations.

Retailers are equally interested in combining footfall with gravity modelling, to determine the home origins of their visitors and thus gain insight into the scope of their catchment areas¹⁷⁷.

Given these potentially lucrative drivers, and the growing market for such business intelligence, there has grown a significant choice of vendors offering solutions which combine footfall capture instruments, analytical techniques and analytics dashboards, the majority of which are focused on the urban retail sector.

The scenario for monitoring remote rural trails is more challenging and currently less well provisioned. Monitoring instruments have to be more robust and weather resistant for the outdoor environment. The instruments need to be powered in situations where they are usually far away from a continuous power supply, and they need to periodically feed their logged footfall data to a central collation resource from locations which typically are remote and therefore may have little or no mobile phone signal or physical connection to a digital data network.

The seven broad approaches to consider are:

- **Fixed Point Counts:** counts for the number of people passing a set location
- **Direct observation:** mapped footfall of where people walk from fixed vantage points
- **Time lapse photography/CCTV:** Photography provides single counts over a wider area / CCTV can provide mapped footfall
- **Transects:** counting number of people encountered along a set route
- **GPS tracks:** individual routes of people mapped from the GPS units given directly to people
- **Interview transcription:** individual routes drawn lines on maps through interviewing people
- **Crowd sourced/App data:** this can include a range of data – most commonly individual routes from GPS tracks of smart devices

Some of these approaches (above) can be by their nature labour-intensive unless automated.

Automated devices for engaging the above methods are available from a fairly short list of current suppliers some examples of which are listed in the table below, which is by no means an exhaustive list

¹⁷⁵ <https://www.outdoorrecreation.org.uk/stories/understanding-where-people-go-in-the-countryside/>

¹⁷⁶ <https://www.mentermon.com/en/prosiectau/smart-gwynedd-a-mon/>

¹⁷⁷ <https://huq.io/sector/retail/> (for example)

Traffic Technology	https://trafficechnology.co.uk/pedestrian-monitoring/
Healthmatic	https://www.healthmatic.com/footfall-data/people-counters/
Sensemax	https://sensmax.eu/solutions/outdoor-people-counters-for-non-electricity-areas/
Chambers Electronics	https://chambers-electronics.com/outdoor-people-counters/
TRAFx Research	https://www.trafx.net/products#IR-counter
Eco Counters	https://www.eco-counter.com/produits/pyro-range/pyro-box/

Comparison of Methods ¹⁷⁸

	Fixed Point Counts	Direct observation	Time lapse/CCTV	Transects	GPS units	Interview transcription	Crowd sourced/App data
Method							
Straightforward to ensure a random/unbiased sample	x	✓✓	✓✓	✓✓	✓	✓✓	xx
Requires intercepting visitors before and after their walk	xx	xx	xx	xx	✓✓	x	✓
Requires field surveyors	✓	✓✓	xx	✓✓	✓✓	✓✓	xx
Involves deploying field equipment	✓	xx	✓✓	xx	✓✓	xx	✓
Accuracy of data							
Provides information on precise footfall in different parts of the site	✓	✓✓	✓✓	✓✓	✓✓	✓	✓
Effective in woodland or areas with dense foliage	✓	✓	xx	✓✓	xx	✓	✓
Allows data capture for open areas or areas with poor maps	✓	✓	✓✓	x	✓✓	xx	✓✓
Covert and therefore limited influence on behaviour	✓	✓	✓	xx	xx	xx	xx
Added data							
Provides information on how far individuals walk	xx	x	x	xx	✓✓	✓✓	✓✓
Data on activity types etc can be captured	✓	✓✓	✓✓	✓✓	✓✓	✓✓	✓✓
Can be combined with questionnaire data (visitor profiles, opinions etc.)	xx	xx	xx	xx	✓	✓✓	x
Allow accurate data on visitor numbers	✓✓	✓✓	✓✓	✓✓	x	x	xx
Can show time spent in different areas as well as footfall	✓	✓	✓	x	✓✓	✓	✓✓

Recent examples of some of these approaches to trail monitoring are listed in the table below:

North Somerset Council	https://n-somerset.gov.uk/news/counters-installed-improve-north-somerset-public-rights-way
South Downs National Park Authority	https://placeinformatics.com/south-downs-national-park-visitor-behaviour-data-sustainable-trail-management/

¹⁷⁸ <https://www.outdoorrecreation.org.uk/stories/understanding-where-people-go-in-the-countryside/>