

**Cymdeithas Twristiaeth y Bala a Phenllyn**  
**Bala & Penllyn Tourism Association**

AGM

Plas yn Dre 11/1/2012 7.30

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**Croeso/ Welcome (Chair) Chairman's Report for AGM:** - This year has had some ups and downs – the TIC Reduced Opening hours was a significant change for us in Bala & Penllyn as now the TIC is only open for 26 weeks of the year – 5 days a week. Various meetings have been held between the committee and Gwynedd Council over the past twelve months to try and secure a better outcome. We have managed to work together and are in the process of producing information boards for the town. We have also been consulted over the sharing of the TIC office with an interested party but as yet we have not been informed of any outcome.

Various meetings have been held over the year to help us to develop the group and my thanks go to the committed work of our Treasurer and Secretary and to those members who attended these meetings. Work to network with other Tourism Associations, Snowdonia Mountains and Coast, Mid and North Wales Tourism has been continuing throughout the year to ensure our profile is widely distributed and accessible. The 'Sense of Place' review led by Tracey Churcher (Visit Wales) in May has been valuable when planning our marketing for 2012. We were also lucky enough to be chosen by Joyce Watson AM (Mid and West Wales) to be part of her information gathering for a report back to the Assembly.

**Walkers are Welcome:** - In February, Bala was recognised as a "Walkers are Welcome" town with associated marketing benefits. Bilingual window stickers are available for members and business. For more information have a look at [www.Visitbala.org](http://www.Visitbala.org).

**Gwynedd Economic Partnership Tourism Sub Group**

Ray Hind attended the Gwynedd Economic Partnership as our representative on the Tourism Sub Group meeting on 8<sup>th</sup> September. The aims are to involve the Tourism Groups within Gwynedd.

**VisitBala.org:** - Our VisitBala.org website is still developing thanks to a few volunteers. My especial thanks, once again, must go to Ray Hind (our Treasurer and Webmaster) for his continuing work on the website. Over the past year some work has been done by volunteers, independent of the Tourism Association, on the translation of the website. Our sincere thanks must go to Gareth Griffiths, Elfyn Pritchard and Penri Jones. In the absence of Welsh content the site still defaults to English.

**Facebook:** - We now have a 'Facebook' site for VisitBala.org. Sarah Lind organised this but unfortunately the site needs someone to look after it consistently.

**Fund Raising Activities:** - My thanks once again goes to Katrina LeSaux for organising the Bala Triathlon cake stalls. Thank you also to our members for making those fabulous cakes and to those who man the stall – we are rapidly becoming part of the attraction on Triathlon days! Also thanks to the team (Katrina LeSaux and Lindsey Hind) for planting in the High Street and also at the TIC.

**Gwynedd Voluntary Development Fund:** - The committee has been successful in securing a grant awarded of nearly £8,000 from the Gwynedd Voluntary Development Fund. We worked closely with the Bala Business Group, Partneriaeth Penllyn, Gwynedd Council and also the Town Council. Ray Hind and I have been working tirelessly on this project over the past few months and have produced artwork for a new town map, plus brochures for both our tourists and the local people. This will help to promote the town both as a pleasant place to live, work and visit. Tonight you will be able to see the fruits of our labour.

We have produced artwork and a set of bilingual publications, including the following:

- Town map for use on the website and in publications
- Area map on the website and in publications

- A Map Brochure incorporating the Town and Area Maps
- Publicity Brochure incorporating, inter alia, the Town and Area Maps and local information and panoramic views of the area

We have also been able to utilise the map produced for our A5 Map Brochure when working with Gwynedd Council and the town Council to provide 3 new notice boards for Bala town. Gwynedd Council funds will pay for production of the boards. The intention is to site them on the existing poles so that planning consent is not required.

**Pecynnu'r Profiad – Bala a Phenllyn - Experience Gwynedd:** - The Committee also began work in August on applying for a grant from Experience Gwynedd fund. We were successful and have been awarded £10,000 plus assistance of consultants for 2 years. This work was only possible by forming a committee of members from the various groups from Bala and Penllyn. Once again we have chosen to work closely with Partneriaeth Penllyn, Bala Business Group and the Town Council. Together we have been able to propose a number of 'Experiences' such as :

- "branding" to give the area its own identity
- Through Ambassadors: local or famous people that promote the area through press, TV, etc.
- Through digital marketing including web and social media including video, building on the Gwynedd Council Snowdonia Mountains & Coast activities
- Webtrails portal and associated leaflets. Bala Town Trail, linking the Penllyn villages, etc.
- Talking Interpretation Panels using Smartphone technology or local sound play
- A factual town map and an area map that are interactive

**Bala Time Line:** - We have been working with representatives of Bala Town Council, Penllyn Partnership, Bala Business Group and members of the community. Members of the community have been providing assistance with translating, proof reading and a historical timeline. The historical timeline is an idea that was developed during the development work. The complete timeline will be available on the VisitBala website and a summary will be provided on the town notice boards.

**Late Night Shopping:** - My sincere thanks to Ron and Helen Hotson for making the 'Park the Car' game which was eagerly played by the youngsters. The stall was a great success once again in raising our profile and our funds. Thanks also to those who volunteered to man the stall.

To sum up I hope you have all had a prosperous year. The new publications will be distributed when printed and are sure to be invaluable in promoting tourism in Bala & Penllyn over the next few years.

Thank you all for your continued support over a difficult year for me health wise.

**Cofnodion yr AGM diwethaf/Minutes of last AGM:** – Mel read the minutes of the last meeting and they were proposed correct by Ray Hind and seconded by Katrina LeSaux

**Adroddiad a Chyfrifon Blynnyddol /Annual Report & Balance Sheet:** – Ray Hind gave his annual report

It was agreed that membership fees should be increased:

- Membership only £25.00
- Membership with entry on the website £50.00
- Additional entry for second business (e.g., Self-catering as well as B&B)

**Treasurer's Report** (accounts prepared 9 January 2012)

The income for the year was £1,861.43 which comprised £1,390 from membership and web fees and £471 from fund raising, i.e. Late Night Shopping: £97, Cake Stalls: £374.

The outgoing expenditure for the year was £1,037 of which £702 was promotion & publicity, i.e. website and advertising. Of the remainder the majority was for the cinema signage.

The projected net asset (after future liabilities/income) is £1,005. The liabilities include £1,979 allocated to Gwynedd Voluntary Development Fund Grant and £500 allocated for the Experience Gwynedd Grant. These two grants will result in an anticipated total expenditure of over £20,000 to provide a new set of publications, artwork for information boards and a web trails portal and associated publications.

#### Account for 2011

Summary		
Start date	14-Jan-11	
Finish date	09-Jan-12	
Opening balance (Bank)	£ 2,529.11	
<b>Income</b>		
Grants	£ -	See below
Members fees	£ 1,390.00	
Fund Raising (Cake Stall & LNS)	£ 471.43	
<b>Total Income</b>	<b>£ 1,861.43</b>	
<b>Outgoing</b>		
Promotion & Publicity	£ 702.00	
Miscellaneous	£ 335.00	
<b>Total Outgoing</b>	<b>£ 1,037.00</b>	
<b>Income less Outgoing</b>	<b>£ 824.43</b>	
Cheque to clear	£ 60.00	
<b>Current Balance (Bank)</b>	<b>£ 3,413.54</b>	
Current Liabilities	£ 2,479.00	See below
Outstanding income	£ -	
Projected balance	£ 934.54	
<b>Other funds held (Cash)</b>		
Flower-bed	£ 35.47	
Petty-cash	£ 35.00	
<b>Net Assets (Projected)</b>	<b>£ 1,005.01</b>	
<b>Grants anticipated to be paid (2012)</b>		
Grant approved	£ 7,916.00	Gwynedd Voluntary Development Fund
Grant under consideration	£ 10,000.00	Experience Gwynedd
<b>Liabilities</b>		
Grant approved	£ 1,979.00	Gwynedd Voluntary Development Fund
Grant under consideration	£ 500.00	Experience Gwynedd (estimate)
<b>Total anticipated Grant funds</b>	<b>£ 20,395.00</b>	<b>Grants + own contribution</b>

**Presentation of Maps and brochures:** – Ray Hind gave a brief presentation to the group showing the new maps and brochures on a laptop. Ray agreed to circulate the link to members for them to proof read before publication.

**Ethol Swyddogion newydd/Election of new Committee:** – The group unanimously re-elected Mel Williams as Chair, Ray Hind as Treasurer and Katrina LeSaux as Secretary. Sarah Lind resigned her position as Deputy Chair – no one was elected in her place.

