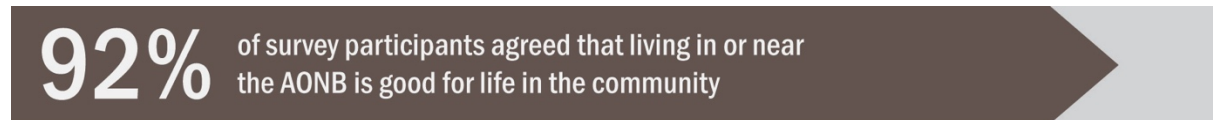


Visitor Appraisal Infographics:

What percentage of visitors felt living in or near the AONB was good for life in the community.



The well-being value put on the AONB in terms of what individuals get from being in the AONB.



The reduced costs for treatment of illnesses, because of the activities that visitors take part in while in the AONB.

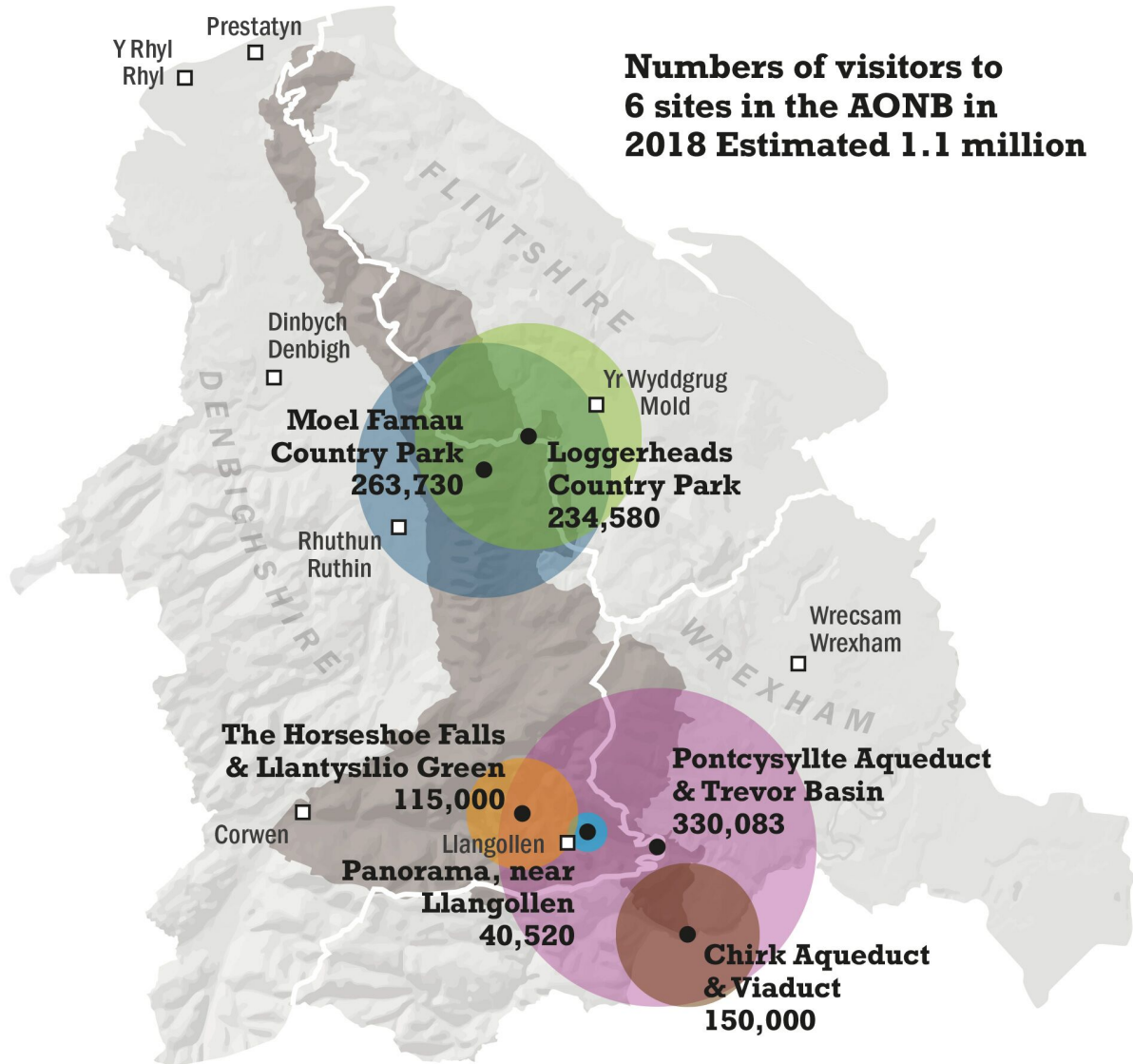


Total number of FTE jobs created by the 6 sites. This illustrates that 19% of these jobs (84 of them) are supported via indirect expenditure

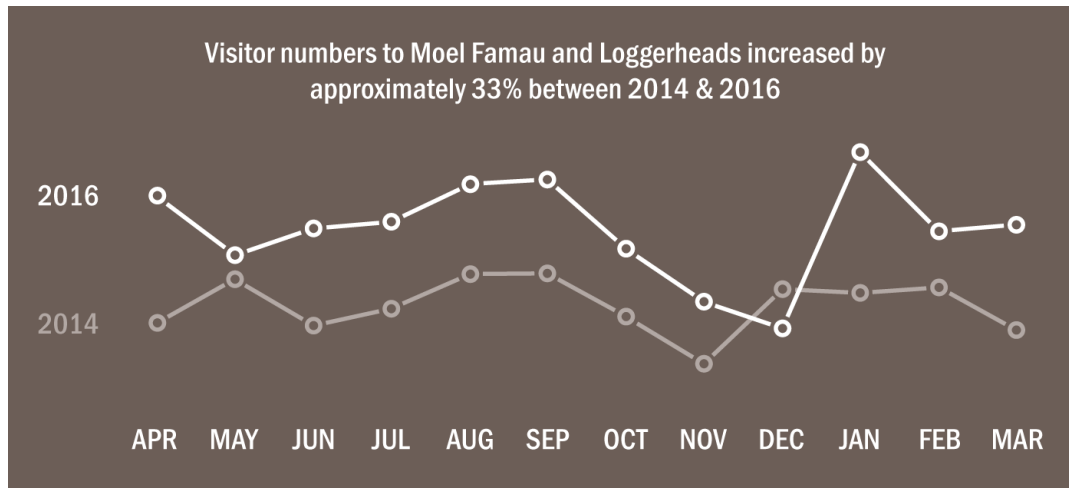
449 FTE jobs in 6 sites
84 (19%) are jobs supported
by indirect expenditure



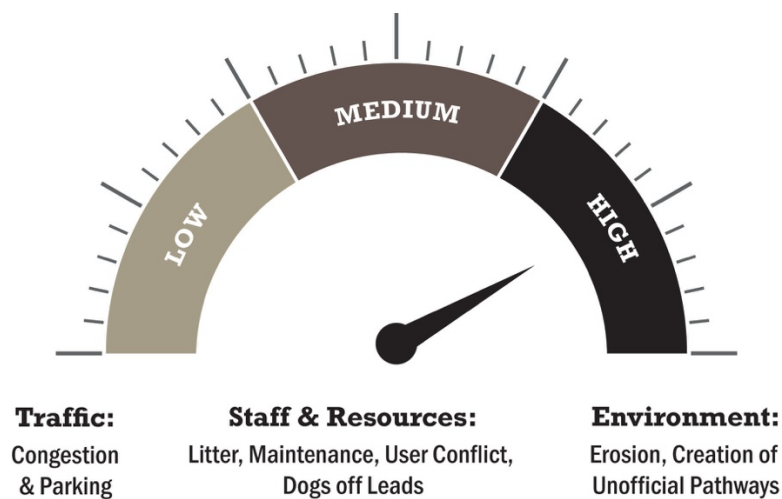
Map - Total estimated number of visitors for 2018 (1.1m). Each site is located on the map and given a coloured circle to illustrate the breakdown of those visitors per site. The AONB border is outlined on the map.



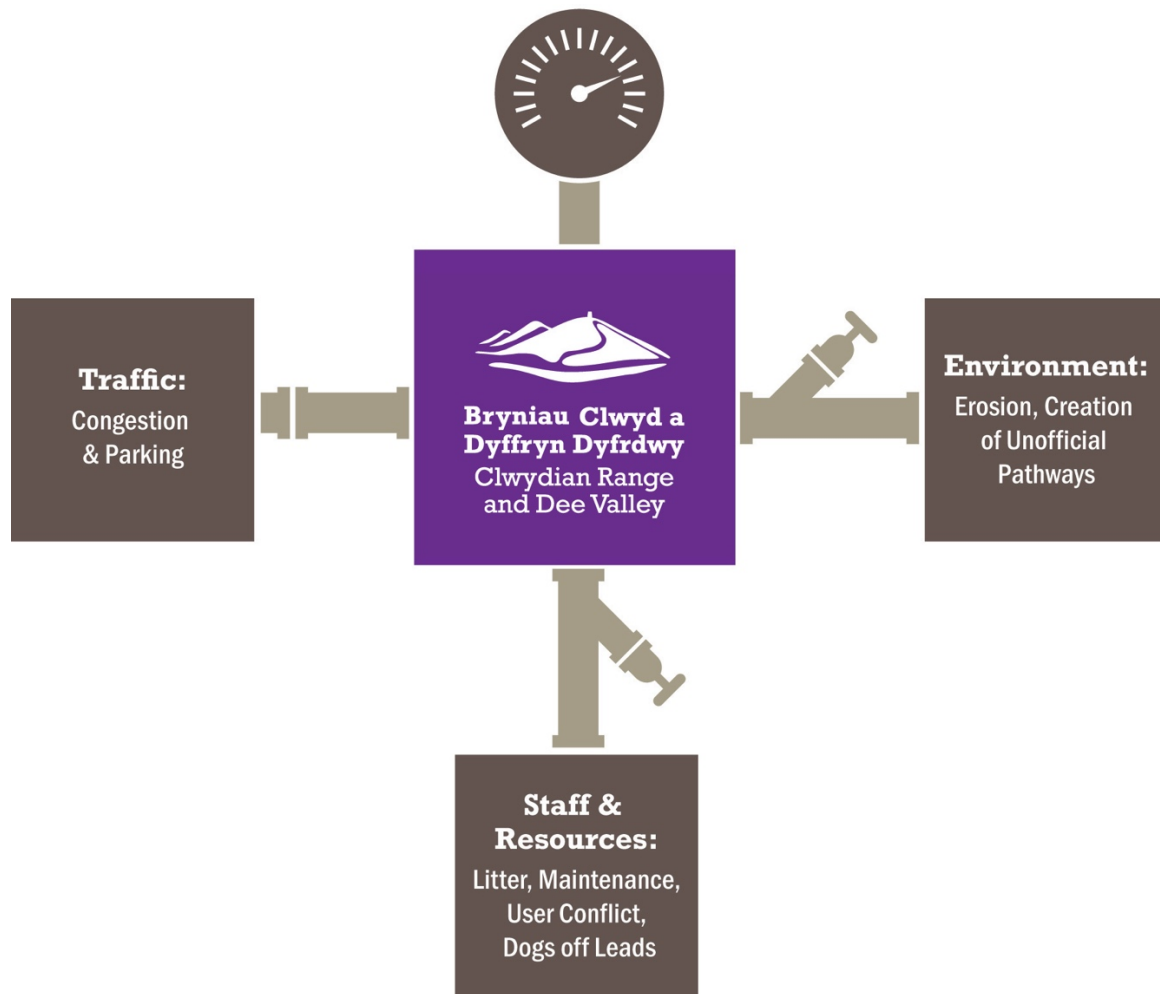
This graph illustrates the increase in visitor numbers at Loggerheads Country Park and Moel Famau Country Park between 2014 and 2016. We can see visitor numbers have both increased by approximately 33% and spread out over the year.



A pressure gauge to show an overview of which resources of the AONB are under stress from the increase in visitors.



Or ...



Reflecting the areas of pressure illustrated above, the temperature gauge gives us some specific examples from 2018 of the demands upon the AONB, and suggesting how, spread out over the 6 sites and beyond, the levels of stress increase.

Example demands on the AONB per annum



Thumbs up that visitors didn't see significant adverse impacts regarding litter and erosion.



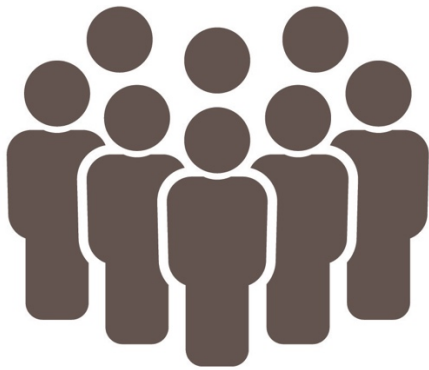
Compared to other natural areas

Visitors did not perceive significant adverse impacts on the environment.

92% regarding litter

90% regarding erosion

Also that only a small percentage of participants thought the sites were overcrowded or had traffic congestion.



8%

thought the sites were overcrowded compared to other natural sites



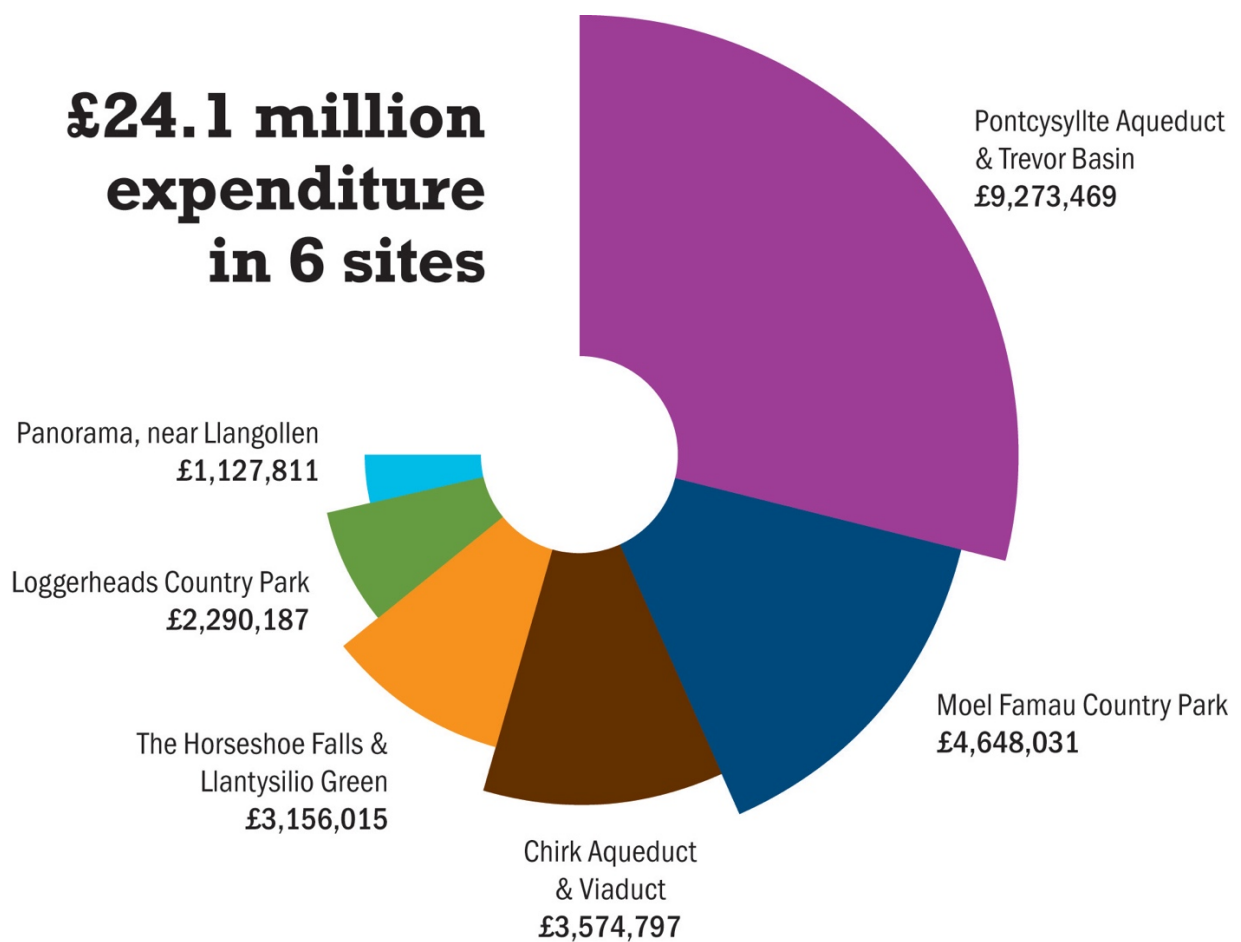
20%

thought the area had worse vehicle congestion compared to other natural areas

However, a thumbs down because visitors do not see the costs and time involved for the AONB to make the experience good for visitors.



There was a total expenditure of £24.1m over the 6 sites in 2018. The infographic illustrates how that figure breaks down across the sites (which were the busiest).



The recommendations, which are to be put into action across all 6 sites. (More detailed actions per site are in the appraisal document.)

Recommendations

Management & Communication

- More effective use of websites and social media to encourage public understanding
- Promote lesser known places and hidden gems
- Include gateway towns in promotion
- Market 'whole' experiences
- Ensure consistency in customer messaging

Increase engagement with local stakeholders

- Smaller focus groups, wider representation
- Open channels for concerns and discussion
- Prioritise concerns
- Links with education institutions to increase skills levels

Reducing environmental impacts

- Use notices to explain anti-litter policies
- Engage with dog-owners, provide off-lead areas
- Explore greener waste strategy options

Infrastructure

- Audit current parking spaces
- Assess under-used parking spaces
- Use notices to inform visitors about the revenue
- Encourage reduced car use

Support business opportunities & product development

- More mobile 'pop up' food offerings
- Use technologies for wider networking
- Branded loyalty or discount scheme
- Develop themed walks
- Promote theme visits rather than specific sites
- Market smaller, lesser known events

Support and coordination of local groups

- Better engagement with local tourism groups
- Themed itineraries to introduce hidden gems and gateway towns
- Help to publicise tourism initiatives, add them to the local 'story'
- Encourage collaboration between groups

