



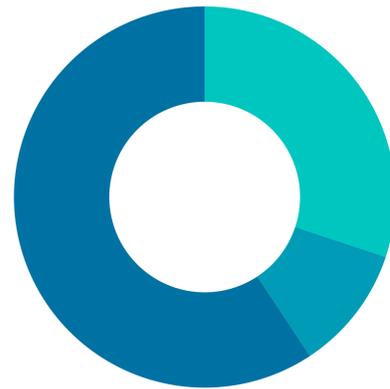
Agri-food and Tourism

Promote and support employment and training in the Agri-food and Tourism sectors, building on world-leading skills and expertise already established within the region

Objectives

- Create up to **275 new jobs**
- Generate up to **£60 million net additional GVA**
- **Educate over 400 businesses** on decarbonisation, diversification and sustainable business models
- **Upskill up to 2,500 people / businesses**
- Provide up to **6,000m² of floorspace** to help support business growth within the sector

Investment Target



£42.2m

Total



The Projects

1. Glynllifon Rural Economy Hub

Lead Sponsor: Grŵp Llandrillo Menai

A distinctive, world class rural economy hub offering food-grade facilities and knowledge transfer services to enhance the food and drink sector.

2. Academi Croeso (Tourism Talent Network)

Lead Sponsor: Grŵp Llandrillo Menai

Future-proof tourism and hospitality skills provision and increase the commercial benefits from one of the best established and fastest growing sectors in the region.

3. Responsible Adventure

Lead Sponsor: Zip World

Promote North Wales as a leading sustainable tourism destination. It aims to attract additional visitors in a way which is environmentally sustainable and considerate to local communities. It consists of developing a new sustainable cable car, slate explorer and eBus network.

4. Venue Cymru

Lead Sponsor: Conwy Borough County Council

A project that will expand facilities at Venue Cymru, boost jobs, cut carbon, and attract major shows, conferences, and cultural investment.

