



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



Growth Deal	£22.5m
Private Sector	£8m
Public Sector	£11.7m

£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. 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.



Our project business cases are subject to independent Gateway Reviews by the Welsh Government Integrated Assurance Hub, at key decision points, in line with The Gateway TM Process.