

Community Benefiting Tourism *community research network in Gwynedd*

Jess Silvester

Communities leading change:

Supporting grassroots
changemakers to change the
economy



Less than

1 in 5

people feel able to influence economic decisions that affect their lives.



Our vision

A democratic, equitable and liveable economy where communities can meet their needs and priorities.

Our mission

We work with communities in the UK experiencing economic injustice to reimagine, rebalance, and transform the economy. We do this through direct support for changemakers, community education, and shaping the wider movement conditions for this work to be effective.



Building shared understanding that enables people to connect their experiences and fights for justice to the economy

Facilitating in depth learning journeys to to imagine, understand and plan economic change work.

Connecting People and communities who can support each other's work.

Challenging barriers and enabling more people to get involved in economic change work.



What would tourism look like if it worked for slate communities?



- UKRI funded pilot - community research **Dolennu** network
- Partnership with **Foundational Alliance Wales**, **Foundational Economy Research Ltd** & slate valley community organisers:
 - **Siop Griffiths** (Nantlle)
 - **Partneriaeth Ogwen** (Ogwen)
 - **Cwmni Bro Ffestiniog** (Blaenau Ffestiniog)
- **Community research** and action:
 - Recruited 9 community researchers from within three communities
 - Led the research, interpretation and set the 'work'



**PEOPLE'S
ECONOMY**

Dyffryn Nantlle



**PEOPLE'S
ECONOMY**

Dyffryn Ogwen



**PEOPLE'S
ECONOMY**

**Blaenau
Ffestiniog**



PEOPLE'S ECONOMY

How



Findings...

- Infrastructure
- Amenities
- Principles and process -
*community control, fairness, community
benefiting development*
- Slate trail

Generated so far...

- Created and shared knowledge - what matters to communities
- Developed local capacity
- Broad support among stakeholders, and opened a space for collaborating
- Interest and sharing
- Developed a collective vision for an alternative tourism model that benefits communities

Tourism Briefings – UKRI Dolennu Slate Valleys Project (2023)

Briefing 4 – [Tourism in Gwynedd and Eryri](#)

Briefing 3 – [Walking trails](#)

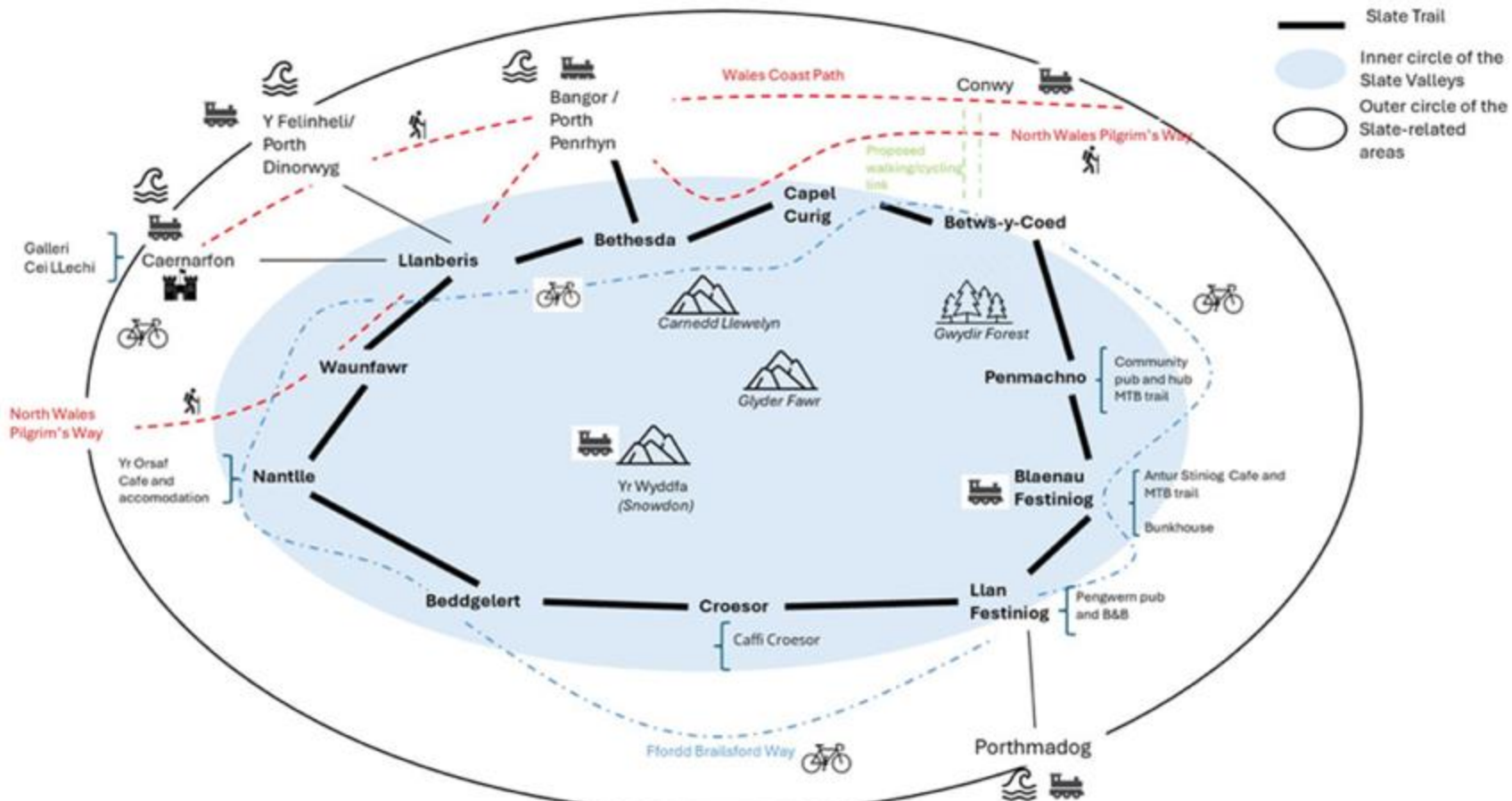
Briefing 2 – [Community tourism](#)

Briefing 1 – [Tourism in Gwynedd](#)

[Report on community researcher findings draft v.4 15 april 2024.pdf](#)
[Ardal llechi business development plan v9 29 feb 2024 saesneg .pdf](#)

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





Next...

- Principles & values
- Where does the tourism pound go? What is the real benefit of tourism to communities and how can we realise it?
- Who owns the assets?
- Who makes the decisions?
- What we want to share and what visitors really want
- Tackling polarisation
- Develop an alternative and do it



Thanks!

Stay in touch:

Please come and find me to chat, ask questions or share your experiences in English or Welsh during the day, or get in touch for a chat directly here: jess.silvester@peopleseconomyuk.org

You can also find out more about this project and our findings here:

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

Sign up to our mailing list to hear more about People's Economy's work here:

peopleseconomyuk.org/newsletter

