



Dathlu Cymru Wledig
Celebrating Rural Wales

Rhydymwili Cwledig Cymru
Wales Rural Network



Plas Weunydd Hotel and Llechwedd Glamping

Food & Tourism

BREATHING FIRE INTO A WELSH SLATE MINE

Located on the UK's newest UNESCO World Heritage Site, Plas Weunydd and Llechwedd Glamping is the perfect destination for an adventurous getaway in Snowdonia – whether you're staying local and enjoying the attractions on your doorstep or heading deeper into this stunning region and its numerous mountains and beaches.

Plas Weunydd and Llechwedd Glamping project was the latest phase in a long programme of regeneration for the historic business located at the Llechwedd Slate Mine. The original Plas Weunydd building was the home of the Greaves family who began mining in the early 19th century, and then more recently the building was made into offices for the mine, before standing empty for some years.

The aim of the scheme was the creation of a 4* high quality hotel for family visitors with a high end glamping site. This would strengthen not only Snowdonia's accommodation offer but in particular the Blaenau Ffestiniog area and encourage more people to combine adventure and heritage, with food and accommodation while bringing more employment to the rural area.

With the adventure and heritage attractions on site attracting more than 225,000 visitors annually with the Zip World products including Titan, Bounce Below, Caverns and The Deep Mine, plus Antur Stiniog's mountain bike experiences there was the question of where to stay.

BENEFITS OF THE FUNDING

In 2019 the project was supported by £380,000 through the Micro & Small Business Fund (MSBF) through the Welsh Government Rural Communities – Rural Development Programme 2014 – 2020, which was funded by the European Agricultural Fund for Rural Development and the Welsh Government, enabling the Plas Weunydd and Llechwedd Glamping development to begin.

With additional funding through a combination of shareholder funds, working capital and bank finance Plas Weunydd's 4* boutique accommodation comprising of twenty-four stylish rooms, a bar and restaurant was born.

Recently named The Times and Sunday Times 'Hotel of the Year 2021' for Wales with the glamping site recognised by Visit Wales with a five star gold award for accommodation the business has been able to employ an extra 25 local people in the area. Building on the success of the Llechwedd attractions the Plas Weunydd and Llechwedd Glamping accommodation project now brings the tourist money flooding into the area all year round.



THE FUTURE'S BRIGHT...

With the funding from the Rural Development Programme and using adventure and heritage tourism as the focus the dream to build an adventure destination has come to fruition.

"It was very clear there was a real shortage of quality serviced accommodation in this area as visitor numbers had plummeted to a mere 50,000 over 10 years ago.

"We wanted to address this issue and the RDP funding meant that the project could begin due to the confidence it generated and the availability to source additional funding. With extra investment gained it also enabled us to reach for 4* standard rather than 3* and we were able to produce a higher quality of accommodation.

"By developing the hotel we have also been able to employ another 25 people in an area where employment is incredibly important. But most importantly by developing a high quality product we've been able to stretch the season so people are more inclined to come in the spring and autumn months.

"The funding has also provided a multiplier effect in that people will stay longer in the area, they will experience more attractions, the mountains and the beaches and also the wonderful produce that is being created here.

"Looking to the future what's important is that we start to think how we can expand this offer. We are already looking at an innovative off grid glamping solution which will build on the work we have done here. We are also building paths within the estate that will enable people to experience the countryside and to go from one element of our accommodation offer to another.

"Overall the funding has provided the catalyst for something that's going to continue to grow, we are going to continue to expand the high quality accommodation offer for people here to experience the adventure and heritage attractions that exist in this area."

Michael Bewick, Managing Director of J.W. Greaves

