

# Môn 2013

ANGLESEY  
**TOURISM AWARDS**  
GWOBRAU TWRISTIAETH MÔN

ATA 005  
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## TOP ANGLESEY TOURISM BUSINESSES SCOOP PRESTIGIOUS AWARDS

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The achievements of Anglesey's top-performing tourism businesses were celebrated in style when 17 businesses scooped a prestigious Award at the high profile Anglesey Tourism Awards ceremony on Friday 25 January.

Julia Hughes-Roberts, chair of the organisers the Anglesey Tourism Association said; "Many congratulations to all the winners. The entries were of a very high calibre so they should be very proud of their achievement which is well deserved. Winning such a prominent Award shows that their business is of an exceptionally high standard and it is their hard work and continued development which helps maintain Anglesey's reputation as a major holiday destination."

The 17 accolades presented were:

***Best Anglesey Produce of the Year, sponsored by Anglesey Energy Island – Y Cwt Caws, Dulas***

Y Cwt Caws produces Artisan goats cheese from its own free range goats and has a range of products to suit all ages and tastes. Judges commented on the strength of the branding and the use of Welsh names on the cheeses which play an important role in helping sell the Island.

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Coleg  
**Menai**



CYNGOR SIR  
YNYYS MÔN  
ISLE OF ANGLESEY  
COUNTY COUNCIL



TOURISM  
PARTNERSHIP  
North Wales



PARTNERIAETH  
TWRISTIAETH  
Gogledd Cymru

YNYS YNNI MÔN  
ANGLESEY ENERGY ISLAND



**SUPERTEMPS**  
permanent & temporary recruitment

**Waitrose**

***Best Anglesey Arts of the Year – Janet Bell Gallery, Beaumaris***

Janet is a very successful artist renowned for her paintings of bright, colourful seaside scenes using iconic Anglesey locations which capture the happiness and fun of life and holidays at the seaside. As Janet continues to add to her repertoire, her work can also now be found on cards, calendars, jigsaws, teatowels, bags, notepads, coasters and placemats, and with burgeoning sales via the Gallery website, Janet continues to sell the Anglesey dream far and wide.

***Best Bed & Breakfast/Guesthouse of the Year, sponsored by Stena Line – Blackthorn Farm Bed & Breakfast, Trearddur Bay***

Blackthorn Farm Bed & Breakfast is a family run business providing eight bedrooms. Judges were impressed that the business continues to evolve and during last year they invested in and opened a new luxury ground floor guest bedroom which is fully accessible for wheelchair users and boasts a private garden and patio area as well as wheelchair access to a convenient private parking space. The business also has a true “sense of place” and offers guests a true warm welcome.

***Best Bistro/Brasserie of the Year, sponsored by Coleg Menai – Dylan’s Restaurant in Menai Bridge and The Marram Grass in Newborough***

Dylan’s Restaurant opened its doors in June last year and since then has firmly placed itself on the dining map. Situated on the edge of the Menai Strait and alongside the Thomas Telford Bridge, it offers probably the most memorable and iconic dining views on Anglesey and judges were impressed with its family friendly and relaxed, informal atmosphere.

The Marram Grass is open five days a week with two evening sittings offering diners a daily changing menu of Anglesey’s finest fresh produce. The mystery diners were bowled over by their experience and said the excellent food was worthy of a top class establishment.

***Best Cafe of the Year, sponsored by Coleg Menai – The Marram Grass, Newborough***

The Marram Grass has developed from a cafe to an eating house offering good quality food and company that now boasts a very good reputation. The mystery diners were extremely impressed during their visit from the very warm greeting on arrival through to the superb food and praised the owners, Liam and Ellis Barrie, for their business enthusiasm and genuine hospitality.

***Best Caravan & Camping Site of the Year, sponsored by Grays Waste Management – Blackthorn Farm, Trearddur Bay***

As well as offering visitors Bed & Breakfast accommodation, Blackthorn Farm also boasts a caravan and camping site providing 42 pitches and a further camping field sitting in 18 acres of beautiful headland in an Area of Outstanding Natural Beauty. Judges were again impressed that on this side of the business they have continued to invest and develop undertaking a huge landscaping project during 2012.

***Best Event of the Year, sponsored by Grays Waste Management – The Beaumaris Wheel***

The Beaumaris Wheel was organised by a consortium of eight Beaumaris businesses and was operational for two weeks last Summer. All the Judges praised the businesses collaborative approach which achieved a unique and hugely successful event that had a huge impact on bringing visitors to the Island and Beaumaris. It was innovative and in the words of one judge “the cleverest new idea of the year”. In this economic climate, the eight private businesses took a risk and agreed to underwrite the £24,000 needed to hire the Wheel but it was so successful that not only did they cover the hire cost but also generated a £12,000 profit which was all donated to local worthy causes. This shows what can be achieved by the community working together and was commended by the judges as an excellent template for other businesses and towns to follow.

***Best Small Hotel of the Year, sponsored by Stena Line – Lastra Farm, Amlwch***

Lastra Farm Hotel continues to invest in the hotel, recently undertaking a programme to create two luxury suites in its gate house lodge. It has clear focus and vision and a clear marketing strategy. Staff training is seen as crucial and it strives to be the best with good service and attention to detail.

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***Best Large Hotel of the Year, sponsored by Stena Line - Tre-Ysgawen Hall, Capel Coch***

Tre-Ysgawen Hall is considered to be one of the finest Country House hotels in Wales. 2012 saw the complete renovation of seven bedrooms, an investment of £100,000 in the Spa with the Spa's new thermal suite and the completion of a Bio Mass plant.

***Quality Regeneration Tourism Award – Plas Rhianfa, Beaumaris***

There was special recognition for Plas Rhianfa which was awarded a Quality Regeneration Tourism certificate for the exceptional investment which raises the standards of provision on the Island to a totally new level.

***Best Inn/Pub Accommodation of the Year – The Seacroft, Trearddur Bay***

The Seacroft is a stylish, modern food-led pub with six comfortable letting rooms. All six bedrooms were refurbished in 2012 keeping the same "Shaker/Coastal" feel due to their huge popularity. Judges commented on the level of quality that runs throughout the business with the Seacroft offering guests the "wow factor" and a strong "sense of place". Judges were also impressed that the business has commissioned a mystery shopping campaign which offers dispassionate feedback which is used as a crucial training tool.

***Best Pub/Inn of the Year, sponsored by Coleg Menai - The Seacroft, Trearddur Bay***

The Seacroft serves the best of local, fresh Welsh ingredients presented in an innovative, British style with the best wines and ales. Judges were impressed that it has delivered more growth through promotional innovation and unerring commitment to maintaining standards. The mystery diners praised the very warm friendly welcome, the professional and polished service they received and also outstanding food.

***Best Restaurant of the Year, sponsored by Coleg Menai – Noelle's Restaurant, Capel Coch***

Noelle's Restaurant at Tre-Ysgawen Hall is a formal fine dining experience. Noelle's scored very highly by the mystery diners who said the menu was well thought through and that their meal was superb. Praise was given to the staff whose service and attention to detail was second to none as well as their in-depth knowledge on wines.

***Best Self Catering Establishment of the Year – National Trust Holiday Cottages, Cemaes***

National Trust Holiday Cottages offers two holiday cottages on Anglesey which are places of heritage. Bryn Llywelyn is an attractive large, late-Georgian style farmhouse located just outside Cemaes and Tywyn, an attractive cottage situated on the cliff edge at Cemaes Bay. They have both been converted to allow everyone to be able to re-live a piece of history. Judges were impressed with the growth of occupancy figures especially during this difficult economic climate and the excellent guest feedback.

***Best Visitor Attraction of the Year – Plas Newydd, Llanfairpwll***

This is the third year running Plas Newydd has scooped this Award. In 2012 they hosted a re-enactment of life on the Island in the 17<sup>th</sup> Century, the Anglesey Woodland Festival and "50 things to be before you're 11 ¾", as well as continuing with their hugely popular other events. Judges praised Plas Newydd for its appeal to different age groups while offering a full day out for the whole family with good old fashioned children's games and activities.

***Outstanding Contribution to Tourism, sponsored by Waitrose – Richard Peacock***

This Award is about achievement, excellence and professionalism in areas such as innovation, leadership and development and was awarded to Richard Peacock, Operations Consultant for Anglesey Circuit.

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Richard has operated professionally in motor racing since 1976, initially driving a variety of racing cars where success included 86 race wins, six championships, several of these achievements were at the wheel of a Formula 1. During 1994, an approach was made to Bodorgan Estate regarding the possibility of developing the former Ty Croes army camp into a motor racing circuit. Richard conducted a feasibility study on the estate's behalf which resulted in the opening of a motor racing school in November 1995 and then the subsequent development of the existing camp roads, including several new sections to create the original one mile Ty Croes circuit which was licensed by the motor cycle racing governing body, the ACU, and the equivalent car authority, the MSA, in Spring 1997. Motor cycle and car race events were held successfully on that circuit until it was closed in September 2006 to allow for work on the reconfiguration of the 2.1 mile Anglesey track project.

Richard created the layout and design of the new circuit which opened in May 2007 and received numerous plaudits and commendations, including personal recognition with the John Nichol Trophy, awarded for the greatest contribution by an individual to British motor sport in 2007 by the British Racing and Sports Car Club.

Motor sport contributes over 6 billion pounds to the British economy and with Anglesey Circuit being one of the most spectacular sited racetracks in the world, it plays a very big and crucial role in the Island's economy and through hosting a wide variety of motor sport events, it is also a vital contributor to the Island's tourism industry. With Richard behind the circuit's operational wheel it has gone from strength to strength as he negotiates with organisers of race events and track days and only recently played an instrumental role in bringing The Thundersprint, Europe's biggest motorcycling festival to Anglesey, which will take place in April this year.

Richard is also Managing Director of the Performance Driving Centre, which is the longest continually operating racing school currently active in Europe; director of the Association of Racing Driver Schools, which is affiliated to the Motors Sports Association, and is also a member of the Motor Sports Race Committee, which is the body that decides and amends the rules for motor racing in the UK. The experience gained designing and overseeing the Anglesey Circuit led also to Richard being appointed to the MSA Environmental Committee.

#### **Silver and Finalist Certificates were presented to;**

##### **Best Anglesey Produce of the Year, sponsored by Anglesey Energy Island**

Cemaes Bay Lobster & Crab – Silver Certificate

Hootons Homegrown – Silver Certificate

Y Becws Mefus – Finalist Certificate

##### **Best Anglesey Arts of the Year**

Oriel Ynys Môn – Silver Certificate

##### **Best Bed & Breakfast/Guesthouse of the Year, sponsored by Stena Line**

Victoria Cottage B&B – Silver Certificate

Driftwood B&B – Finalist Certificate

##### **Best Cafe of the Year, sponsored by Coleg Menai**

South Stack Visitor Centre Cafe – Silver Certificate

The Clock Tower @ Tre-Ysgawen Hall – Silver Certificate

##### **Best Event of the Year, sponsored by Grays Waste Management**

Concert in the Castle, Beaumaris – Silver Certificate

Plas Newydd: Jubilee Strait Party – Silver Certificate

Menai Bridge Raft Race – Finalist Certificate

Moelfre Lifeboat Day – Finalist Certificate

Oriel Ynys Môn: Llyn Cerrig Bach Treasure – Finalist Certificate

***Continued/...***

**Best Inn/Pub Accommodation of the Year**

Ty Dderw – Silver Certificate

**Best Pub/Inn of the Year, sponsored by Coleg Menai**

The Black Lion Inn – Finalist Certificate

**Best Restaurant of the Year, sponsored by Coleg Menai**

Bishopsgate House Hotel – Silver Certificate

**Best Self Catering Establishment of the Year**

The Stables – Silver Certificate

**Best Small Hotel of the Year, sponsored by Stena Line**

Bishopsgate House Hotel – Silver Certificate

**Best Visitor Attraction of the Year**

Moelfre RNLi – Silver Certificate

Oriel Ynys Môn – Silver Certificate

RSPB South Stack – Finalist Certificate

- Ends -

*For further information please contact Pip Cockeram*

*on 01248 811195 or at [pip@pipcockeram.co.uk](mailto:pip@pipcockeram.co.uk)*