



Vaughan Gething MS,  
Minister for Economy,  
Welsh Government,  
*By Email*

23 March 2022

URGENT

**Re: Brown Signs**

Office of Janet Finch-Saunders MS,  
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The Welsh Parliament,  
Cardiff Bay,  
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[Janet.Finch-Saunders@senedd.wales](mailto:Janet.Finch-Saunders@senedd.wales)

Dear Minister, Vaughan,

I hope that this letter finds you well. I am writing with regards to my concerns about the detrimental impact North Wales and Mid Wales Trunk Road Agency is having on destination management for Llandudno.

It was with serious disappointment that I learnt that there is not a single brown sign on the westerly carriageway of the A55 promoting the attractions in Llandudno, including the tram, cable car, ski slope, and the mines. There is no question that they and other attractions in Llandudno are of major economic importance to Wales, and as such, require appropriate brown sign promotion. In fact, I believe that there were signs originally in place on the A55 at junction 19. The first sign named the attractions with instructions to follow the symbols, and the second sign – just before the junction – showed the symbols.

I understand that the first sign – with the attractions named – was blown down in 2013. Almost a decade later, the sign has not been replaced. I would be grateful if you could liaise with relevant officials to arrange for such action to be undertaken urgently before the Easter holiday.

The second sign – with the symbols – seems to have been removed and replaced with signs for Surf Snowdonia, Bodnant food centre and Bodnant Garden. Whilst I welcome the fact that attractions in the Conwy Valley are being promoted, and would like them to continue receiving such attention, I am astonished that they are being promoted at the cost of Llandudno attractions. It follows that I would be grateful if you could explain who made the decision to only promote Conwy Valley attractions, and whether the sign can be changed to promote destinations in both the Conwy Valley and Llandudno.

Yours sincerely,

**Janet Finch-Saunders MS/AS**

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