

# The Review of Designated Landscapes in Wales Stage One Recommendations

The panel now reports all of its recommendations with regard to the question of a single designation and upon the considerations with regard to the statutory purposes. These have been arrived at after extensive evidence gathering from members of the public, stakeholders; agencies and organisations from inside and outside of Wales. We have undertaken a careful and detailed examination and independent assessment of this evidence.

The panel makes six recommendations:

### **Recommendation 1**

**We recommend that there should not be a single designation.**

### **Recommendation 2**

**We recommend that there is ONE set of statutory Purposes and an associated single statutory Duty for both designations.**

### **Recommendation 3**

**We recommend changing the name of “Areas of Outstanding Natural Beauty” (AONBs) to “National Landscapes of Wales”**

## **Recommendation 4**

**We recommend the establishment of a consistent and resilient nomenclature as well as structure, including:**

**“The National Designated Landscapes of Wales”**

**“National Parks” and “National Landscapes” which are “The Equivalent Designations”**

**The Equivalent Designations would possess Identical Statutory Purposes & Duties**

## **Recommendation 5**

**We recommend there should be THREE interlocking statutory purposes for both the National Parks *and* National Landscapes.**

**These are:**

**“To conserve and enhance the distinctive landscape and seascape qualities of the area<sup>1</sup>,”**  
***(the Conservation Purpose)***

**“To promote physical and mental well-being through the enjoyment and understanding of the landscape of the area,”**  
***(the Human Well-being Purpose)***

**“To promote sustainable forms of natural resource management and economic and community development which support the cultural heritage of the area.”**  
***(the Sustainable Resource Management Purpose)***

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<sup>1</sup> Where ‘landscape’ incorporates the total natural environment of the area, together with its biodiversity, human settlements and cultural aspects. It is particularly important to stress the significance of progressing bio-diversity protection and restoration in the conservation Purpose and to promote progress towards international standards relating to the International Biodiversity Convention so far unattained in Wales. This also incorporates the European Landscape Convention (2007) definition as ‘ an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors’. And it assumes the enhancement of ‘actions to conserve and maintain the significant or characteristic features of a landscape, justified by its heritage value derived from its natural configuration and/or from human activity’ (article 1d).

## **Recommendation 6**

**We recommend a new single Statutory Duty that removes the weak “have regard to” prefixes in the current duties on relevant public bodies, and replaces them with a single and clear duty:**

**“To contribute to the delivery of the three Purposes of the National Designated Landscapes.”**

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The potential advantages and added value of the visionary and composite approach in our recommendations are:

- Provides the designated landscapes with a strengthened and more focussed remit which develops, but is consistent with their current direction of travel.
- Provides a sound basis for now reviewing their governance arrangements such that they have the means to maximise the medium to long term opportunities and reduce significantly the barriers we have identified.
- Facilitates a more cohesive and really integrated approach to sustainable land management which is essential to resolve the more complex issues currently facing rural areas of Wales.
- Provides a greater impetus for current interconnections between management plans and other planning activities which are being proposed; most notably with regard to NRW, the Welsh Government; and the proposed public sector service boards and the proposals for well-being planning.
- Places the designations and their managing authorities in potentially more proactive leadership roles associated with the wider networked family of designated landscapes in Wales, across the UK and internationally.

- Provides the basis for more partnership working with the private and community sectors who manage most of the land resources of these national designated landscapes, not least in coordinating effective management of the full range of ecosystem services at a variety of scales.
- Potentially energises the designated landscape community to deliver even more exemplary sustainable landscape management which catalyse good practice across Wales and beyond.

**This package of recommendations will provide a sustainable foundation for more creative, adaptable and resilient designated landscapes which encourage more consistency, clarity and diversity.**

### Stage Two Call for Evidence Contributions

Written contributions to Stage Two were received from:

Confederation of Passenger Transport UK  
Martin McVay  
Ray Wollmore  
Ken Richards  
The Open Spaces Society  
Denbighshire County Council  
National Parks Wales  
Clive James  
Mike Dunn  
The Federation of Small Businesses  
Gwynedd County Council  
Mat Feakin  
The Snowdonia Society  
Beverley Penny  
WLGA  
Powys County Council  
Evan Owen  
Clwydian Range and Dee Valley Areas of Outstanding Natural Beauty Joint Committee  
Campaign for National Parks  
Wales Tourism Alliance  
CPRW Caernarfon Branch  
John Morris  
Arfon and Dwyfor Local Access Forum  
National Association of Areas of Outstanding Natural Beauty  
Landscape Institute Wales  
Isle of Anglesey AONB Joint Committee  
Pembrokeshire County Council  
National Trust Wales  
Marloes and St Brides Community Council  
RTPI Wales  
Natural Resources Wales  
Vale of Grwyney Community Council  
Alliance for National Parks Cymru  
Ashley Thomas  
CPRW Anglesey Branch  
Farmers' Union of Wales  
Glamorgan-Gwent Archaeological Trust  
Country Land and Business Association  
CPRW  
Monmouthshire County Council  
Andrew Bevan  
Mairede Thomas  
David James, Rural Housing Enabler  
UK Environmental Law Association  
Gwynedd Archaeological Trust  
Wye Valley Areas of Outstanding Natural Beauty Partnership

The Gower Society  
NFU Cymru  
Gower Areas of Outstanding Natural Beauty Partnership Steering Group  
Ordnance Survey  
The Cambrian Mountain Society  
St Ilston Community Council  
Miss E Harry  
Llyn Area of Outstanding Natural Beauty

## Stage Two Evidence Gathering Sessions

### Attendance at NPA and AONB Meetings

Date	Designated Landscape	Panel Member in Attendance
6 <sup>th</sup> May 2015	Pembrokeshire Coast National Park Authority meeting	John Lloyd Jones
15 <sup>th</sup> May 2015	Anglesey AONB Joint Advisory Committee	John Lloyd Jones
3 <sup>rd</sup> June 2015	Snowdonia National Park Authority meeting	Dr Ruth Williams
4 <sup>th</sup> June 2015	Clywdian Range and Dee Valley AONB	Dr Ruth Williams
30 <sup>th</sup> June 2015	Gower AONB Annual Partnership Forum	Professor Terry Marsden
6 <sup>th</sup> July 2015	Wye Valley AONB Joint Advisory Committee	Dr Ruth Williams
10 <sup>th</sup> July 2015	Brecon Beacons National Park Authority meeting	Professor Terry Marsden

While every effort was made to attend at least one meeting in each designated landscape Panel members were unable to attend a meeting within the Llyn AONB.

## Stage Two Evidence Sessions

16 <sup>th</sup> April 2015	30 <sup>th</sup> April 2015
<p>Afternoon Session with National Park Authority CEOs and AONB Officers</p>	<p><i>Health and Poverty</i></p> <p>James Burgess, Head of the Tackling Poverty Implementation Branch, Welsh Government Edward Rees, Head of Obesity Prevention &amp; Children's Health, Welsh Government</p>
	<p>Planning Bill</p> <p>Neil Hemington, Chief Planner, Welsh Government Jon Fudge, Head of Planning, Welsh Government</p>
	<p>Public Service Reform</p> <p>Frank Cuthbert, Head of Democracy, Diversity and Remuneration Team, Welsh Government</p>
1 <sup>st</sup> May 2015	28 <sup>th</sup> May 2015
<p><i>The Well-Being of Future Generations (Wales) Act</i></p> <p>Andrew Charles, Head of Sustainable Development, Welsh Government Claire Germain, Local Government and Partnerships, Welsh Government</p>	<p><i>National Parks Wales</i></p> <p>Cllr Geraint Hopkins, Chair, BBNPA John Cook, CEO, BBNPA Cllr Michael James, Chair, PCNPA Tegryn Jones, CEO, PCNPA Cllr Caerwyn Roberts, Chair, SNPA Emyr Williams, CEO, SNPA</p>
<p><i>Strategic Considerations</i></p> <p>Matthew Quinn, Director, Environment and Sustainable Development, Welsh Government</p>	
<p><i>Environment Bill</i></p> <p>Lori Frater, Environment Bill Team, Welsh Government Steve Spode, Environment Bill Team, Welsh Government</p>	
<p>Afternoon Session with the Symonds Group</p>	



12 <sup>th</sup> June 2015 (videoconference)	17 <sup>th</sup> June 2015
<p><i>Scottish Natural Heritage</i></p> <p>Peter Rawcliffe, Scottish Natural Heritage</p>	<p><i>Green Growth and the Green Economy</i></p> <p>Emma Edworthy, Head of Financial Innovation, Welsh Government</p>
<p><i>Loch Lomond and the Trossachs NPA</i></p> <p>Gordon Watson, CEO, Loch Lomond and the Trossachs NPA</p>	<p><i>UK Environmental Law Association</i></p> <p>Dr Victoria Jenkins Dr Hayden Davies</p>
<p><i>Scottish Government</i></p> <p>Helen E Jones, Landscape and Involvement with Natural Environment Iain Martin, Landscape and Involvement with Natural Environment</p>	<p><i>AONB Officers and the National Association of AONBs</i></p> <p>Howard Sutcliffe, AONB Officer, Clwydian Range and Dee Valley AONB Chris Lindley, AONB Officer, Gower AONB Andrew Blake, AONB Officer, Wye Valley AONB Philip Hygate, Chairman, National Association of AONBs Howard Davies, CEO, National Association of AONBs</p>
<p><i>the 3rd Sector in Scotland</i></p> <p>John Mayhew, Association for the Protection of Rural Scotland</p>	<p><i>Visit Wales</i></p> <p>Gerwyn Evans, Head of Programme Development, Welsh Government</p>
<p><i>Cairngorms NPA</i></p> <p>Grant Moir, CEO, Cairngorms NPA</p>	<p><i>Agricultural and Private Sector</i></p> <p>Chris Osborne, Wales Tourism Alliance Adrian Greason-Walker, Wales Tourism Alliance Dr Mark Lang, FSB Iestyn Davies, FSB Karen Antony, CLA Rachel Lewis-Davies, NFU Hedd Pugh, NFU</p>

<p><b>18<sup>th</sup> June 2015</b></p> <p><i>Strategic Agriculture Policy</i></p> <p>Garry Haggaty, Deputy Director - Agriculture &amp; Rural Affairs, Welsh Government  Kevin Austin, Head of Sustainable Land Management, Welsh Government  David Lloyd-Thomas, Head of Rural Policy, Welsh Government</p>	<p><b>24<sup>th</sup> June 2015</b></p> <p><i>Constitutional Issues</i></p> <p>Lord Dafydd Elis-Thomas AM</p>
<p><i>Campaign for National Parks &amp; the MOSAIC Project</i></p> <p>Ruth Bradshaw, Campaign for National Parks  Pat Gregory, former Project Officer, MOSAIC Project Wales</p>	<p><b>30<sup>th</sup> June 2015</b></p> <p><i>EUROPARC (via teleconference)</i></p> <p>Carol Richie, Executive Director, EUROPARC Federation</p>
<p><i>Alliance for National Parks Cymru</i></p> <p>Paul Loveluck, Chair, Alliance for National Parks Cymru  Peter Ogden, Alliance for National Parks Cymru &amp; CPRW  Edward Holdaway, Alliance for National Parks Cymru &amp; the Friends of the Pembrokeshire Coast  Peter Heard, Alliance for National Parks Cymru &amp; the Friends of the Pembrokeshire Coast</p>	<p><b>15<sup>th</sup> July 2015</b></p> <p>Peter Davies, the Commissioner for Sustainable Futures</p>
<p><i>Natural Resources Wales</i></p> <p>Dr Lynda Warren, Board Member  Harry Legg-Bourke, Board Member  Andy Middleton, Board Member  Sir Paul Williams, Board Member  Rhian Jardine, Head of Sustainable Communities  Carole Rothwell, Team Leader, Landscape Section</p>	

Evidence Sessions were held at the Sustainable Places Research Institute, Cardiff University.

# Appendix iv

## Case Studies

### Anglesey Case Studies

#### HALEN MÔN VISITOR CENTRE

**Project:** Halen Môn Visitor Centre

**Applicant:** Halen Môn Salt Company Ltd

**Funding:** Welsh Government's Sustainable Development Fund (SDF) administered through Anglesey's Countryside and AONB Service. The SDF invested £12,500 during 2013 /14 and £12,500 during 2014/15 at 6% of the total project cost of £416.666. Match funding was provided through private resources, Coastal Communities Fund, Finance Wales and the Welsh Government. One of the conditions of the SDF offer was the installation of an AONB information panel within the visitor centre to raise awareness and understanding of Anglesey's AONB.

As one of the premier local producers on Anglesey, Halen Môn, The Anglesey Sea Salt Company were looking to improve their premises by building a more suitable, sustainable building that also has a purpose built visitor centre. The new building will secure the employment of those already working at the site and also look to secure up to 2 new members of staff.

The sea salt is sold and distributed locally, nationally and internationally and has been given Protected Designation of Origin (PDO) status which puts the sea salt up there with the likes of Champagne and Parma Ham.

The Halen Môn Visitor Centre project has direct links to certain special qualities, objectives, policies and actions from the AONB Management Plan.

## **AWEL MÔN**

**Project:** Awel Môn

**Applicant:** North Wales Wildlife Trust (NWWT)

**Funding:** Welsh Government's Sustainable Development Fund (SDF) administered through Anglesey's Countryside and AONB Service. The SDF invested £10,431 at 50% of the total of £20,862 with match funding provided through volunteers and NWWT funds. Awel Môn was part of a three year funding commitment through the SDF.

This project has a wide remit that encompasses all of the AONB with a focus on engaging particular Anglesey communities with the wealth of wildlife, landscape and outdoor experience available around the island's coast. With a focus on the value of the nature as a whole the project has delivered positive environmental, social and economic outcomes.

Building on the strong partnerships of earlier and current projects and targeting certain schools, organisations and community groups including those from Community First areas on the island, the project aimed to open up coastal countryside to new audiences. There was a strong emphasis working particularly with those who have had little or no access to this resource. There was also a greater emphasis on building relationships between people and places, and developing longer-term involvement with communities.

The Awel Môn project has direct links to certain special qualities, objectives, policies and actions from the AONB Management Plan.

## **ANGLESEY WOODLAND FESTIVAL**

**Project:** Anglesey Woodland Festival

**Applicant:** Outdoor Learning Wales

**Funding:** Welsh Government's Sustainable Development Fund administered through Anglesey's Countryside and AONB Service. The SDF invested £2000 at 27% of the total of £7407 with match funding provided through Big Lottery, stall holders and volunteer time.

The Anglesey Woodland Festival is an annual event which promotes the role of well managed woodlands in the landscape and also promotes sustainable development and sustainable ways of living. Prior to the weekend event, three educational days were held with local primary schools invited to attend.

The 2014 festival had over 4,000 visitors over the 2 days and 200 schoolchildren during the 3 education days. Along with helpers, demonstrators and exhibitors it is estimated that there were around 5,000 people involved altogether.

The National Trust allowed free use of the grounds of Plas Newydd. It was run by the Ynys Môn Outdoor Learning Wales Network group which is a voluntary not for profit group whose membership is from the public, private and voluntary sectors. It is an inclusive group with a wide membership open to all.

The common theme of the festival was woodland based. There were around 60 different stands of exhibitors, demonstrators, activities, organisations, stall-holders and food and drink vendors. The exhibitors ranged from green woodworkers and furniture makers to birds of prey demonstrations to wildfood; and there were many activities for young and old alike. Many of the activities were creative and were craft based, and included sessions on story-telling and bushcraft and survival skills. Public sector and voluntary sector publicised their services and there was a small marketplace with local products for sale. Team members from the Countryside and AONB Service were present to assist for all of the days.

The Woodland Festival has direct links to certain special qualities, objectives, policies and actions from the AONB Management Plan.

## **AONB YOUNG RANGERS**

The AONB Youth Rangers programme started in October 2011 with support from the Heritage Lottery Fund (HLF). The first group that was set up comprised of 11 youngsters between the ages of 11-15 from the Amlwch area, and were bought together through the Communities First project in the town. A new group of Young Rangers has been established with young people from various locations on Anglesey between the ages of 14 - 17. The change of name to Young Rangers was to increase the age range of potential participants and to help young people in their latter school years to gain new experiences and knowledge. The activities are various whilst still focusing on Heritage, Wildlife and other core values and special qualities of protected landscapes. The Young Rangers are the countryside managers and environmentalists of the future, and the aim is to keep the Young Rangers project going for many years, with the freedom for new participants to join every year.

Below is a list of activities between June 2014 and April 2015:

**June 2014** – Introduction and navigation skills at Holyhead Breakwater Country Park, **July 2014** – Wild Food and Sustainable Living, Incredible Edible Hedgerow, Llanfwrog, **August 2014** – Introduction to Bushcraft, Coed Llwyn Onn, Llanfairpwll, **October 2014** – Dry Stone Walling, Llanedwen, **November 2014** – Cycling at Newborough Forest, **December 2014** – First Aid training, **February 2015** – Rhododendron clearance, Coed Llwyn Onn, **March 2015** – Plas y Brenin adventure weekend, Snowdonia National Park, **April 2015** - Footpath Maintenance, Ynys Llanddwyn. HLF contributed £2,539.02 for the co-ordination and management of the projects.

The AONB Young Rangers initiative has direct links to certain special qualities, objectives, policies and actions from the AONB Management Plan.

## **COUNTRYSIDE AND AONB SERVICE's ACTIVITIES and EVENTS**

Each year, staff from Isle of Anglesey County Council's Countryside and AONB Team are actively involved with preparing, co-ordinating, leading, facilitating and assisting on a wide range of volunteering projects, activities and events. Over the period of 2014/15 the Countryside and AONB Team were involved with **174** volunteering projects, activities and events within and adjacent to the AONB and with over **8,000** participants attending the various activities and events.

Funding – The vast majority of the activities and events were free of charge and involved the input of the Countryside and AONB Team's dedication, enthusiasm and creative skills to enable the projects to develop and succeed. All the projects and activities involved working with various partners such as local primary and secondary schools, landowners / farmers, private individuals / businesses, North Wales Wildlife Trust, Coleg Menai, Keep Wales Tidy, Probation Service, Job Centre Plus, Môn Communities First, CAIS (Drug and Alcohol Treatment North Wales) Menter Môn, Ynys Môn Outdoor Learning Wales Network, Scouts, Coed Cymru, Natural Resources Wales and various departments within Isle of Anglesey County Council.

Some of the projects / activities / events from 2014/15 include the following:

Dry stone walling, restoring cloddiau, beach cleans, tree planting, invasive species removal, heathland restoration, guided walks and health walks, various coastal and countryside school group activities, orienteering, creating and improving access, practical bushcraft skills, wild food foraging, coastal foraging, Summer Nature Club, photography workshop, wildlife sketching, kayaking, coasteering and abesilling, Woodland Festival and AONB Young Rangers activities.

All of the projects, events and activities have direct links to certain special qualities, objectives, policies and actions from the AONB Management Plan.

## Brecon Beacons National Park Case Studies

### CASE STUDY 1

#### BRECON BEACONS SUSTAINABLE DESTINATION PARTNERSHIP

- 1. Partners:** 34 stakeholder organisations from public, private and voluntary sectors representing economic, environmental and community interests. The Partnership seeks to coordinate partner activity in developing tourism within the destination in ways that are compatible with National Park purposes and the Authority's duty.
- 2. Location and Duration:** The first incarnation of the Partnership, focusing purely on public sector tourism bodies, was initiated in 2002. From then it has evolved to incorporate more and wider representation, firstly to involve businesses and their representative body (Brecon Beacons Tourism, founded in 2005) and then business clusters developed under COLLABOR8 and Alliances developed under Rural Alliances. The aim is to ensure the Partnership continues under the long term.

The Partnership covers the whole of the Brecon Beacons Destination as defined in the Sustainable Tourism Strategy. This is defined by postcode and extends some 10km beyond the designated area – effectively this is an 'economic impact zone' for the National Park designation. This wider definition enables us to work with communities in for instance, Abergavenny or Llandovery, both of which would be difficult to exclude from a consideration of National Park tourism.

- 3. Background:** When considering the development of sustainable tourism, it is vital to engage all stakeholders. This is true no matter what the circumstances but when a destination has impact in 2 countries (England & Wales), 3 regions and 10 Local Authorities, it becomes vital. Partnership working is the only way forward. This conclusion led us to adopt the model of the European Charter for Sustainable Tourism in Protected Areas, a process to which we still adhere and which has stood the test of time.

Once the Authority decided that it wanted to play a role in tourism, it became obvious that there was very little Brecon Beacons focused work going on for us to support. All the Local Authorities had much bigger patches outside the National Park than within it and even Powys (the biggest geographical stakeholder) had been persuaded to drop reference to the Brecon Beacons from their tourism branding.

This analysis meant that the Authority was in a position where, if work was to proceed at a Brecon Beacons level, it had to take a leading role, far greater than other National Parks, in Wales but even in the UK. Luckily between external funding and its own resources it has been able to support this work in a substantial way and with, the development of Brecon Beacons Tourism, has had another organisation with the destination at its heart. The core of the Destination Partnership is expressed in the Memorandum of Understanding between these two organisations.

- 4. Partnership Structure:** The most recent version of the structure (2014) is illustrated on the attached diagram. In essence, all stakeholders are part of the partnership as a whole but play different roles within it. All are part of the Forum which meets twice a year under an independent Chair. This oversees the work of the Board – senior representatives of BBNPA, Powys County Council, Brecon Beacons Tourism and Visit Wales – which itself has 2 major sub-groups (Marketing & Delivery) to which 4 working groups report (Geopark,



Transport, Training, Visitor Centres). This is a complex structure only made necessary by the complex background and the amount of work going on under the tourism heading. It does however yield benefits in terms of working relationships with both public and private sectors.

5. **Outcomes:** What has been found is that much work undertaken under the tourism heading has been work which has fulfilled nominally separate objectives. Many projects have involved recreation, interpretation, sustainability, archaeology, etc.

What is more, it has developed relationships with individuals, particularly those running small businesses but also in the community, which have led to increased support for the National Park as a designation and the Authority as an organisation. It has highlighted the importance of the designation to the local economy (particularly post Foot & Mouth) and has made it easier to communicate the benefits of the National Park to local people, to Local Authorities and to Government.

The Partnership has been a central plank in this strategy. By ensuring that different stakeholder groups have a say in the development of the visitor focused work of the Authority, it gives the Authority greater impact and indeed mandate. And when projects such as COLLABOR8 and Rural Alliances empower people to play a direct role in this work, they take up that opportunity with alacrity.

Lastly the Partnership has provided the platform for discussions about visitor management – a key role for the Authority. We now have an agreed Visitor Management Plan (paid for from tourism funds) and are seeking funding to implement this in partnership with local people.

6. **Long term benefits:** We believe the work of the Partnership will carry on into the long term and will continue to generate benefits for the Authority in terms of stakeholder relationship development and management, for external funding procurement and, most importantly for the development of an economy benefiting the quality of life for local people and a healthy environment.
7. **Funding:** Tourism has been able to generate external funding of some £500,000 pa for number of years, supporting key Authority objectives well beyond pure 'tourism'. These projects have been based on the Partnership and its validation of strategic objectives.

## CASE STUDY 2 – FFOREST FAWR GEOPARK

1. **Partners:** 16 stakeholder organisations from public, private and voluntary sectors representing economic, environmental and community interests.
2. **Location and Duration:** Fforest Fawr Geopark has been designated a European Geopark since 2005. Since then it has been re-validated after an inspection and review process two times. It covers the west of the National Park as a means of giving extra assistance and focus on this less advantaged area. There are fewer people, businesses and visitors here – a mutually self-reinforcing cycle.
3. **Background:** European Geoparks aim to conserve and enhance a landscape's special qualities just like National Parks and also help people understand and enjoy/gain economic benefit from those qualities too. The difference is that they are certified by the Network set up to quality control the brand rather than being established by statute. They are revalidated every 4 years with peer assessors drawn from other Geoparks undertaking the assessment in a similar way to the European Charter for Sustainable Tourism in Protected Areas.

Fforest Fawr applied to become a Geopark in order to gain benefit for the west of the National Park. It achieved this in 2005 and set up a Management Group of partners serviced by a full time officer – a structure that remains today and which has now found its place within the Brecon Beacons Sustainable Destination Partnership as a member group.

4. **Outcomes:** The Geopark has had a number of major successes:
  - a. Establishment of the Waterfalls Centre with funding to develop major interpretation within it
  - b. Relationship development with 7 communities with enhanced information & interpretation in each. A majority of these are in the 'hard to reach' southern boundary strip of former mining communities, blessed with considerable industrial archaeology but faced with significant socio-economic challenges.
  - c. Implementation of annual Geopark Festival – two weeks of events, walks and talks in early summer
  - d. Regular training days for businesses across the Geopark on topics such as geology, landscape history, industrial archaeology
  - e. 39 Geopark Ambassadors trained and certified
  - f. Significant geological research undertaken by Cardiff and other universities
  - g. Organisation of major scientific symposium on the Old Red Sandstone (the rock formation from which much of the park is formed) in Brecon which attracted over 100 delegates including some from abroad
  - h. Hosting of European Geopark Network's Autumn conference in 2011(95 delegates) including field visits
  - i. Delivery by partners of 'Calch': the Black Mountain Quarries project which involved research, survey conservation, education and interpretation
  - j. Delivery of 'Romans in Carmarthenshire' information & interpretation project
  - k. Geopark education delivered to schools and families
  - l. Bilingual website: [www.fforestfawrgeopark.org.uk](http://www.fforestfawrgeopark.org.uk) / [www.geoparcyfforestfawr.org.uk](http://www.geoparcyfforestfawr.org.uk) developed and maintained
  - m. Cooperation with partners and BBNPA teams over information & interpretation of Geopark features
  - n. Developed the use of arts in environmental interpretation

Overall, the Geopark has (alongside the Sustainable Destination Partnership) been a model in developing partnership working towards common sustainability objectives. It has brought together disparate groups and individuals, many of whom had never worked together before.

5. **Long term benefits:** We hope to see the project continue into the long term, especially since UNESCO is looking to take on the Geoparks brand and further develop the scientific and cultural aspects of its work on a global basis.
6. **Funding:** The project is primarily funded by the National Park Authority which employs the project officer. However partners have developed projects of various sizes to build on the foundations that the Geopark has constructed.

## CASE STUDY 3 – RURAL ALLIANCES INTERREG IVB NWE PROJECT

1. **Transnational Partners:** 12 partners from UK, IRL, BE, NL, DE, FR including 2 universities (UK partner is University of Wales Trinity Saint Davids but also Cardiff University assisted in the guidance of the project)
2. **Local Partners:** 12 local Rural Alliances, Brecon Beacons Tourism, Cardiff University.
3. **Location and Duration:** Project is active across the whole National Park and where appropriate, beyond its boundaries from Feb 2012. It comes to an end on 31<sup>st</sup> July 2015.
4. **Background:** Rural Alliances grew from COLLABOR8 – a former Interreg project that gathered 15 clusters of tourism businesses and funded local actions they wished to undertake. We found that local people became very interested in the work of these groups and wished to contribute. There the new project was founded on the principle of local communities working with the businesses in their area to improve social and economic vibrancy, in our case through tourism. In turn, this vibrancy is seen as a means of addressing the negative impacts of demographic change. At base however is a desire to empower and enable communities to take control of their own economic and social development.

The project as a whole aimed to achieve a wide range of transnational actions which it has delivered. These included a Handbook for Alliance Development, a Rural Vibrancy Measuring Index, a Governance Handbook, Alternative Financing Handbook, and others. These are available on the project website, [www.rural-alliances.eu](http://www.rural-alliances.eu).

5. **Outcomes:** The transnational outcomes are outlined above. Locally 12 Alliances have been created with multiple outcomes supporting tourism development and management. These ranged from local signage rationalisation & development, festival development, walks leaflets, food trails, and much else besides. Please see a summary video at [https://www.youtube.com/watch?v=K\\_ZIG4sMk5g](https://www.youtube.com/watch?v=K_ZIG4sMk5g). In addition the project supported the development of governance in our Sustainable Destination Partnership, an Information Plan for the destination, an online Walking Festival Toolkit, Green Tourism and Ambassadors programmes and a Brecon Beacons Alliance Network which will outlive the project.

The response from the community has been strong and indicating that the project has helped fulfil a need and that it has been successful in doing so. Clearly not all Alliances are guaranteed to continue after the end of the project but it is a sign of the strength of the project that most are planning to do so. In fact LEADER funds are likely to help Alliances access funding, although they will have to submit applications and find match funding themselves. Without the Officer support RA gave to them it is very unlikely that many could have got to this point on their own.

6. **Long term benefits:** As outlined above, the Alliances are likely to be part of the governance of local communities for some time to come. Most are within the designated area but three – Abergavenny, Llandovery and Cwm Aman – are based outside it. There is no doubt that all three benefit from the economic impact of the National Park designation (Abergavenny indeed branding itself as the Gateway to the Brecon Beacons) and that any tourism work that ignored those settlements would be incomplete.

The Destination level work will have considerable long term consequences with governance continuing to evolve work on green and ambassadors being taken on by the NPA and LEADER supporting the Alliances.

The transnational work will continue to be available through the project website for at least 5 years beyond the project end and it is hoped will continue to be helpful to communities across Europe.

- 7. Funding:** The project is worth €1million locally (with match funding coming from Welsh Government) and €10million across Europe. As the NPA acted as Lead Partner, it brought €1.3M into Wales from the EU.

## CASE STUDY 4 – AMBASSADORS SCHEME

1. **Partners:** Brecon Beacons Tourism, Tourism Businesses, Visit Wales, World Host, Brecon Beacons Sustainable Destination Partnership.
2. **Location and Duration:** Ambassadors was launched in 2009 and is open to all tourism businesses within the Brecon Beacons Tourism Destination (defined by postcode within the Sustainable Tourism Strategy and extending some 10km beyond the designated area – effectively this is an ‘economic impact zone’). It does not have an end date but may have to be flexed to cope with reduced budgets. If NPA staffing reduces too much then this scheme will have to be discontinued.
3. **Background:** Tourism businesses recognise the value of the National Park designation and that their business largely derives from the environment that people love to visit. The National Park Authority wishes to increase the understanding and awareness of local people and visitors of the National Park and its special qualities. The Ambassador scheme was set up following consultation with the businesses to enable them to learn more about the area they are working within, both so that they understand it better themselves and so that they can pass that understanding and knowledge onto their visitors. In this way the relationship between tourism and the special qualities can be improved whilst delivering a better experience for visitors.

The scheme operates under the aegis of the Sustainable Destination Partnership. It requires businesses to attend 3 introductory training courses which cover issues of:

- customer service – run by World Host meaning that businesses get an accredited qualification
- sense of place – helping businesses learn about the different authentic experiences of the special qualities visitors can have as well as something about the area’s history, myths & legends etc and how they can incorporate these themes into their businesses
- ‘The Park in your Heart’ - this looks at the evolution of the landscape, how the National Park is managed and what its future holds. This includes the Geopark, biodiversity and visitor transport issues.

Once certified as a Brecon Beacons National Park Ambassador, businesses have to return for at least one additional training event a year to make it equivalent to a very light CPD in other professions. They get a certificate, pin badge etc and can use the logo in their advertising

Being certified also enables businesses to get more training to become a Geopark or Dark Skies Ambassador.

Lastly we are developing a Local Ambassador scheme for people who do not have visitors as their prime business but who meet them regularly – staff in bars, shops, garages etc. This involves a one off workshop of three hours. Similar to this is the Brecon Beacons Knowledge – an award for taxi drivers that does have to be renewed each year.

4. **Outcomes:** Currently we have 132 certified full ambassadors with a total of 198 businesses having passed through the training. As these figures suggest there is a high degree of loyalty to the scheme and this supports a healthy dialogue between the authority and the participants, countering some of the more negative perception of the organisation and the designation that have come through the planning system.

Of the 132, 28 are also Geopark and 45 Dark Skies Ambassadors. Local Ambassadors is only just beginning but has been well taken up. 19 taxi drivers have been trained with 6 having maintained the award. These get phone numbers and links from our website.

- 5. Long term benefits:** We see this scheme as a critical part of the relationship between the NPA and tourism businesses. We have promoted its benefits to other NPs and AONBs in Wales and beyond. Visit Wales has now developed guidelines for Ambassadors schemes on which their support will be based and the Valleys have taken the concept and delivered a successful scheme for a number of years. We see this as a long term venture as long as budgets and staffing allow.
- 6. Funding:** The scheme costs some £6000 pa plus significant staff time but economies of design are being sought now the Interreg funding has ceased.

## **Brecon Beacons National Park Ambassador Schools**

### **1. Name of the scheme/activity.**

Brecon Beacons National Park Ambassador Schools

### **2. Names of participatory organisations.**

Brecon Beacons NPA, schools within the park, the YHA, Natural Resources Wales, The John Muir Award

### **3. Location and duration of the scheme.**

Launched in December 2015 and on-going

### **4. Description of the background on the scheme including its aims and objectives.**

National Park Ambassador Schools is a new initiative in the Brecon Beacons National Park that aims to combine the benefits of outdoor learning with the National Park to support improvement in educational outcomes, understanding of the National Park and natural resources in Wales.

We have developed the first 6 units for years 1-6 and at the core of these units is outdoor learning, there are strong links to physical adventurous activities and the units fully incorporate and support the Literacy and Numeracy Frameworks.

The 'National Park Ambassador Schools' aim to:

- Develop learning in a new environment
- Develop confidence in adventurous activities at an early age
- Develop knowledge and understanding of the local environment and understanding of the need for sustainability
- Work towards achieving a nationally recognized certificate for every pupil through links to the John Muir Award Scheme

The potential impact on teaching and learning standards;

- High quality physical outdoor learning experiences helping children develop a range of skills related to the activities
- Clearly defined skills in literacy and numeracy will improve literacy and numeracy standards
- Well being curriculum greatly enhanced; improvement in confidence, social skills, healthy living and lifelong love of exercise and the outdoor experience
- Sustainability knowledge and understanding greatly increased leading to a positive social impact on learners, communities and the Brecon Beacons National Park
- 

### **5. Description of the outcomes.**

This is the early stages of this project however we have successfully;

- Worked with local schools and teachers to develop the programme and resources
- Piloted the activities with children
- Undertaken professional review prior to publication
- 11 schools have signed up to the programme (which is about the capacity we have each year to support)
- Learners have had increased their time spent in the outdoors for learning and some have gone on residential visits to the National Park when they had previously not

### **6. Description and/or quantification of long term benefits/implications for the designated area (and, if you believe there are any, the wider benefits beyond the designated area boundaries).**

The outdoors has huge potential for learning and there is evidence that states that learning occurs best while outdoors (especially for boys). The critical age of influence is before a child is 12 and their experience of, and confidence in the outdoors at this age directly impacts on their ability to engage with the outdoors as an adult.



Although hard to quantify this project supports young people in their learning but also in their future well being. We have been using the connectedness to nature survey (RSPB) with project participants and hope to gain enough data over time to evidence what research says about the importance of the outdoors for learning.

By young people understanding the protected landscape that is the Brecon Beacons National Park we hope they will become stewards of the future. In addition it is likely that the major employer in the park will continue to be tourism and we hope that by connecting young people (in the next stage of the project) to our National Park Ambassadors (tourism businesses) we will be building further opportunities for young people to connect with employers and build sustainable communities.

## **7. Funding sources and amounts.**

£2,500 from BBNPA and £2,500 from NRW to start the project in 2015.

Teachers from local schools 'donated' their time to the project and National Park Education Officers supported them.

On-going support from National Park Education Officers and schools

## **Designated Landscapes Review**

### **Glastir Case Study, Brecon Beacons National Park Authority**

**The area:** Mynydd Du Site of Special Scientific Interest, owned by the Brecon Beacons National Park Authority, also registered common land, Access Land, within the Black Mountain Landscape of Outstanding Historic Interest and Fforest Fawr Geopark.

**The project:** Glastir Common Land Schemes on six of the constituent commons, comprising most of Mynydd Du.

**Project partners:** Members of the Garreg Goch, Palleg, Blanaman Pedol Twrch, CL18 West, Llyn y Fan, and Myddfai Glastir Commoners associations.

**Project start:** Initiated discussions 2012, Glastir advanced contracts commenced 2014 and 2015

**Project works:** Detailed and strong staff commitment to providing evidence and advising commoners and Glastir Contract Officers to develop a range of projects to improve landscape, biodiversity and livestock management. Projects include: reduction in stocking levels, water pollution prevention, sheep fold restoration, lime kiln restoration, Scheduled Ancient Monument conservation, weed wiping of bracken, controlled heather burning, heather mowing and harvesting, mulching of bare peat (using the cut heather) to prevent further erosion and CO<sub>2</sub> emissions, grit boxes for red grouse, and providing advice and training to Welsh Government Glastir officers on what works and how the scheme can be improved. All capital projects have been undertaken by the Park Authority in service level agreements with the Glastir associations.

#### **Project outcomes, benefits:**

Good working practices and training, stronger working relationships between the Authority, graziers and officials, integrated project mgmt and staff expertise deployed effectively, localised landscape and habitat restoration achieved, increased interest in landscape management from a wider group of stakeholders.

**As a consequence of the Authority's investment in staff, advice and expertise, and the committed involvement by the various Glastir associations, the Welsh Government views the Mynydd Du Glastir schemes as an exemplary model to emulate elsewhere.**

**The future:** Follow up schemes are required to expand the habitat restoration work and to secure cattle and pony grazing across the SSSI

## **Clwydian Range and Dee Valley AONB Case Studies**

### **Clwydian Range Lamb**

The AONB has been working with the graziers on the Clwydian Range to ensure the long term management and restoration of Moel Famau Common. Through the Heather and Hillforts Project, a Heritage Lottery Landscape Partnership Scheme the AONB set out to address issues of agricultural abandonment of heathland areas leading to a lack of appropriate management and subsequent loss of habitat.

In many areas the farming community were no-longer carrying out heathland management – it was being left to conservation agencies to lead on work targeted at bird species such as black grouse. The project worked to re-engage the agricultural community in the management of their moorlands and to integrate it into the whole farm business by demonstrating that a well-managed moorland has a value in terms of agricultural productivity.

The project invested in training in heathland management, heather burning, cutting and bracken control. It brought farmers together in demonstrating the effectiveness of practical management techniques. It also ensured that graziers associations had access to appropriate equipment for heathland management and provided support in carrying out this work.

Significant work was carried out in putting into place collective agri-environment schemes through Tir Gofal and Glastir agreements on Moel Famau and Moel y Parc Common. This provided a framework and financial assistance for graziers to work together over the whole common moving away from the more piece meal approach that had existed before. The project also engaged with the local Agricultural College at Llysfas in order to ensure that heathland management featured in courses and to give students access to practical management demonstrations.

Since the end of the Heather and Hillforts Project the AONB have assisted the graziers on the Clwydian Range to develop a brand for upland grazed lamb. Work to investigate possible routes to market and the potential for there to be a premium for lamb grazed on heathland contributing to the biodiversity and special character of the uplands of the AONB was carried out.

As a result the Clwydian Range Graziers have developed a Clwydian Range Lamb Brand supported by the AONB which links the lamb to the outstanding landscape. The lamb is available in local restaurants and at the new Food Hall in Tweedmill, St Asaph.

The success of Clwydian Range Lamb will strengthen the link between the graziers and the management of the common. Reconnecting the common to agricultural management has led to a more sustainable approach to ensuring the health of the heathland habitat.

## **Alyn and Chwiler Living Landscape Project**

The Alyn and Chwiler river valleys are special features of the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty. These river valleys and surrounding land are wildlife hotspots, rich in biodiversity, supporting a range of threatened species such as Otter, Water Vole and Dormouse. They provide essential ecosystem services within the AONB and form an important part of wider river catchments giving them the potential to influence land quality beyond the AONB boundary. The rivers also run through a number of small communities and are a visible local feature.

The AONB has been monitoring and working to improve these river corridors for many years and this current project is an exciting partnership which will further enhance these river valleys. The AONB sits on the steering group for this project along with North Wales Wildlife Trust, Flintshire County Council, Denbighshire County Council, Natural Resources Wales, North East Wales Wildlife and British Association for Shooting and Conservation.

This initial three year project, which started in November 2014, has received funding for nearly £245,000 primarily by WREN and Dŵr Cymru with smaller contributions from public donations. The project is focused on working closely with local communities and landowners to improve the landscape in the two river valleys to benefit wildlife, people and the farming community. Work is taking place on private and public access land and includes habitat creation and improvements, tackling non-native species and re-connecting local communities with this special landscape.

As this project develops these river valleys in the heart of the AONB and surrounding land should become more connected through a landscape management approach. It is envisaged that native flora and fauna will increase and thrive where invasive species are controlled and habitat creation and improvements allow species such as water voles to expand their range. By working with landowners and involving local people from the start of this project it is hoped that a real sense of ownership of the landscape will develop and vital services carried out by the landscape will be understood and valued.

To be successful, this partnership involving organisations and local people, will need to foster a desire by all to keep improving the landscape as a whole to enhance the overall ecosystem. Progress will be evidenced by tangible results such as higher water quality, better flood control and increased biodiversity within the Clwydian Range and Dee Valley Area of Outstanding Natural Beauty and beyond but also by a growing sense of appreciation of these areas.

## **Landscape for Health**

The Clwydian Range and Dee Valley Area of Outstanding Natural Beauty provides a valuable asset to improve people's mental and physical health and wellbeing. Increasingly high quality landscapes are used by people to escape and balance the pressures of modern life.

### **Green Infrastructure**

The local authority owns and manages a number of sites in the AONB ranging from honeypot Country Park sites to quieter wildlife sites, which are a valued resource for people and more formal groups for recreation and education purposes.

### **Community Miles**

Information is one of the barriers that can prevent people from accessing the countryside. Over recent years the Countryside Service has developed a series of Community Miles in partnership with the Rights of Way Department and local Community Councils. The scheme creates circular walks from a community, linking to local businesses and invests in improving the rights of way network. The aim of community miles scheme is to get people walking their local footpaths. The routes are now a recognised series, with people exploring further afield having initially used their local Community Miles trail.

### **Let's Walk**

Let's Walk Denbighshire has been established for over 10 years with the aim of improving people's health through walking. The scheme targets people who are currently in-active and those who are less likely to take a walk. The scheme has a total of 14 regular walks in Denbighshire, of which 3 are located within the AONB. The scheme has been very successful in gradually improving people's fitness and stamina on regular walks in towns and villages, before bringing them, many for the first time to walk in the AONB. Over the past year the scheme recorded over 12,000 walking episodes.

In 2015 the scheme worked in partnership with Social Services to work with people and groups in need of support. Through this scheme 26 new walk / Nordic walk leaders were trained. The project involved the North Wales Women's Centre, NEWCIS – North East Wales Carers Association, Abbeyfield, Community First Rhyl and Denbigh Clusters, Glyndwr Women's Aid Denbigh, Seashells, Mind, Hafal, Clwyd Alyn Hostels and Cais – Drugs and Alcohol Agency. Further training schemes and walks are planned for next year.

In 2015 a new event was also arranged in association with National Disability Awareness Day to encourage people to get walking. The event was a partnership between Troedio Clwyd Walks, the Let's Walk Scheme as administered by Ramblers Cymru and local disability groups. 67 people attended the event during the day which included a variety of walks, Nordic walking taster sessions, treasure hunt for children and the use of pedometers to measure the calories used.

## **Tourism Development**

### **AONB Sustainable Tourism Strategy**

In November Ken Skates, Deputy Minister for Tourism, Sport and Culture, launched the Sustainable Tourism Strategy for the AONB in Corwen. The launch brought together tourism businesses and professionals from across the AONB and reflected the wide engagement across the sector in the development of the strategy.

The process brought together for the first time businesses from both the Clwydian Range and the newly designated Dee Valley in developing a unifying strategy for the AONB. Workshops facilitated by the Tourism Company were held in four key locations; Llanasa in the North, Loggerheads and Corwen and Froncysyllte in the South. Sessions were well attended and worked towards developing a shared Action Plan across four key areas.

- Marketing
- Product Development around activities and experiences
- Business Engagement
- Visitor and Sense of Place.

A single session bringing businesses and tourism bodies from across the AONB was also held in Pwllglas in order to prioritise action and share best practice.

The development of the strategy apart from setting a clear agenda for tourism management in the AONB over the next five years provided a mechanism to bring tourism groups from across the AONB together for the first time. Where the northern part of the AONB the Clwydian Range Tourism Group have become well established and have benefitted from a strong relationship with the AONB over a longer period, in the Dee Valley the concept of an AONB is less understood and some tourism groups are less well established. The process helped to provide a clear focus to newly established groups in the Dee Valley such as the Outdoor Providers Group, the Ederynion Business Group and the Wrexham Business Ambassadors.

### **Business Engagement**

In parallel the AONB has also given support for the Ederynion Business Group to develop an Action Plan for the upper Corwen and the Dee Valley ensuring that it is properly linked to the wider AONB Strategy. The Plan brings in businesses on the edge of the AONB and has proved to be a valuable process in building capacity within the group and providing a clear common direction for the business sector in this part of the AONB.

In a joint project with other Protected Landscapes in North Wales, with funding through Visit Wales' Partnership for Growth programme, a number of business engagement workshops have been held which have complemented this business support. Sessions on social media, walking opportunities and natural navigation have been held at Corwen, Prestatyn and Loggerheads. These sessions have proved to be useful awareness raising opportunities in promoting a strong sense of place for the AONB within the business community.

### **AONB Guide Course**

The Clwydian Range and Dee Valley AONB has been working with the outdoor sector in the Dee Valley to develop a guide qualification that seeks to provide tourism operators a clear

understanding of the local area, the components of the landscape that make it special, including biodiversity, culture, farming and history.

The course was developed with Coleg Menai / Llandrillo to accreditation level City in Guilds and is established as a local module for the Green Badge Tourism Guide.

Eight businesses signed up for the course from a range of outdoor sector businesses including kayaking, white water rafting, walking and cycling. These participants very much saw the course as continuous professional development for their staff and a qualification that will give their businesses a competitive edge in a very busy market. Visitors to the area will be given a much richer experience through providers that have been awarded the AONB Guide status.

The course took place over six sessions over 6 months and was a combination of formal sessions, field work and assessments. Ken Skates, Minister for Tourism, Sport and Culture awarded the successful participants with their AONB badges and certificates in November.

The course is running again this year with businesses from across the AONB signed up.

## Gower AONB Case Studies

Name of scheme/ activity	Gower Beaches: Managing Excellence
Names of participatory organisations	City and County of Swansea: AONB, Tourism team and all Depts involved in Blue Flag beach management Interested businesses and user groups Visit Wales The Tourism Company – sustainable tourism consultants
Location and duration of the scheme	The four Blue Flag beaches on Gower: <ul style="list-style-type: none"> <li>• Caswell Bay</li> <li>• Langland Bay</li> <li>• Port Eynon</li> <li>• Bracelet Bay</li> </ul> September 2014-March 2015
Description of the background on the scheme including its aims and objectives	<b>Aim</b> – To improve the quality and sustainability of the Gower beach resource.  <b>Objectives</b> - <ul style="list-style-type: none"> <li>• Achieve strategic and coordinated management of beaches and facilities by partners.</li> <li>• Identify and implement quality management standards for Gower Blue Flag beaches, appropriate to its location and character.</li> <li>• Provide visitors and users with the information they need to plan and enjoy their visit.</li> </ul>
Description of the outcomes.	This should include how successfully the objectives were met and also any further learning points that your organisation has discovered as part of delivering the scheme/activity
Description and/or quantification of long term benefits/implications for the designated area (and, if you believe there are any, the wider benefits beyond the designated area boundaries).	<b>Outputs</b> – <ul style="list-style-type: none"> <li>• Establishment of Beaches Working Group with Terms of Reference</li> <li>• 4 Beach Management Plans</li> <li>• 40 community and business interests engaged in developing beach management objectives and action priorities</li> <li>• Shareable digital content for use as marketing collateral</li> </ul> <b>Results</b> – Gower's Blue Flag beaches managed to shared objectives and priorities Improved coordination and efficiency for beach management organisations Visitors have the information they need to plan and enjoy their visit responsibly.  <b>Outcomes</b> – Providing and maintaining a high quality environment expected by Gower beach visitors and users
Funding sources and amounts	Visit Wales £10k City and County of Swansea £5k Total £15k



<b>Name of scheme/activity</b>	<b>Down to Earth</b>
Names of participatory organisations	Down to Earth – Social Enterprise
Location and duration of the scheme	2005- ongoing
Description of the background on the scheme including its aims and objectives	Down to Earth is a well-established social enterprise on Gower which specialises in working with vulnerable and 'hard to reach' groups through accredited training in the outdoors. D2E use traditional and sustainable construction as well land management to engage and include groups who are not normally engaged in education or employment, for many different reasons. <a href="http://www.downtoearthproject.org.uk/index.php">http://www.downtoearthproject.org.uk/index.php</a>
Description of the outcomes.	Down to Earth has a 10 year track record in offering award-winning programmes which are designed to be inclusive and engaging for all groups. With a learner-centred approach centred on developing well-being and a diverse range of accredited learning opportunities, our education programmes support young people and adults from very different backgrounds.
Description and/or quantification of long term benefits/implications for the designated area (and, if you believe there are any, the wider benefits beyond the designated area boundaries).	Improvements in the wellbeing and self-confidence of participants by providing them an opportunity for them to work together with others in innovative and engaging projects. Participants learn new skills in building sustainably.
Funding sources and amounts	Wide ranging sources and amounts including contributions through the Gower AONB SDF grant, Big Lottery, European Social Fund

<b>Name of scheme/activity</b>	<b>Llanmadoc Community Shop</b>
Names of participatory organisations	Llanmadoc community and residents City and County of Swansea – AONB Team, European Funding Team Welsh Government
Location and duration of the scheme	2007-ongoing
Description of the background on the scheme including its aims and objectives	The project entailed the movement of a thriving community shop into more permeant premises. Originally set up by the residents of Llanmadoc, the Welsh Government, AONB Team and other funding partners came together to assist in the financing of a more permeant, fit for purpose premise for the expanding business.
Description of the outcomes.	The shop is run by 54 community volunteers and brings together the local community with over 200 local members. The shop also supports 39 local businesses by stocking their produce. The new building has allowed the community shop to flourish further in a more sustainable energy efficient building.
Description and/or quantification of long term benefits/implications for the designated area (and, if you believe there are any, the wider benefits beyond the designated area boundaries).	The shop has created a long term community hub for the village that is used by residents and visitors alike. It has ensured that the community continues to have facilities and the shop provides a focal hub for activities.  'If we had not started this enterprise we could have become another of Gower's holiday villages where everything shuts down in winter. Now we have a vibrant hub which is expanding and developing community activities. We serve our own community and even draw in some residents from other larger villages, for both shopping and social activities' <a href="https://walescooperative.wordpress.com">https://walescooperative.wordpress.com</a>
Funding sources and amounts	Total c.£480k for land purchase, building and shop set-up Sources include Swansea Rural Development Plan – RDP for Wales Gower SDF grant contributed toward solar PV and energy efficiency measures

<b>Name of scheme/activity</b>	<b>Gower Landscape Partnership</b>
Names of participatory organisations	City and County of Swansea Gower Society National Trust Wildlife Trust of South and West Wales Down to Earth.....
Location and duration of the scheme	2011-2013 – Development period 2013 – 2018 Delivery
Description of the background on the scheme including its aims and objectives	<p>The formation of a Landscape Partnership has been significant in uniting a wide range of partners with interests on Gower to develop a suite of projects which will have a significant impact in addressing some of the challenges facing the area.</p> <p>The Landscape Partnership have identified six ‘themes’ of work that will deliver significant changes to the appreciation, understanding and enjoyment of Gower and will leave a legacy to protect the landscape from modern day pressures and conserve its protected nature.</p> <p>The six (6) themes are:</p> <ol style="list-style-type: none"> <li>1. Rhossili Theme – Rhossili presents a unique opportunity to centre a number of key projects to restore, educate and train people about dry stone walls, hedge laying, restoration of hay fields and meadows that are major features in the area especially around the “Vile” (medieval agricultural system) and along the coast from Port Eynon to Rhossili.</li> <li>2. Archaeology / Built Heritage Theme - the whole of Gower is rich in archaeology representing peoples’ occupation of the peninsula from the upper Palaeolithic caves through to medieval castles, 18th century parkland and industrial periods, with many built features evidencing their influence on the landscape and residents lives, such as hillforts, limekilns, salt house,...</li> <li>3. Walks/talks and events Theme - to facilitate access, to encourage visits and participation in events. To provide information about the landscape and its heritage and enable a wider audience to learn about and value the historic and natural significance of Gower.</li> <li>4. Penclawdd Theme - The north Gower coast exhibits different characteristics to that of sandy beaches and coves of the south. It is dominated by the estuary, cockle gathering and an industrial history of coal, copper, and iron and exhibits a specific Welsh culture</li> <li>5. Nature Theme - The nature of Gower is marked by the number of protections given to the area for its fauna and flora. the partnership will protect and conserve the importance of the natural heritage of Gower through improved management for biodiversity of a number of Sites of Interest for Nature Conservation (SINCs) including removal of scrub and bracken; control of non-native invasive species; cutting of meadows, improved grazing, and restoration of native hedgerows</li> </ol>

	<p>through, hedge laying and replanting.</p> <p>6. Training Theme - There will be a number of formal and practical training sessions offered under the programme for volunteers, to maintain and develop the legacy of the programme and instil a “sense of place” and ownership of the landscape</p> <p>50 individual projects have been identified throughout the themes to be implemented within the next three to four years by the core team, individual partners and procured contractors</p>
Description of the outcomes.	<p>The main ethos of the programme is to engage with a wide range of audiences across Gower, the City &amp; County of Swansea, the wider Swansea Bay area and with different groups especially those of the deprived wards and disabled groups.</p> <p>The Landscape convention is all about the relationship of the landscape type and the interaction with people not just from the past but current activities.</p> <p>The success of the GLP will be measured by the monitoring and legacy actions proposed which are in three levels:</p> <ul style="list-style-type: none"> <li>• Individual projects – outputs / outcomes – these are set out in the individual project proforma</li> <li>• Programme level – change in perception of Gower, the legacy</li> <li>• HLF programme level – National level</li> </ul> <p>The overall outcome will be seen in the improved understanding of the Gower landscape with legacy defined as ‘The enduring benefits to heritage and for people resulting from a landscape partnership scheme and its constituent projects’</p> <p>Individual legacy components will be:</p> <ul style="list-style-type: none"> <li>• Habitat connectivity – more biodiversity, resilience</li> <li>• History landscape – artefacts in context</li> <li>• New / reinforced identity of the area</li> <li>• Changes in perception – e.g. economic impact of heritage</li> <li>• Culture change – lead body/partners/landowners</li> <li>• Capacity – human, social capital</li> <li>• Relations between organisations</li> <li>• Follow on activities / new scheme</li> <li>• LP ethos &amp; approach – informs initiatives elsewhere</li> <li>• Economic, social benefits</li> <li>• Websites apps etc.</li> </ul> <p>The formal assessment and costed in the programme is to issue an evaluation tender on sell2Wales for a baseline / mid-term and final evaluation of the programme as a whole.</p> <p>Followed within 18 months prior to end of programme commission a ‘legacy option’ to appoint consultants with the correct skill set to examine and advise on different post programme models to take forward funding projects.</p>

	GLP will participate within the HLF network of landscape partnerships across the UK and with partners such as NRW to look for best practice with attending seminars / networking and visits.
Description and/or quantification of long term benefits/implications for the designated area (and, if you believe there are any, the wider benefits beyond the designated area boundaries).	
Funding sources and amounts	Total of £1.9M Heritage Lottery Fund £1.3m Natural Resources Wales £120k Gower Society and other contributors

## **Llyn AONB Case Study**

### **Llyn Coastal Festival**

**Organisations:** Llyn AONB, National Trust, Llyn Maritime Museum, Gwynedd Council Biodiversity Section, Llyn Landscape Partnership, Plas Heli, Llyn Ecomuseum.

**Location/ duration:** The Llyn Coastal Festival has been running since 2010. It has been coordinated by the AONB Unit from the outset with financial contributions by Rising Tide (Interreg project), the Llyn Landscape Partnership and the partners themselves.

The activities are in various locations on the Llyn peninsula – there are guided walks, talks and presentations, fun days, taster sessions and sea food demonstrations.

### **Background**

The project was developed to:

- provide opportunities to learn more about marine and coastal issues
- raise awareness of maritime culture and history
- provide opportunities for locals and tourists to experience coastal activities
- promote health and wellbeing
- improve the tourism offer
- be of benefit to local providers and organisations

### **Outcomes/ benefits**

The Festival is now in its 5<sup>th</sup> year and we hope it will continue in future. All activities have been well supported from the beginning – due to the variety of things on offer there is something that is of interest to a wide range of people. All the original partners are still involved and have gained from being part of a joint project which is widely promoted.

### **Management for Sustainable Recreation in the Pembrokeshire Coast National Park**

#### **1. Participating organisations**

Pembrokeshire Coast National Park Authority (PCNPA), Pembrokeshire Coastal Forum, Visit Wales, Natural Resources Wales (formerly Countryside Council for Wales (CCW), Pembrokeshire County Council, National Trust, Milford Haven Port Authority, Outdoor Activity Centres and a wide variety of other funders and participants.

#### **2. Location and duration of the scheme**

In Pembrokeshire but with influences well beyond the county – see section 6 below. The Outdoor Charter Group has operated continuously since the early 1990s and the South West Wales Recreation Audit and Pembrokeshire National Park Recreation Plan have been in operation since 2011. All aspects are ongoing.

#### **3. Background to the scheme**

The fundamental aim is to allow the development of coastal recreation, and especially commercially led active recreation, in a way which minimises impacts and damage on the narrow and precious coastal strip of the National Park and reduces conflict with other users and the community.

#### **4. Key outcomes**

The success of the Outdoor Charter Group has been partly in its longevity – when it was started a number of other protected areas set up similar groups but they only lasted a few years. The Pembrokeshire group has operated continuously for at least twenty years and has been supported by nearly every outdoor activity provider operating in the county. It has developed a close working relationship between landownership and conservation organisations and commercial operators and clubs.

The Outdoor Charter Group was initially managed by the National Park Authority but in more recent years was transferred to the Pembrokeshire Coastal Forum. As the pressure from recreation grew in the late 2000s, the Park Authority and local partners commissioned the Coastal Forum to work on a Recreation Audit of South West Wales (largely funded by the Regional Tourism partnership) and this then fed into the National Park Recreation Management Plan which was launched in 2011 and the National Park “Enjoy” website. The Action Plan from the Recreation Plan document is updated annually by a partnership of managing agencies and this helps to coordinate work in the county and improves communication.

#### **5. Description and/or quantification of long term benefits/implications for the designated area (and the wider benefits beyond the designated area boundaries)**

The group has facilitated training and information packs for hundreds of activity leaders, set agreed zoning for coasteering, addressed local conflicts and enabled the growing activity to take place with minimal negative impact. Those trained by the group not only operate in a way which respects the special qualities of the area but pass on better information about the National Park to their clients. This addresses PCNPA objectives in conservation, enjoyment and understanding.

Beyond Pembrokeshire, the Outdoor Charter Officer has led on the production of national codes of good practice for Coasteering and Sea Canoeing, and was instrumental in developing a national Coasteering Charter. The Charter group has represented Pembrokeshire in the establishment of the Wales Activity Tourism Organisation (WATO) working with equivalent organisations in Brecon Beacons and Snowdonia to provide a voice for the activity tourism industry in Wales, working with Visit Wales. The Recreation Audit covered the whole of South West Wales but was originated and mainly supported from Pembrokeshire (though funded through the South West Wales Tourism Partnership). The Audit, Enjoy website and Recreation Plan featured on the Visit Wales Destination Management website for some time as an example of good practice.

## 6. Funding sources and amounts

Sources and amounts of funding into this series of long-term initiatives are complex. The Recreation Plan was funded by Visit Wales, CCW and the Pembrokeshire Coast National Park Authority. The Outdoor Charter was initially funded by the National Park Authority and Pembrokeshire County Council, who also fund the Pembrokeshire Coastal Forum in part. The current funders of the Outdoor Charter include those organisations listed in section 1 above, as well as private sector sponsors.

### Further information

Pembrokeshire Coast National Park Recreation Plan link:  
<http://www.pembrokeshirecoast.org.uk/Files/files/PCNPA%20Recreation%20Plan%202011%20Low%20Res.pdf>

Recreation Audit Project Overview: <http://www.walesactivitymapping.org.uk/wp-content/uploads/2011/03/Recreation-Toolkit-for-Destination-Management.pdf>

Outdoor Charter website (PCF): <http://www.pembrokeshireoutdoors.org.uk/>

Sea Kayaking in Wales: <https://vimeo.com/62624726>

Groups Coasteering: Best Practice for Guides: <https://vimeo.com/39638050>



## **Social inclusion work in the Pembrokeshire Coast National Park**

### **1. Participating organisations**

**Your Park:** Managed by the Pembrokeshire Coast National Park Authority (PCNPA), the Your Park project is guided by a steering group which includes Pembrokeshire County Council, Communities First and PAVS (Pembrokeshire Association for Voluntary Services).

**Walkability:** Managed by the Pembrokeshire Coast National Park Authority (PCNPA), the Walkability project is supported by a steering group including Public Health Wales, Pembrokeshire County Council, the Friends of Pembrokeshire Coast National Park and Steps2Health (a third sector group with expertise in the area of walking for health).

### **2. Location and duration of the scheme**

**Your Park:** An important element of the Authority's social inclusion work is the Big Lottery funded 'Your Park' project. Launched in 2012 and managed by the PCNPA, the project works across Pembrokeshire to engage disadvantaged people with their National Park.

**Walkability:** The Walkability project started in 2012 with the aim of providing supported walking opportunities with a health and wellbeing focus in the National Park.

### **3. Background to the scheme**

The Authority adopts an inclusive approach to the delivery of its services. In recent years the contributions of externally funded projects have allowed the Authority to develop work with social inclusion as a primary aim. The two projects outlined – Your Park and Walkability - have created a firm foundation in providing inclusive opportunities for a wide range of audiences in the Pembrokeshire Coast National Park.

In addition to externally funded project work, the Authority through its Area Ranger team, provides a range of opportunities for hard to reach audiences and local communities include volunteering and bespoke activities designed to help groups explore the National Park. As an Authority we continue to support Mosaic Champions from BME communities in South Wales, a legacy of the recently completed, Big Lottery funded Mosaic Wales project

### **4. Key outcomes**

**Your Park:** Your Park targets groups and organisations working with disadvantaged people in Pembrokeshire with the aim of increasing their use of the National Park as a place to achieve good outcomes for clients/service users. A key objective is to build organisational capacity to sustain this activity independently or with minimal support through programmes of training and targeted support.

In the year 2014/15 just under 1,300 people took part in Your Park activities and events, drawn from more than 30 local groups and organisations working with disadvantaged individuals. These ranged from substance misuse support groups and day care centres to older peoples groups and youth projects.

**Walkability:** In the year 2014/15 Walkability delivered 212 walking events with more than 2,500 people taking part. Demand for Walkability services is at a very high level, exceeding our ability to provide opportunities for all those interested at present. A key aim for the project now is to encourage more people to walk independently and to develop the role of volunteers in supporting a wider range of groups and individuals in walking for health.

Service user evaluation of Walkability suggests that the opportunities provided by the project are greatly valued and in many cases play a vital role in recovery from illness and the maintenance of health and wellbeing.

## **5. Description and/or quantification of long term benefits/implications for the designated area (and the wider benefits beyond the designated area boundaries)**

**Your Park:** Over the lifetime of the project we have seen significant 'buy-in' once the benefits of outdoor activity for service users are understood. Many staff and volunteers involved in the project have demonstrated a strong commitment to spending time in the National Park with service users and have reported a range of observed outcomes from increased learning capacity and health and wellbeing improvements to improved communication/relations within groups and better relationships between staff and clients.

The project shows that protected areas have a valuable role to play in providing an inspirational setting for working with some of the most disadvantaged in society. The project demonstrates an approach which seeks to sustain access to protected areas for these groups with relatively low inputs of time and resources.

**Walkability:** Walkability employs a project co-ordinator supported by a small group of volunteers to deliver supported walking and promote its benefits. A referral scheme is part of the Walkability project, with individuals being referred following illness and surgery through local health care providers. In addition there are regular group walking opportunities for a range of people including those recovering from mental illness and palliative care patients.

## **6. Funding sources and amounts**

**Your Park:** The Your Park project received around £250,000 of funding in support of the project which is due to end in December of 2015. The project employs a full-time project officer and part-time assistant.

**Walkability:** At present, the Walkability project receives grant aid from Let's Walk Cymru (£13,000 in 2015/16), and occasional smaller grants from local funders, with the balance funded internally by the PCNPA. In 2015 significant bids are being made to external funders with a view to sustaining the Walkability project in the future.

## Supporting tourism through Heritage and Culture

### 1. Participating organisations

The National Park is a key resource that supports a vibrant tourism industry. The Pembrokeshire tourism industry generates over £500million a year and the PCNPA supports this industry through activities such as conservation, managing over 1,000km of public rights of way, marketing and promotional activities such as the *Coast to Coast* publication, sustainable transport initiatives such as the Coastal Bus Service and Information services such as TICs and Visitor Centres.

### 2. Location and duration of scheme

The Authority is also a provider of tourism attractions, which use heritage and culture as a resource to promote the National Park. The main centres are Carew Castle, Castell Henllys and Oriel y Parc.

**Carew Castle and Tidal Mill's** rich history spans over 2,000 years. Set in the Pembrokeshire Coast National Park – and managed by the Park Authority – Carew is as perfect for a gentle stroll as it is for an action-packed day of family-friendly discovery and adventure. Carew Mill is the only restored Tidal Mill in Wales and although the Mill is no longer in operation, the machinery, exhibition and family-friendly interactive displays show how water has been used as a source of sustainable energy through the ages.

**Castell Henllys** is the only Iron Age Village in Britain reconstructed on the exact site where our Celtic ancestors lived 2,000 years ago. Castell Henllys sits in the rugged landscape of North Pembrokeshire. Part of the Pembrokeshire Coast National Park, the area is dotted with prehistoric sites and Castell Henllys, run by the Pembrokeshire Coast National Park Authority, is the gateway to these evocative places.

**Oriel y Parc Gallery and Visitor Centre** is owned by the Park Authority and is home to Amgueddfa Cymru - National Museum Wales in Pembrokeshire. The gallery, run in partnership with National Museum Wales, offers a changing programme of exhibitions depicting the landscapes of Pembrokeshire and beyond through the national collections of Amgueddfa Cymru. Oriel y Parc is also one of Wales's top three performing Visitor Centres, equipping visitors with all they need to explore the Pembrokeshire Coast.

### 3. Background to the scheme

The three centres provide the following activities:

- Guided tours
- Cultural / historic attractions
- National exhibitions such as the recent 'Llareggub' exhibition by Sir Peter Blake
- Centres for the interpretation of the National Park
- Talks and activities to widen access to the National Park and enable people to develop a better understanding of the culture and heritage of Pembrokeshire.

### 4. Key outcomes

Over 200,000 people visit the three centres every year, making them amongst the most popular heritage and culture attractions in the National Park.

The NPA has undertaken numerous development activities at the centres over many years, with £1.3million invested in Carew Castle and Castell Henllys over the past two years.

The work of the Authority at these centres assists other tourism operators by attracting people to the area and supporting Pembrokeshire's tourism economy.

**5. Description and/or quantification of long term benefits/implications for the designated area (and the wider benefits beyond the designated area boundaries)**

The three centres are regularly used by school groups from across Wales and beyond, with over 8,300 schoolchildren welcomed to the sites in 14-15. This plays a significant part in developing an interest and an understanding of the culture and heritage of Wales amongst young people.

**6. Funding sources and amounts**

The costs of running the centres are covered by the PCNPA, however, the centres generate over £400,000 of income annually and employ 11 full time and 12 seasonal members of staff.

# **Conserving the Coastal Slopes in the Pembrokeshire Coast National Park**

## **1. Participating organisations**

The initial 'Conserving the Coastal Slopes' project was led by the Pembrokeshire Coast National Park Authority (PCNPA). Other partners included Pembrokeshire County Council, The National Trust, Countryside Council for Wales (now Natural Resources Wales) and the Wildlife Trust of South and West Wales.

## **2. Location and duration of the scheme**

Conserving the Coastal Slopes was an initial three year project, established in 1999, to help farmers and landowners to manage wildlife on the coastal belt. Due to the success of the scheme, the Authority has since continued the project as part of its core work programme, under the title 'Conserving the Park'.

## **3. Background to the scheme**

At 260km long the National Park cliffs and coastal slopes act like a large, linear, fully accessible nature reserve holding around one third of all the maritime cliff and slope habitat in Wales and are a key stronghold for the red-billed chough in Wales. The Pembrokeshire Coast is the only National Park designated primarily for its coastline, therefore coastal biodiversity, as well as being of European significance, is a critical part of the visitor experience and makes a direct contribution to the local economy.

Before the project began, coastal wildlife was in crisis, with flatter coastal land agriculturally improved where possible and steeper coastal cliffs fenced off and abandoned. As stock types changed, farm labour declined and the traditional 'craft' of managing the coastline was lost. Consequently, bracken, bramble and European gorse invaded abandoned flower-rich grasslands and heaths, threatening to dominate the cliff lands, reducing the diversity of wildlife and ecological resilience of our coast and impacting on the quality of the visitor experience.

Conserving the Coastal Slopes was developed to reverse the trend of coastal abandonment and was the primary vehicle for PCNPA to implement its Chough Conservation Strategy which identified a decline in coastal management as a key threat for this important bird.

The project operated a flexible 'toolkit' model, offering a range of options for assistance to be deployed according to the needs of the site and landowner. Standardised prescriptions such as stocking rates were avoided in favour of project staff working closely with landowners.

## **4. Key outcomes**

Half all coastal holdings within the National Park received a consultation through the Conserving the Coastal Slopes project and 50 holdings (approximately one third of all coastal holdings) received direct assistance. Around 360 hectares of coastal land were brought back into management.

By the end of the project, thanks to the combined efforts of Conserving the Coastal Slopes, The National Trust, the former CCW and national agri-environment schemes, 80% of the mainland coastal belt of the National Park was in some form of grazing management. With 15% of coastal slope deemed inappropriate, this left just 5% where grazing was deemed appropriate but was not yet initiated.

The project demonstrated a key role for a locally administered niche scheme in developing landowners' ability to take part in existing national schemes and in fulfilling local opportunities left by these strategic schemes.

## **5. Description and/or quantification of long term benefits/implications for the designated area (and the wider benefits beyond the designated area boundaries)**

On many sites, providing site infrastructure and controlling the undergrowth has supported landowners with one of the hardest and most expensive parts of their land management. As a result, many of the sites secured longer term support through national agri-environment schemes with a coastal grazing option or formed part of the PCNPA's legacy project 'Conserving the Park'. Last year this scheme was supporting the management of over 1,100 hectares of priority habitat including coastal slope, marshy grasslands and hay-meadows, supported by National Park staff and provided 350 hours of volunteering opportunities in 2014/15.

The Pembrokeshire Grazing Network, developed during the project, continues to provide conservation grazing on around 280ha of land managed for wildlife in the National Park.

Through the Conserving the Park scheme, The Authority continues to offer detailed advice on decision making for coastal vegetation management and grazing, sharing best practice learned over the past fifteen years of successful coastal management.

## **6. Funding sources and amounts**

The Conserving the Coastal Slopes project was funded by the European Agricultural Guidance and Guarantee Fund Project, PCNPA and Pembrokeshire County Council, with an initial project expenditure of £223,800. Work has been continued by the PCNPA through the Conserving the Park scheme, with core funding of over £100,000 allocated to the project annually by the Authority.

# **Sustainable Development Fund (SDF) support for affordable solar homes in the Pembrokeshire Coast National Park**

## **1. Participating organisations**

The project was created and is led by Western Solar Ltd, to develop low density, zero energy affordable housing and micro-generation in an integrated unit. A local architect and local carpenter worked with Western Solar Ltd on the initial concept, with construction of a working prototype (Tŷ Solar) made possible by support from the Sustainable Development Fund (SDF), which is managed by The Authority. The project has become an exemplar in demonstrating how SDF funding can be used to facilitate the development of low carbon affordable housing in the Pembrokeshire Coast National Park.

## **2. Location and duration of the scheme**

The prototype was constructed on land owned by Western Solar Ltd at Rhosygilwen in Pembrokeshire. It took ten months to complete and was inaugurated by the First Minister in November 2013. The next phase of the project, to develop a small 'Solar Hamlet' is taking place on a brownfield site at Glanrhyd, situated just within the northern boundary of the Pembrokeshire Coast National Park. This will be completed later this year.

## **3. Background to the scheme**

Western Solar Ltd's project aim is to develop low density affordable housing and micro-generation in an integrated unit. To achieve this their concept and design was tested by constructing the prototype 'Tŷ Solar' but they are now building six homes to demonstrate how it is possible to commercialise the prototype for sale as a prefabricated house. In doing so they are also creating local semi- skilled manufacturing jobs and creating sustainable regional supply chains. Their innovative non-traditional house design, which includes larch cladding and a mono-pitch roof for maximising solar gain was approved by the National Park Authority's Development Management Committee. With long term sustainability at the very heart of the proposal, the social, economic and environmental credentials of the project were fully endorsed by the Authority.

After making minor adjustments to the prototype design, two detached and four semi-detached eco-homes are currently under construction on the site of a former garage at the edge of the village. The site previously had planning permission for four conventional dwellings. At least four of the houses must be allocated to people on the local authority housing needs register and all residents will not only benefit from free solar powered electricity but also a subsidised electric car sharing scheme.

The houses will be constructed from locally sourced wood, with production and assembly of modules undertaken in a nearby factory converted from redundant farm buildings. Local apprentices have been employed to help fabricate the various components of the timber houses before they are assembled on site. The project is also benefitting an expanding number of local suppliers, including a nearby Joinery business which is making the doors and triple-glazed windows.

## **4. Key outcomes**

'Tŷ Solar', the working prototype supported by the Authority, successfully demonstrated that for £75,000 (excluding the plot) it was possible to build a two storey, three bedrooomed, two bathrooomed, 100m<sup>2</sup> house to level five of the Code for Sustainable Homes. It can generate enough solar electricity to meet all of its own energy requirements and be able to store or



export any excess generated for revenue. The project sourced 80% of materials used and expertise in Wales, incorporated 8KW of photo voltaic integrated roof panels, included 11 inches of natural insulation, created supply chains, local employment and training opportunities and promoted the structural use of native welsh softwood, all to create a property that uses only 12% of the energy of an equivalent conventionally built house.

**5. Description and/or quantification of long term benefits/implications for the designated area (and the wider benefits beyond the designated area boundaries)**

It is envisaged that the prototype solar hamlet will showcase this innovative approach to addressing the need for sustainable low cost housing. It promises to change conventional perception and awareness of timber built homes and to have a significant influence over the way in which future homes are designed and constructed. There will also be associated long term socio-economic benefits from provision of employment, training and support for local businesses and supply chains.

**6. Funding sources and amounts**

£47,000 of SDF funding approved by the Park Authority's SDF Committee contributed towards construction of the working prototype. The subsequent phase of the project has been assisted by £141,000 of Welsh Government funding.



## Snowdonia National Park Case Studies

1	<b>Name of Project:</b>	<b>Climate Change &amp; Invasive Species Projects: Snowdonia and Hiraethog Peatland Restoration Project &amp; Snowdonia Rhododendron Partnership</b>
2	<b>Partners:</b>	RSPB, National Trust, Dŵr Cymru, NRW, GISDA, Y Dref Werdd
3	<b>Location &amp; Duration:</b>	Key upland and lowland peatland sites within Snowdonia and surrounding areas as identified by partner organisations. Various on-going projects since 2012.
4	<b>Back-ground Aims &amp; Objectives</b>	<ul style="list-style-type: none"> <li>• Grip blocking to restore the hydrological integrity of sites;</li> <li>• Managing vegetation (both Invasive Non-Native Species and native species such as heather) for the benefit of wildlife;</li> <li>• Restoration of field boundaries and stock handling facilities in order to facilitate sustainable grazing;</li> <li>• Engagement and volunteer events including a stand at the Urdd Eisteddfod, Bala, volunteering opportunities, evening talks, open days, information panels, formal training, work with local schools in producing a video of the Moorlands as an Indicator of Climate Change Initiative (MICCI).</li> </ul>
5	<b>Outcomes Success Factors</b>	<ul style="list-style-type: none"> <li>• 110km grip blocking on key upland sites</li> <li>• Brash removal on a 40ha site allow recovery of natural vegetation</li> <li>• Management of <i>Rhododendron ponticum</i> (over 500ha)</li> <li>• Treating natural regen of unwanted conifer species (primarily <i>Sitka spruce</i>)</li> <li>• Mowing of heather and <i>Molinia</i> on Hiraethog SSSI;</li> <li>• Restoring approximately 20km of field boundaries;</li> <li>• Hosting key promotion events, including an open day for local Young Farmer groups, presentations to the public and specific groups, presence at the Urdd Eisteddfod, Bala, open day at Llyn Brenig for key stakeholders</li> <li>• Provide informal volunteer opportunities/taster sessions and accredited training (LANTRA) for volunteers;</li> <li>• Articles in several national publications;</li> <li>• Working with primary schools.</li> <li>• Training event for Glastir Advance Contract Managers</li> <li>• A phone app developed with COBWEB (a EU funded citizens project)</li> </ul>
6	<b>Lessons Learnt:</b>	<ul style="list-style-type: none"> <li>• Importance of partnership working and building relationships with tenant farmers, grazing associations and the wider community and having that local contact with relevant knowledge in order to drive the work forward;</li> <li>• Staff capacity</li> </ul>
7	<b>Long Term Benefits:</b>	<ul style="list-style-type: none"> <li>• Restoration of the ecological integrity of sites, contributing to key ecosystem benefits including carbon sequestration; water regulation; and improved conditions for native biodiversity to thrive.</li> <li>• Improve the connectivity of sites on a landscape scale</li> <li>• Building resilience into such ecosystems</li> <li>• Contribute to the long-term tradition of farming in upland areas by improving conditions for sheep grazing e.g. better field boundaries and stock handling facilities, better access around sites etc.</li> <li>• Retaining money in the local economy by ensuring work is offered to the tenant farmers or otherwise to local contractors wherever possible.</li> </ul>

8	Funding sources & amounts:	<div> <div> <div></div> <div></div> <div></div> <div></div> </div> <div>ERDF: £35,000.00</div> </div> <div> <div> <div></div> <div></div> <div></div> <div></div> </div> <div>REF: £184,500</div> </div> <div> <div> <div></div> <div></div> <div></div> <div></div> </div> <div>Nature Fund: £132,000.00</div> </div> <ul style="list-style-type: none"> <li>• Rhododendron Partnership agreement: Total £360,000</li> <li>• <b>Welsh Government:</b> Invasive Non Native Species (INNS) fund £50,000</li> <li>• <b>SITA Trust:</b> £38,000</li> </ul>
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1	<b>Name of Project:</b>	<b>Lôn Gwyrfai, Multi-Use Path</b>
2	<b>Partners:</b>	CCW, FCW, Cyngor Gwynedd, Cymdeithas Eryri Snowdonia Society
3	<b>Location &amp; Duration:</b>	New bridleway between Beddgelert and Rhyd-Ddu
4	<b>Background, Aims and Objectives:</b>	<p>The Rhyd Ddu – Beddgelert Multi User Link Path proposal is a new award winning 6.5km 2m wide multipurpose combined route for use by walkers, cyclists and horse riders leading from the National Park car park in Rhyd Ddu to Beddgelert village. This route will provide additional linkages to other important existing routes and will ultimately form a section of Cylchdaith yr Wyddfa, the National Park Authority's ambitious plan to have a low level circular route around the foot of Snowdon.</p> <p>The main objectives of the project are to:</p> <ul style="list-style-type: none"> <li>• develop and manage a high quality multi use recreational resource within some of the most scenic areas of the National Park, which links into to other rights of way and to the "Snowdonia Green Key" initiative and business plan</li> <li>• Provide opportunities for the engagement of young people and volunteers during the inception, construction and post-construction phases of this project</li> <li>• Encourage length of visitor stay and contribute more to the local economy.</li> <li>• Reduce the number of pedestrians and cyclists currently using the highway carriageway between the two villages; and</li> <li>• To encourage less use of car travel within the National Park and promote the use of sustainable public transport in the area.</li> </ul>
5	<b>Outcomes: Success Factors</b>	<p>6.5km multiuser route linking the villages of Beddgelert and Rhyd-Ddu, with potential to be developed into a wider circular route.</p> <p>Immediate success with both local users and visitors, and excellent connectivity with local transport options (Welsh Highland Railway and Sherpa Bus).</p> <p>The route received a Highly Commended Award at the 2014 UK Landscape Institute Awards.</p>
6	<b>Lessons Learnt:</b>	<ul style="list-style-type: none"> <li>• Constant positive communication with landowners is crucial, helped by having a designated project officer made the work possible</li> <li>• Using our internal Footpath teams for most of the work ensured consistency and quality.</li> </ul>
	<b>Long Term Benefits:</b>	<p>6.5km stand-alone section of the proposed Cylchdaith Yr Wyddfa lower level route around the base of Snowdon is now in place</p> <p>An additional attraction for users that are in the area thus increasing potential day visitors and overnight stays.</p> <p>Local communities see that access work such as this is as much for them as it is for tourists.</p>
7	<b>Funding sources &amp; amounts:</b>	<p><b>CAN:</b> £287,000</p> <p><b>SNPA match funding:</b> £351,000</p>

1	<b>Name of Project:</b>	<b>Yr Ysgwrn</b>
2	<b>Partners:</b>	SNPA, Welsh Government (CyMAL, Cadw, Visit Wales), National Museums of Wales, Cyngor Gwynedd, Eisteddfod Genedlaethol Cymru, National Library of Wales.
3	<b>Location &amp; Duration:</b>	Trawsfynydd, Gwynedd, LL41 4UW. December 2012-December 2019.
4	<b>Background, Aims and Objectives:</b>	<p>Yr Ysgwrn came to international recognition in 1917 as the home of the poet, Hedd Wyn. Since 1917, Yr Ysgwrn has been an unlikely visitor destination, where the door has been kept open by Hedd Wyn's family, to pilgrims fascinated by his story. In 2012, the SNPA and its partners secured Yr Ysgwrn for the nation.</p> <p>Funding has been secured to enable the conservation and development of the site. Yr Ysgwrn is a lasting symbol of Wales' losses in WW1, of a remarkable period of Welsh social history at the turn of the C20, Hedd Wyn's life and legacy, agricultural heritage and sustainable land practices and Welsh language culture.</p> <p>Yr Ysgwrn offers an exciting opportunity to interpret the purposes of National Parks, demonstrating Snowdonia's wealth of landscapes, biodiversity and cultural heritage, also demonstrating sustainable land management practices.</p>
5	<b>Outcomes:</b>  <b>Success Factors</b>	<ul style="list-style-type: none"> <li>• Increased access and increased visitor numbers.</li> <li>• Development of a new agricultural barn and conservation of historic buildings.</li> <li>• Improvement of wildlife habitats and to the agricultural holding.</li> <li>• Development of new trails around the agricultural holding, including one access for all route.</li> <li>• Development of onsite and remote interpretation.</li> <li>• Development of educational resources and activities.</li> <li>• Delivery of activities and events.</li> <li>• Volunteering and training opportunities.</li> </ul>
6	<b>Lessons Learnt:</b>	<ul style="list-style-type: none"> <li>• Importance of stakeholder engagement of all levels – strategic to grass roots - from project initiation through to completion.</li> </ul>
7	<b>Long Term Benefits</b>	<ul style="list-style-type: none"> <li>• Increased awareness of National Park purposes and special qualities.</li> <li>• Benefits to health and wellbeing.</li> <li>• International links.</li> <li>• Stakeholder involvement and strong partnerships.</li> <li>• Increased volunteering opportunities.</li> </ul>
8	<b>Funding sources &amp; amounts:</b>	<b>Heritage Lottery Fund:</b> £2,949,500 <b>Welsh Government:</b> £300,000 <b>SNPA:</b> June 2014: £161,050

1	<b>Name of Project:</b>	<b>Professional Training for Countryside Staff</b>
2	<b>Partners:</b>	Snowdonia National Park Authority / Natural Resources Wales
3	<b>Location &amp; Duration:</b>	Courses held at Snowdonia National Park Centre, Plas Tan y Bwlch
4	<b>Background, Aims and Objectives:</b>	<p>The project relates to the provision of a range of residential training opportunities for professionals working in all aspects of conservation, habitat management, recreation, access and those wishing to increase their knowledge and understanding of how to use the environment for increasing the wellbeing of the general public. The courses use best practice and exemplar projects and are aimed at individuals wishing to update their skills or employees new to the area of work. Participants who attend the courses will also benefit from the opportunity to network with other professionals working in similar areas from a wide range of organisations. Plas Tan y Bwlch is the only Centre of its type in the UK offering this type of training which is vital to the sustainable future of National Park and Protected Landscapes.</p> <p>Wherever possible the courses use National Park Authority or NRW staff, sites or example projects to highlight good practice and ensure that participants understand the National Park / NRW strategy for natural resource management.</p> <p>These courses and events will address issues raised in relevant papers such as: <i>Planning Policy Wales 2014</i>; <i>Tranquil, greener and cleaner places projects 2014-15</i>; <i>Wellbeing in four policy areas, report by the All-Party Parliamentary Group on Wellbeing Economics 2014</i>; <i>Using Our Natural Resources to Support</i></p>
5	<b>Outcomes: Success Factors</b>	<p>Increased skills and knowledge assessed through immediate course feedback from participants and trainers.</p> <p><b>The Centre is working towards accreditation for some or all of the courses offered in the programme, this will be in partnership with an external organisation such as Bangor University.</b></p>
6	<b>Lessons Learnt:</b>	Plas Tan y Bwlch has established itself as the main provider of high quality professional training courses for staff working in the environmental sector. It is the only centre of its kind in the UK linked directly to the National Parks and is recognised as providing courses relevant to those working in the environmental sector in first class facilities. Within easy reach of the Centre are many of the sites that are used as exemplar projects.
	<b>Long Term Benefits:</b>	Increase in the knowledge and skills of those who attend the courses, enabling them to make improvements in their method of work or for the sites they manage.
7	<b>Funding sources &amp; amounts:</b>	<p>The last funding from NRW ran in 2013-2015 for a total of £55,000 over the 2 years. The courses were not funded from April 2015 onwards.</p> <p>Course participants pay a fee to attend the course, this now is calculated on a full cost recovery basis for each course.</p>

1	<b>Name of Project:</b>	<b>North Wales Designated Landscapes – Naturally Different</b>
2	<b>Partners:</b>	Snowdonia National Park Authority, Ynys Môn AONB, Clwydian Hills & Dee Valley AONB, Pen Llŷn AONB and Visit Wales
3	<b>Location &amp; Duration:</b>	North Wales designated landscapes. 12 months.
4	<b>Background , Aims and Objectives:</b>	<ul style="list-style-type: none"> <li>• Project funded through Visit Wales’ Partnership 4 Growth Fund;</li> <li>• The main aims of the project are to: <ul style="list-style-type: none"> <li>➢ Forge stronger links between each designated landscapes’ special qualities and the tourism sector;</li> <li>➢ Improve connectivity between all four designated landscapes by encouraging visitors to visit all four areas – either as part of single visit or as repeat visitor;</li> <li>➢ Improve the links between the public and private sectors.</li> </ul> </li> <li>• It assisted businesses in advancing their offer and adding-value to a host of structural funds assisted projects and engage businesses in protecting and enhancing each area’s special qualities.</li> </ul> <p>This is the 2<sup>nd</sup> year of funding – and this year’s project featured 4 main work streams:</p> <ul style="list-style-type: none"> <li>• <b>Themed business seminars</b> – each landscape hosted themed seminars aimed at improving businesses understanding of a key theme with the landscapes, for example archaeology, geology, natural navigation.</li> <li>• <b>Commission high quality and innovative imagery for each designated landscape</b> – these images are free to use for local businesses and will be available in various formats and resolution.</li> <li>• <b>Sense of Place toolkit</b> – a business orientated toolkit aimed at increasing businesses understanding of local culture and heritage and how to make the most of it for the benefit of their business.</li> <li>• <b>NNR Guide</b> – a short guide to the most accessible NNRs in each designated landscape. It provides information on what species can be seen and at what time of year. The aim is to enable businesses to encourage visitors to visit these sites and for businesses to engage in their protection.</li> </ul>
5	<b>Outcomes: Success Factors</b>	High level of interest and engagement from businesses in all aspects of the project. Successful partnership working between project partners.
6	<b>Lessons Learnt:</b>	This type of project requires sustainable funding to ensure an ongoing relationship is built up with businesses.
7	<b>Long Term Benefits:</b>	Engendering a sense of ownership over each designated landscape’s special qualities within the business sector.
8	<b>Funding sources &amp; amounts:</b>	<b>Visit Wales: £40,000</b> and considerable officer time from each partner to assist in project management and delivery.

## Wye Valley AONB Case Studies

1. *Name of the scheme/activity:* **Wye Valley River Festival**
2. *Names of participatory organisations.* A wide variety of organisations and communities supported the Festival. It brought together communities up and down the river. There were both professional arts practitioners and many hours of volunteer time and sizable financial contributions from the AONB Sustainable Development Fund (SDF), Arts Council of Wales, Arts Council England, adventa, Shire Hall Monmouth, Ross Town Council and the Environment Agency along with a significant range of smaller donations.
3. *Location and duration of the scheme.* The Wye Valley River Festival journeyed through the AONB from Hereford to Chepstow between 3rd & 18th May 2014, and there had been months of development, community workshops etc. beforehand.
4. *Description of the background on the scheme including its aims and objectives.* Initiated by the AONB Unit, the aim was: To celebrate nature, culture, landscape and life along the River Wye; engaging local communities through a high quality arts and events programme that reflected the unique qualities of the River Wye and its landscape; providing a platform for local artists, groups, and voluntary sector organisations.
5. *Description of the outcomes. This should include how successfully the objectives were met and also any further learning points that your organisation has discovered as part of delivering the scheme/activity.* The Festival achieved its aims and objectives. It has engaged new audiences in and around the AONB, broadening understanding through art and reaching a more diverse public. Nearly 20,000 people attended over 30 Wye Valley River Festival events. The Festival budget was £150,000 with the majority of the expenditure was on local or regional contractors and suppliers. The estimated spend in the local economy of people attending the Wye Valley River Festival events was at least £125,000 and may have been considerably higher. General satisfaction levels were high from formal evaluation of 1% of the audience, with on average 88% of responses to a range of questions given Good or Excellent. The 'Overall quality of the event' was rated as Good or Excellent by 98% of respondents. 90% knew the Wye Valley was an AONB.
6. *Description and/or quantification of long term benefits/implications for the designated area (and, if you believe there are any, the wider benefits beyond the designated area boundaries).* Business plan is to hold Wye Valley River Festival every 2 years, so currently planning 2016, then 2018 etc. 99% thought the River Festival was a good idea and 63% said they would like to get involved in the future. There has not really been anything of this kind in the area before and the Festival has shown that there is an appetite for a series of quality arts and community led events that link communities throughout the valley which also attracts visitors.

7. *Funding sources and amounts.* **Total £!**The Formula Not In Table

AONB SDF	40,000	Environment Agency	5,000
Arts Council for Wales	30,000	Hereford city & community	5,000
Arts Council England	15,000	Walking with Offa / LEADER RDP	2,000
adventa	15,000	HLF / Youth Rangers	2,000

AONB Unit	10,000	National Theatre of Wales	1,500
Ross Town Council	7,500	Monmouth Town Council	800
Shire Hall Monmouth	7,000	Other sources	9,200



1. *Name of the scheme/activity.* **Wye Valley AONB Youth Rangers**
2. *Names of participatory organisations.* Young people aged 14-16 years, Youth Ranger volunteer leaders/support staff and local activity operators and individuals involved in countryside & land management, recreation and conservation. Kate Humble is patron.
3. *Location and duration of the scheme.* Throughout AONB. Established August 2011; 1<sup>st</sup> cohort 2011-13, 2<sup>nd</sup> cohort 2013-15. Bidding for funding for subsequent cohorts.
4. *Description of the background on the scheme including its aims and objectives.* Initially based on Europarc Young Rangers, Youth Rangers enables 14-16 years who live in the Wye Valley AONB to join a 2 year programme of activity which aims to; Increase awareness and understanding of the Wye Valley AONB's heritage among young people and their communities; To deliver a structured programme of activity for young people that will increase their skill set in the conservation sector; To inspire young people to develop their skills beyond the life of the scheme; Develop a model of excellence when working with young people in the environment; Engage young people directly through their labour to manage selected heritage sites.
5. *Description of the outcomes. This should include how successfully the objectives were met and also any further learning points that your organisation has discovered as part of delivering the scheme/activity.* 32, 14-16year olds, have benefited from 10 activities per year, in each 2 year cohort, including kayaking, caving, film making, archaeology, bushcraft, ecology, rural skills & practical conservation work. They have gained access to some of the most beautiful and interesting parts of our special landscape, and faced personal challenges, gained insight, inspiration and motivation, with support and training from dedicated staff and volunteers to help them along the way. The AONB Partnership has benefited from the insights and involvement of the Youth Rangers across the spectrum of our work.
6. *Description and/or quantification of long term benefits/implications for the designated area (and, if you believe there are any, the wider benefits beyond the designated area boundaries).* This has been a fantastic opportunity to engage young people in a meaningful way and enable them to become future champions for their local countryside and heritage. 4 Youth Rangers from cohort 1 have gone on to study environmental sciences and 2 have apprenticeships in game-keeping & countryside management.
7. *Funding sources and amounts.* Total scheme (4 years / 2 cohorts) £26,700  
HLF Your Heritage grant £23,900, remainder AONB Unit in-kind.

1. *Name of the scheme/activity.* **mindSCAPE**
2. *Names of participatory organisations.* people living with dementia and their carers, Artspace Cinderford (contracted delivery agent), Alzheimer's Society, Crossroads Care, Dementia Adventure, Forest of Dean District Council, Forestry Commission, Gloucestershire County Council Dementia Education Team and the Together Trust.
3. *Location and duration of the scheme.* 4 year Big Lottery funded project, from March 2014, led by the Wye Valley AONB Unit, with activity primarily based at The Bracelands Adventure Centre, near Coleford, and an adjacent Forestry Commission woodland site.
4. *Description of the background on the scheme including its aims and objectives.* mindSCAPE evolved from an earlier Wye Valley AONB project InsideOUT, designed to allow under-represented groups access to the landscape and work through health issues creatively. Participants included people with mental health issues, physical and mobility issues, visual and hearing impairments, drug and alcohol issues, learning difficulties and those with age related problems and caring roles. This identified that, older people (particularly those with dementia and their carers) faced the greatest barriers to participation and were therefore the 'hardest to reach'. mindSCAPE aims to improve emotional well-being by reducing isolation via the provision of a support network for people with dementia and their carers through therapeutic creative workshops in the natural environment.
5. *Description of the outcomes. This should include how successfully the objectives were met and also any further learning points that your organisation has discovered as part of delivering the scheme/activity.* 16 people with dementia and 17 carers involved through 24 sessions in first year. Evaluations of year 1 showed that 90% felt that mindSCAPE sessions made them feel less isolated, 90% agreed they felt less stressed, 100% agreed that they felt more positive/happy, 50% more physically fit/healthy, 70% more confident about doing 'mindSCAPE type' activities independently, 70% more creative, 90% feel more positive about being part of their community.
6. *Description and/or quantification of long term benefits/implications for the designated area (and, if you believe there are any, the wider benefits beyond the designated area boundaries).* mindSCAPE shows that spending time in the natural environment and connecting with nature has an extremely positive effect on general well-being and physical health. Professional development of artists and volunteers was a Year 1 priority: 18 artists and volunteers were upskilled via specialist dementia training, 4 volunteers undertook first aid outdoors training, 10 volunteers participated in the County 'Dementia Link Training'. Years 2-4 will offer more specialist training, including 'Dementia Walk Leader' training; building a team of voluntary 'dementia champions' to help promote dementia awareness in the area; setting up a 'mindSCAPE hub' signposting information for people with concerns about their memory.
7. *Funding sources and amounts.* Total project £160,925 over 4 years, Big Lottery Reaching Communities £130,115 matched with AONB Unit cash & in-kind.

1. *Name of the scheme/activity.* **LEMUR**
2. *Names of participatory organisations.* LEMUR (Learning Environments in Marine, Urban & Rural areas) is a bursary trainee placement scheme managed by Herefordshire Wildlife Trust and Ambios Ltd, and previously also Sheffield Wildlife Trust. They act as hubs for trainee placements based in hosts on Marine (Devon), Urban (Sheffield) and Rural (Herefordshire) environments, funded by the Heritage Lottery Fund. Gwent Wildlife Trust and South East Wales Biological Records Centre (SEWBRc) are other local 'Rural' hosts. Local partners include the Deer Initiative and Monnow Rivers Association.
3. *Location and duration of the scheme.* Wye Valley AONB Unit has hosted four 9 month LEMUR (Learning Environments in Marine, Urban & Rural areas) bursary placements over the last four years and in the next 2 years will host 2 more long term (9 month) and 2 short term (3 month) trainee placements.
4. *Description of the background on the scheme including its aims and objectives.* LEMUR is an innovative and exemplar training scheme that aims to help improve the quality of skills available to the environmental and heritage sector.
5. *Description of the outcomes. This should include how successfully the objectives were met and also any further learning points that your organisation has discovered as part of delivering the scheme/activity.* The LEMUR placements have assisted in expanding the AONB's biodiversity and landscape GIS data through surveying; Phase 1 Habitats; deer impacts on the Wye Valley Woodlands SAC and other woodlands; veteran trees; water voles on the Wye and tributaries and assisting with mink control; and assisting the AONB Unit with interpretation of the AONB's special qualities to the public and working with the AONB Volunteers. A wide range of AONB partners enjoy sharing their knowledge with the LEMUR trainees, similarly the AONB Unit benefits from their fresh insights.
6. *Description and/or quantification of long term benefits/implications for the designated area (and, if you believe there are any, the wider benefits beyond the designated area boundaries).* The scheme delivers a fast-track into a career in UK nature conservation by providing on-the-job experience in Protected Landscape management. LEMUR has hosted nearly 90 placements nationally (4 to date in the Wye Valley AONB) with a 95% success rate of trainees getting paid employment within the environmental sector.
7. *Funding sources and amounts.* HLF's total investment in the training scheme is over £2m. Each trainee receives a bursary (currently £175 per week) with match funding from the host. For the Wye Valley AONB Unit this was primarily in-kind staff time and hosting. In most years, after the initial 9 month placement, the AONB Unit has been willing and able to extend the placement with a further few months' payment.

*Name of the scheme/activity.* **Overlooking the Wye Landscape Partnership Scheme**

1. *Names of participatory organisations.* The Wye Valley AONB Unit led, supported by a broad partnership including the Cadw, Countryside Council for Wales, Environment Agency, English Heritage Forest of Dean District Council, the Forestry Commission (England and Wales), Gloucestershire County Council, Gwent Wildlife Trust, Herefordshire Council, Monmouthshire County Council, Natural England, National Trust the Woodland Trust and many smaller organisations, including town, parish and community councils, and both private and voluntary sector groups and individuals.
2. *Location and duration of the scheme.* The Scheme covered 90km<sup>2</sup> (36 sq miles) from Hereford down the Wye Valley to Chepstow, from June 2008 to November 2012.
3. *Description of the background on the scheme including its aims and objectives.* It embraced a 'string of pearls' of 40 linked projects, focused on helping visitors & locals understand, enjoy & become involved in sustainable management of the historic environment in the Wye Valley AONB. It took a co-ordinated and holistic approach to the heritage of the Wye Valley, incorporating Iron Age, Medieval, Picturesque and Romantic periods as well as the area's industrial and transportation past.
4. *Description of the outcomes. This should include how successfully the objectives were met and also any further learning points that your organisation has discovered as part of delivering the scheme/activity.* The Overlooking the Wye Scheme has been very successful in both raising the profile of the heritage in the area and empowering the participating organisations and communities. This was achieved by completing both conservation works at 31 designated and locally important heritage sites and by increasing awareness of the various historic and cultural aspects of the area, both tangible and non-tangible, using a variety of outreach events and interpretive media, that engaged with over 27,500 people. The Scheme was able to attract significant additional funding augmenting the HLF grant and match funding contributions, taking the actual value to over £3.1million.
5. *Description and/or quantification of long term benefits/implications for the designated area (and, if you believe there are any, the wider benefits beyond the designated area boundaries).* The benefits include; Heritage Assets conserved & access improved; enhanced interpretation; Sustainable Tourism Strategy 2011-16 produced (now foundation for Destination Management Plan); the Wye Valley AONB Fund established with Herefordshire Community Foundation for future investment and community grants; establishment of a Wye Valley & Forest of Dean Buildings Preservation Trust. Who have taken over 2 properties / SAMs; significant number of people with increased awareness of the area's historical significance and how the landscape has changed over time. The Scheme has helped strengthen existing partnerships working in the AONB that will conserve and enhance the legacy of the Scheme & the AONB for future generations.
6. *Funding sources and amounts.* Heritage Lottery Fund (HLF) grant of £1,915,000 to a final scheme total of £3,166,257. Matching of £910,971 cash and £114,930 in-kind contributions came from 11% government agencies, 8% SDF, 7% local authorities, 4% voluntary sector, 2% town/parish/community councils & 2% private sector.

## **Brecon Beacons and Pembrokeshire Coast National Parks Joint Case Study**

### **Skills in Action Update May 2015**

Skills in Action (SIA) is a partnership project between Brecon Beacons NPA, Pembrokeshire Coast NPA and Torfaen County Borough Council which trains trainees to Level 2 (Diploma in Environmental Conservation) and provides environment sector accredited training (eg Chainsaw) whilst enabling 1 year paid work experience alongside NPA professional staff. Trainees are placed in Warden/Ranger teams and, as well as 1 day a week day release at FE College, have opportunity to work with other NPA specialist teams and undertake further training.

SIA targets young people, including NEETs. The first of 3 tranches of trainees started September 2014: 6 p.a in Brecon Beacons NPA, 1 in Torfaen (hosted by BBNPA) & 5 in Pembrokeshire Coast NPA: total 36 X1 year placements SIA also provides accredited Train the Trainer training and practical skills Instructor certificates for staff to enable future dissemination of skills and experience.

In 2014 there were 154 applicants for the BBNPA and Torfaen traineeships and a similar number again in PCNPA. Shortlisting was managed to identify those potentially able to gain the most from the opportunity and make a future contribution to the environmental heritage workforce. Interviewing over several days included practical aptitude tests as well as formal interviews. For 2015 interviews are in June for a 1 September start.

The Delivery phase of the project was approved March 2014 and runs to 2017. The £1,008,225 project includes in kind match (from the 3 partners) of £99,625 and HLF funding of £908,600 (92%). BBNPA is the lead partner, working with Pembrokeshire Coast NPA and Torfaen County Borough Council.

Skills in Action makes a contribution to the economic and social wellbeing of, mostly younger, people from in and around the National Park area. It makes a contribution to delivery of Wellbeing of Future Generations Act goals; a prosperous Wales and A more equal Wales. At the same time the project delivers on National Park Management Plan actions in Theme 5 "Building and maintaining sustainable communities, towns and villages : Provide work placement, volunteer, work-shadow and other skills programmes in the NP".

# Appendix v

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## National Park Management Plan and State Of the Park Report Indicators

*N.B: Green shading shows that this indicator was present in the current Management Plan or SOPR.*

	Snowdonia	Brecon	Pembrokeshire
<b>CLIMATIC</b>			
Average annual temp			
Annual rainfall			
Winter rainfall			
<b>POWER</b>			
Energy consumption			
Total domestic			
Total domestic per capita			
Total domestic gas consumption			
Housing eco-footprint			
Renewable Energy Planning Permissions in NPA (granted and applied)			
Solar			
Domestic Wind			
Hydro			
Renewable Energy potential			

<b>WATER QUALITY</b>			
Chemical Water Quality			
Biological Water Quality			
Groundwater Quality			
Lakes Ecological Status			
Nitrate vulnerable zones			
Coastal Water Quality			
Changes in coastal water quality levels			
Non-designated bathing beach water quality standards			
Number of blue flag beaches			
Number of Green Coast Awards			
Seaside Award Status			
Estuarine Water Quality			
Acid deposition			
Water abstraction			
Licenses			
Water resource availability			
Groundwater resource availability			
Uses			
Water consumption/demand			
Main Salmon rivers			
High/low flows for rivers			

<b>OTHER ENVIRONMENTAL</b>			
Air Quality			
Soil Quality	Not available		
Soil Contamination	Not available		
Flood risk			
Number of regionally important geological and geomorphological sites			
Status of features			
Residents view on light/quality of night time sky			
Location of tranquil areas			
Change in level of tranquillity			
Evaluation of the geological landscape across the NPA			
Evaluation of the landscape habitat aspect across the NPA			
Evaluation of the visual and sensory aspects of the NPA			
Land Management Patterns			

<b>INDUSTRY</b>			
Mineral Workings			
Number			
Type			
Waste production			
Recycling levels			
Social housing builds			
Brownfield site building			
Agricultural land classification			
Number of waste management facilities			
Number of recycling collection banks			
Direct and indirect employment in tourism			
Visitor economic impact by accommodation type			
Economic impact of tourism by month			
Employment numbers by month			
Land tenure			



<b>CONSERVATION</b>			
Designated sites in national park			
Number			
Type			
Number of special conservation areas			
Number of features within SAC areas			
Number of Local Nature reserves			
Condition of designated sites within the NPA			
Number of habitats and species action plans			
LBAP habitat status			
LBAP species status			
Extent and types of woodland coverage			
Number and ownership of beaches			
Threat of invasive species			
Areas which the NPA supports conservation			
Reflection of Biodiversity report			
Size of Tir Gofal buffer zones			
Size of Tir Gofal Streamside corridors			
Tir Gofal habitat types			

<b>CULTURAL INDICATORS</b>			
Number of schedules ancient monuments			
Condition of scheduled ancient monuments			
Number of listed buildings			
Number of buildings at risk			
Number of conservation areas within the NPA			
Approximate number of non-scheduled monuments			
Historic Landscapes locations (map)			
Number of historic parks and gardens			
Welsh Speakers			
Number			
Distribution			
Number of Eisteddfodau held			
Evaluation of cultural aspect across NPA			

<b>VISITORS AND ENGAGEMENT</b>			
New letters distributed			
Volunteer training events and attendance			
Attendance at a biodiversity fair			
School visits			
Public talks/exhibitions			
Work Experience			
Visitors to castles			
Tourist traffic			
Unprompted recognition of the national park by the general public			
Visitor enquires at NP visitor centres by communication type			
Numbers attending courses at a study centre			
Number of tourists and tourist days			
Visitor numbers at specific sites			
Number of mountain bikers at specific sites			
Tourist days by month			
Tourist numbers			
Descriptors about the potential tourist uses in areas of the NP			
Exemplars and locations of potential conflicts in tourist activities			
Visitor			
Economic circumstances			
Ethnicity			
LLTI/Mobility Issues			
Visitor satisfaction by accommodation type			
Visitor perceptions of NP			
Number of outdoor education centres			
Number of settlements benefiting from interpretation			
Ratio of staying to day visitors			
Percentage of visitors by accommodation type			

<b>RESIDENT DATA</b>			
Population			
Total			
Change			
Age structure			
Density			
Gender split			
Ethnicity			
Long term health			
Good health			
Residents activity			
Deprivation (Welsh Index of Multiple Deprivation)			
Crime			
House price			
Dwellings by type			
Homes unfit for use			
Percentage of vacant housing			
House building figures			
Property ownership structure			
Household size (number of people per dwelling)			
Household composition			
Household without access to central heating or amenities			
Delivery of social housing			
Access to services deprivation domain			
Homelessness			
Wage averages			
Income deprivation domain			
Economically active people percentages			
Types of economic activity			
Employment by Sector			
Occupation group percentages			
Journey to work			
Transport type			
Average distance travelled			
Car ownership			
Road casualties			
Resident Activities			
Percentage of survey group enjoying an activity			
Frequency that activities are enjoyed			

<b>PUBLIC ACCESS</b>			
Area of NPA			
Defined as open country			
Defined as having Common Land with access			
Defined as being Forestry Commission Land with access			
As a percentage with CROW access			
Length of public rights of way			
Types of rights of way			
Length of wheelchair accessible paths			
Ability to find PAROW			
Ability to navigate PAROW with a map			
Upland path erosion			

<b>PARK AUTHORITY / OTHER</b>			
NPA Income			
NPA Expenditure			
Volunteer time			
Landscape character assessment			