

# Cambrian Mountains

## Access and Recreation Project Action Plan



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## 1. Introduction and Background

The Cambrian Mountains cover a vast area of Wales and cross into three different local authority areas. The Cambrian Mountains Initiative, through previous projects, such as the Landscape Status for the Cambrian Mountains report published in 2019, have identified access and rights of way as a key area for closer working between the three authorities to harmonise practices and delivery on the ground.

A recent Cambrian Mountains business survey highlighted the importance of access and recreation opportunities to businesses and ‘Trails’ was a key aspect that businesses wanted the Cambrian Mountains to focus on.

This will help to identify common priorities that will allow the three authorities to work together, alongside other key stakeholders and partners to develop a network of routes and themes and will form the basis of future funding applications for implementation. Ultimately this work is the first step of the process of maximising the benefit of the existing rights of way network across the Cambrian Mountains area. This is intended to both benefit visitors by providing a varied network of paths with something for everyone in addition to local residents through improving opportunities to exercise locally and realising the potential economic benefits increased visitors will bring.

### Brief

GWT Countryside, working with BRO Partnership (BRO), have been tasked with creating an action plan to identify, prioritise and make the most of existing access and recreation routes and themes between the Local Authorities of the Cambrian Mountains of Wales (Powys, Ceredigion, Sir Gâr/Carmarthenshire).

The themes and actions identified within the plan are intended to provide a basis for the development of future collaborative projects to be targeted at appropriate grant funding streams.

The action plan is intended to encourage

- Increased awareness and enjoyment of the landscape, nature, and cultural heritage of the Cambrian Mountains
- A resource for local people such as for health, wellbeing, education and enjoyment.
- Opportunities for visitors and economic prosperity

## Outputs

Output	Detail
1. The action plan should consider cross-county linking routes These could be walking, horse-riding, mountain biking and road cycling routes as well	<ul style="list-style-type: none"> <li>• <b>Identify</b> routes between communities in different Local Authorities. Opportunities to link communities via these routes</li> <li>• <b>Research</b> the potential of linking up current Local Authority routes and trails</li> <li>• <b>Plot</b> trails that cross from one county to another that include valleys, woodland and hills and mountains</li> <li>• <b>Consider</b> multi-user options for the routes i.e. walking routes, bridleway/mtb routes</li> <li>• <b>Inter-linking</b> routes could be themed e.g. Drovers, Romans, Pilgrims, Miners, Woodlands, Rivers</li> </ul>
2. Action plan to include the benefits of having a Trans-Cambrian Mountains trail	<ul style="list-style-type: none"> <li>• <b>Research</b> the viability of a Cambrian Mountains Trail zig-zagging the length of the mountain range cross all local authorities e.g. similar to the Snowdonia Slate Trail, linking up communities</li> <li>• <b>Plot a possible route</b></li> </ul>
3. Funding and sustainability	<ul style="list-style-type: none"> <li>• <b>Present</b> ideas for collaboration bids (including sources of funding) between the three LAs with the CMI as a lead body</li> </ul>

## 2. Methodology

Formulation of the action plan has involved three principle workflows:

- Desktop assessment of access opportunities
- Stakeholder engagement and analysis
- Review of strategic policy context & funding opportunities

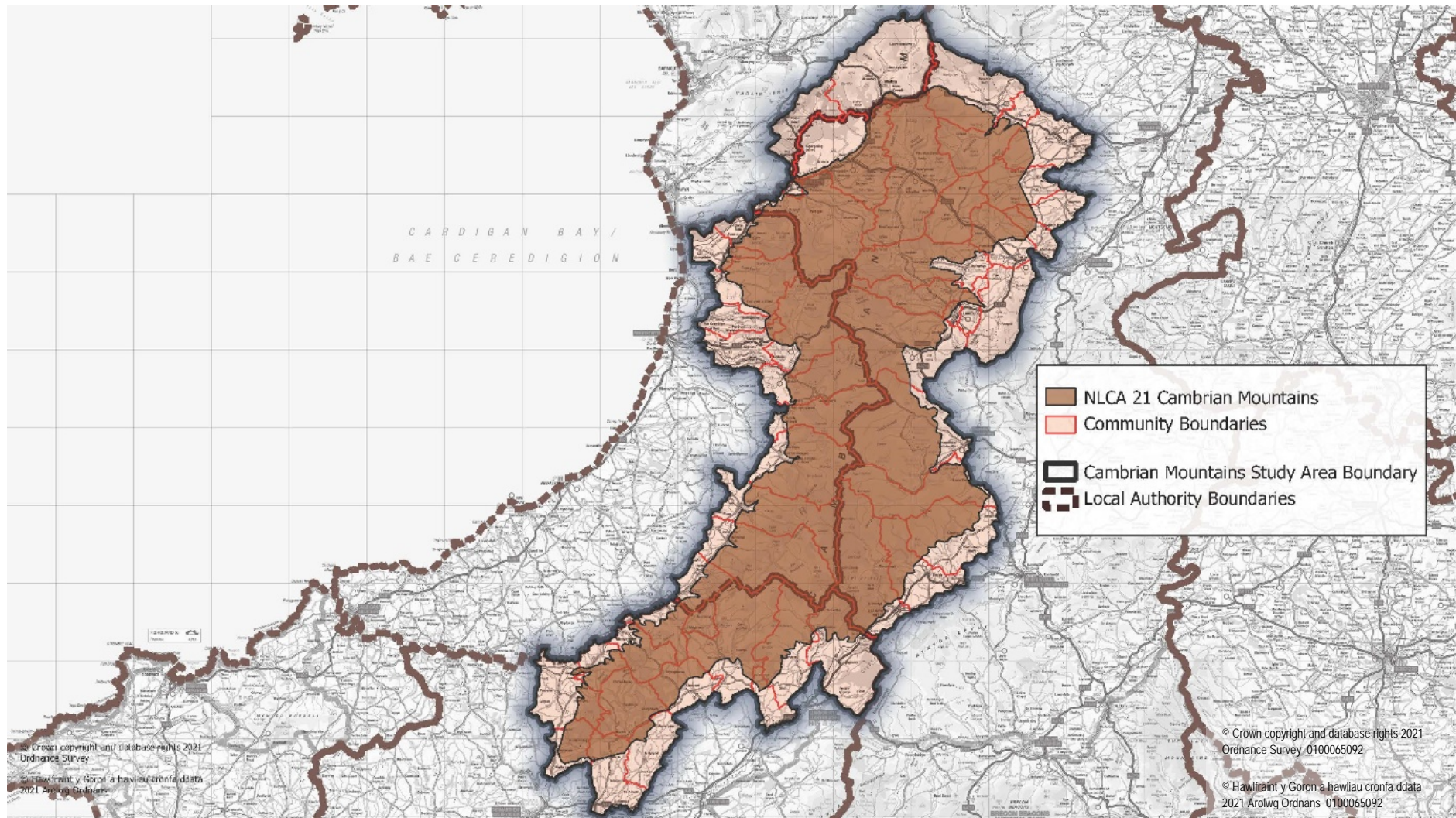
Outcomes from these workflows have directed the structure of the plan and informed the key findings described in more detail below.

### Desktop Assessment of Access Opportunities

#### Study area

The Cambrian Mountains is an undefined geographical region for which no formalised boundary exists. As such it has been necessary to identify the extent of the area included within the study. The boundary of the region has been derived from *National Landscape Characteristic Area 21 Cambrian Mountains* identified within LANDMAP. This has been extended to encompass the political boundaries of all community councils that are within or bordering the NLCA 21 region.

This methodology deliberately follows a similar approach adopted within the 2019 *Landscape Status for the Cambrian Mountains Report* and aims to provide consistency between the preceding work carried out in the region and the current action plan.



Map 1

The region is spanned by three Local Authorities (Ceredigion, Powys and Carmarthenshire) and served by two Area Statements, Mid Wales (Ceredigion and Powys) and South West (Carmarthenshire).

### Spatial Data Analysis

A preliminary GIS assessment of landscape and existing recreational routes was carried out and mapping produced of the area. This provided a basis for initial discussions with key stakeholders in local authorities and with the Cambrian Mountains Initiative during which additional data sets were identified and project parameters explored.

Mapping was refined to reflect the outcome of these exercises using data either from, or derived from, the following sources:

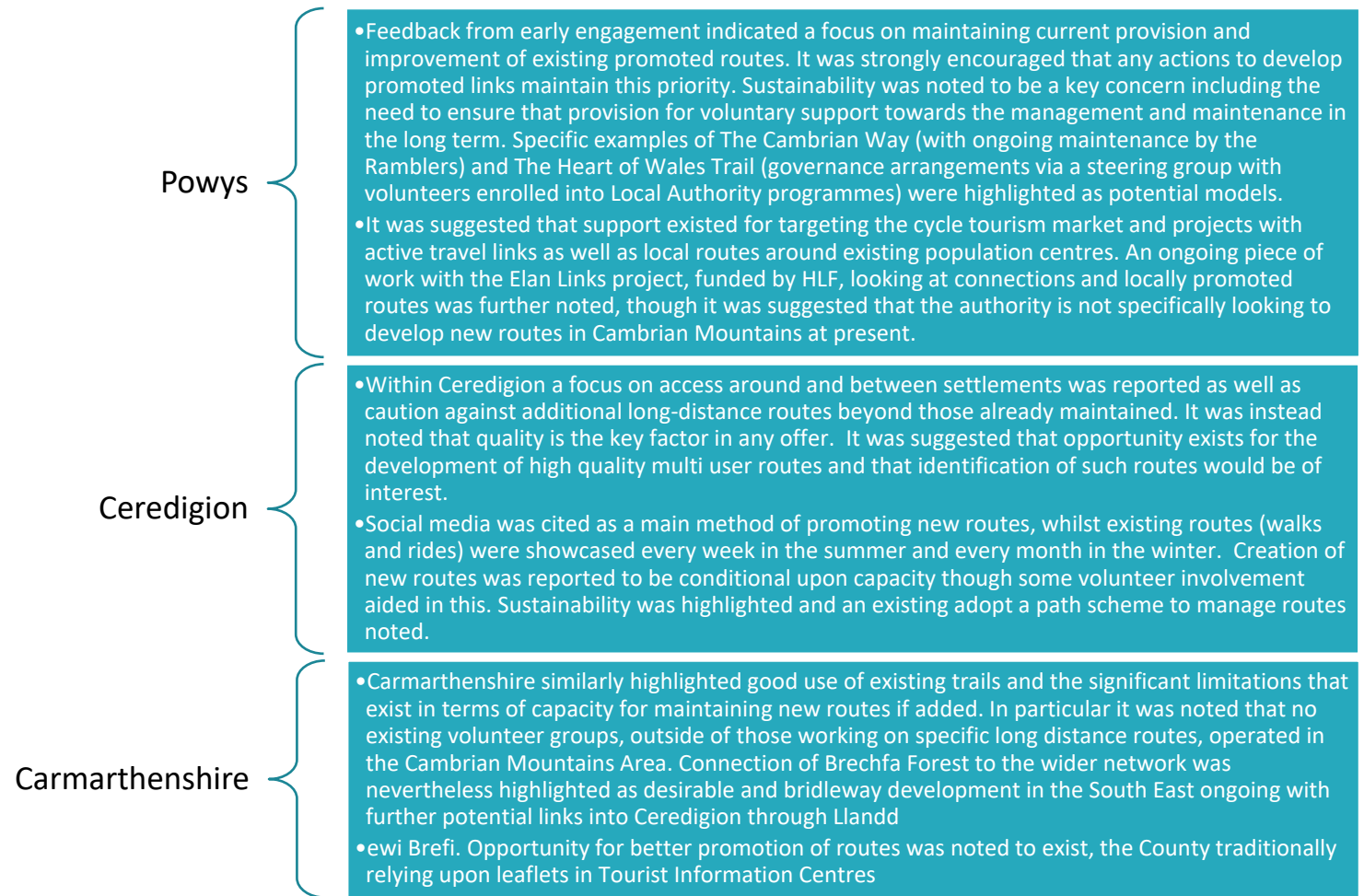
- Cambrian Mountains Initiative
- Local Authority Public Rights of Way
- Local Authority Promoted Routes
  - Discover Carmarthenshire
  - Ceredigion County Council
  - Mid Wales My Way (Powys)
- Natural Resources Wales
  - National Trails
  - Forest Estates
  - Recreational Route Data
  - LANDMAP
- Cambrian Way Trust
- Trans-Cambrian Way
- Sustrans National Cycle Network
- Elan Links Project (Elan Valley)
- Long Distance Walks Association
- Walkers are Welcome
- User Generated GPX routes (hosted by OS Maps)
- Google Maps Satellite Imagery

## Stakeholder Engagement and Analysis

Early engagement with local authority partners was undertaken focussing on the feasibility and scope of developing cross-county linking routes (output 1) and creation of a long-distance Trans Cambrian Trail (output 2). The extent of existing provision and highway authority support was explored as well as perceived constraints, capacity and sustainability. In particular, views were sought on opportunities involving cross authority regional routes, current trails, potential multi-user routes and creating a long-distance Trans Cambrian Trail.

Three headline requirements emerged from early engagement with the Local Highway Authorities:

- A need to ensure sustainability in the long term by aligning with existing routes and/or developing supporting volunteer programmes
- A desire to focus on community routes around population centres



- A desire to explore opportunities for quality multi-user routes.

As a result of these discussions, further analysis of the region was carried out having regard to the parameters outlined. Existing long-distance routes and locally promoted routes were considered in the context of local authority requirements and the abundance of existing long distance walking routes was noted. Population centres and walkers are welcome towns were plotted spatially in order to help inform suggested routes going forward.

Emerging from the above scoping exercise a three-tiered approach was adopted towards the identification of potential routes and development of an action plan. The approach focussed on:

- Strategic routes and link
- Area based access
- Local circular routes

It was felt that the three tiers presented an opportunity to appeal to different audiences and user groups and enabled outputs to be tailored to the requirements set out by authorities at different scales. Further consideration of each of these levels assisted in refining focus further into

- Long distance multi-user routes
- Regionally significant routes
- Community routes

A full stakeholder analysis was then completed that identified three key groups of stakeholders. These comprised:

- Public sector organisations with a responsibility for managing access and recreation (Group 1)
- Stakeholders with a general interest in access and recreation (Group 2)
- Town and Community Councils (Group 3)

Given the different nature of these groups, and the limited time to deliver the project an engagement approach with three distinct elements was utilised:

- Group 1 – Online workshops with access and recreation officers and tourism officers from each of the three local authorities
- Group 2 – An emailed presentation and online survey targeting stakeholders
- Group 3 – An emailed link to an online survey asking Council Clerks to disseminate details to all of their Council members for individual response to establish support for development of a series of short community-based walks.

### Group 1 – Workshops

Workshops were carried out with access officers and tourism officers from each of the three local authorities. The workshops provided an opportunity to consider proposals that had been developed in more detail, examining specific constraints and opportunities arising from related ongoing projects.

### Group 2 – Stakeholder Presentation and Online Survey

A presentation setting out proposals and containing a link to an online questionnaire was sent out to stakeholders. A copy of the presentation and the survey are appended to this report in [Appendix 1](#) and [Appendix 2](#) respectively. The online survey was live for two weeks and 43 responses were received.

### Group 3 – Town and Community Council Online Survey

A dedicated survey to establish the views of local Town and Community Councillors in relation to the nature and importance of their local rights of way network and their interest in developing similar local walks in their community was used. The survey was emailed to all Town and Community Clerks within the Cambrian Mountains area. A copy of the survey is appended to this report in [Appendix 3](#).

### Review of Strategic Policy Context & Funding Opportunities

National and Regional Strategies appropriate to potential future bids were reviewed and have been considered in the context of funding sources and themes (output 3).

In particular the action plan has considered the following strategies

#### National

- Future Wales – The National Plan 2040
- Welcome to Wales – Priorities for the Visitor Economy 2020 – 2025
- Prosperity for All: Areas

- Natural Resources Policy: Opportunities and Challenges
- Nature Recovery Action Plan for Wales
- The Clean Air Plan for Wales Healthy Air, Healthy Wales

#### Local and Regional

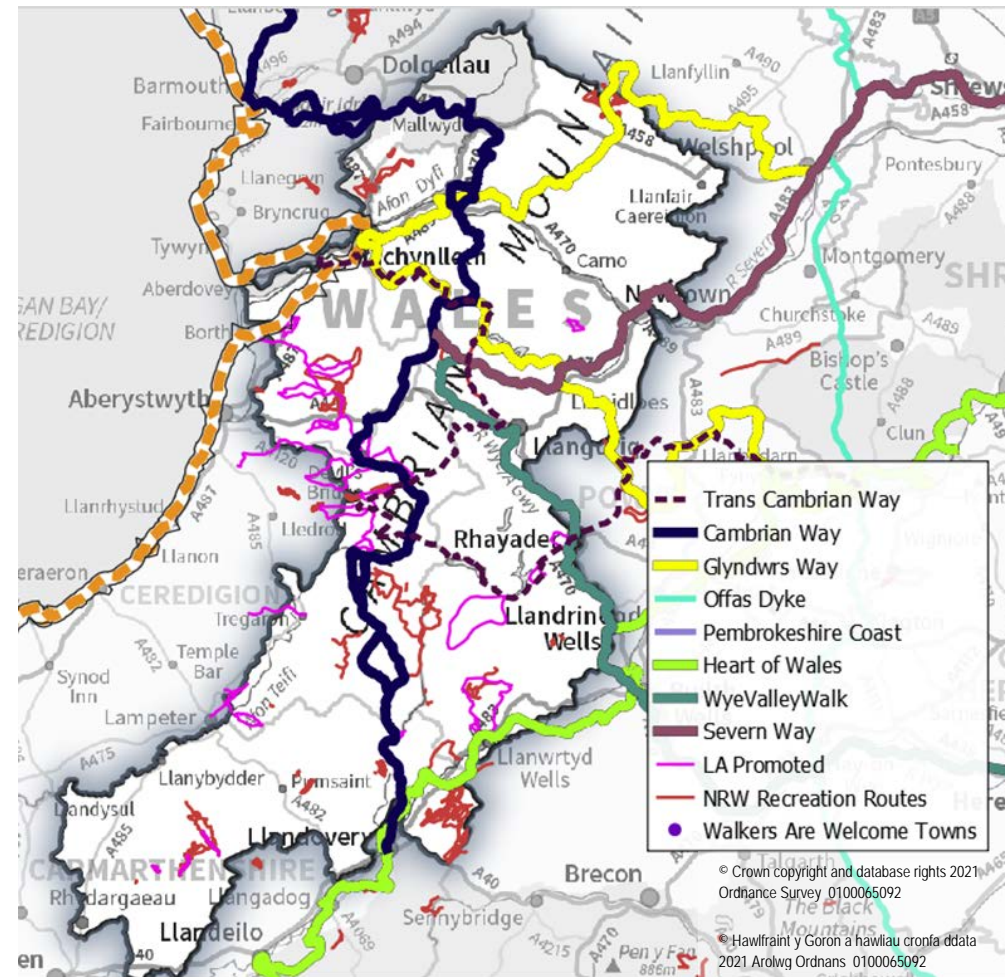
- The State of Natural Resources Report (SoNaRR)
- Natural Resources Policy & Green Infrastructure
- Mid Wales Area Statement (Ceredigion & Powys)
- South West Area Statement (Carmarthenshire)
- Health and Wellbeing
- Active Travel
- Rights of Way Improvement Plans

### 3. Key findings

#### Existing network

Walkers in the Cambrian Mountains are already served by an abundance of long-distance routes. Our desktop research confined itself to considering the long-distance routes that appear on Ordnance Survey leisure maps, including National Trails and the Wales Coast Path, however a significant number of other trails that do not have the formal recognition of those considered are also promoted and walked through the region.

A tapestry of existing local routes are also already marketed by local authorities and third sector organisations. In addition to these popular routes are also recorded and shared through cloud platforms.



Map 2

## Opportunities for new routes

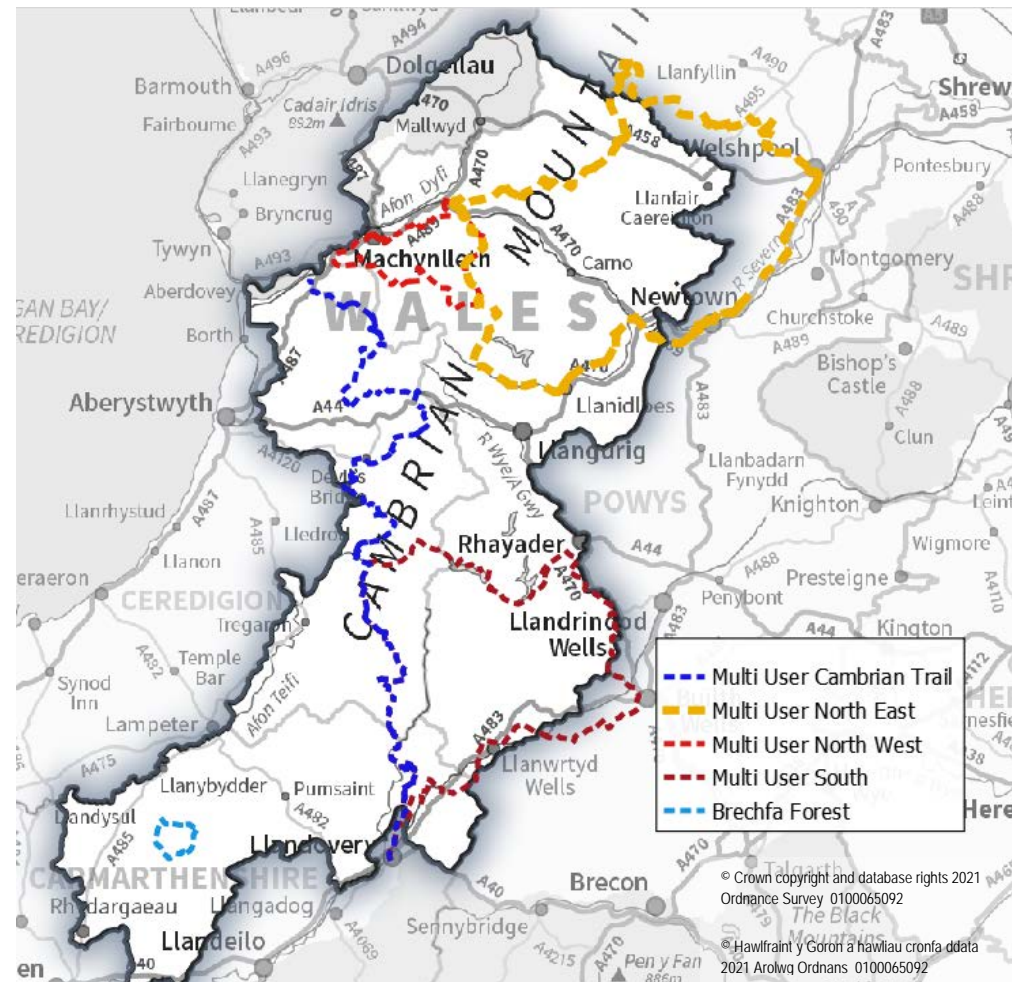
### Long distance multi-user routes

We consider that opportunity exists for long distance trails to be adapted for a new multi-user audience.

This has the benefit of largely aligning with trails for which existing maintenance and governance arrangements exist, addressing sustainability concerns. It further opens the trails to a wider user base who may be capable of completing routes in a shorter time.

The location of the proposed routes, which approximate existing long-distance trails, are shown in [Map 3](#)

Maps of underlying rights, including identification of those footpaths that would require creation of higher rights, is included in [Appendix 4](#). Appraisal of route condition has been limited to an assessment via aerial photography. Local highway authorities have been provided with GIS data detailing routes in more depth.



Map 3

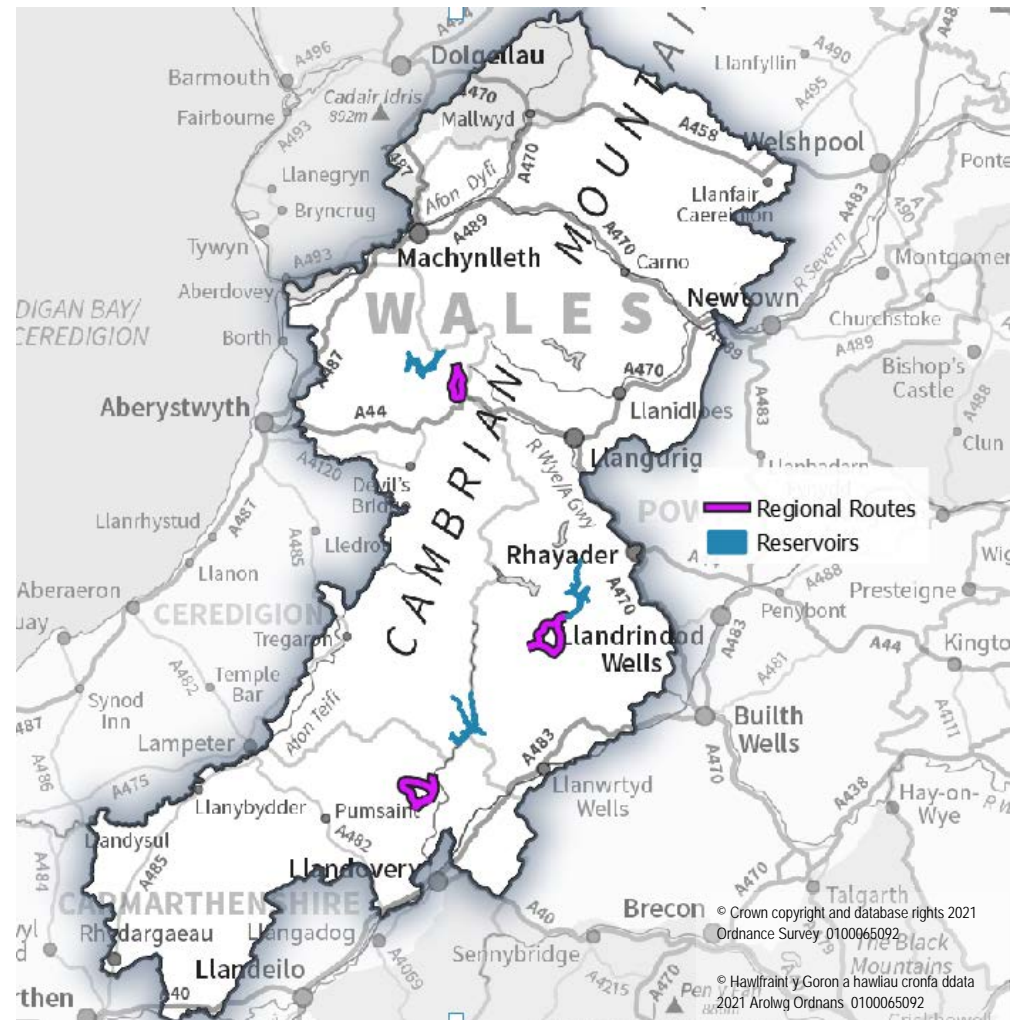
### Regionally significant routes

At a regional level, opportunities based around iconic landforms capable of acting as headline draws for the region have been considered.

This may be principally achieved by focussing on developing routes to three high peaks within the Cambrian Mountains, so not to dilute the offer at this scale.

Scope also exists to add other well-known peaks. Access around reservoirs was highlighted within consultation, we identify reservoirs associated with each peak which might enable longer term expansion of regional offers into hubs that also take in access around water.

Existing transport and parking infrastructure at regional locations identified required development to assist with realisation of this aim. Signage, interpretation and clear signalling of route difficulty is a further feature at this scale.

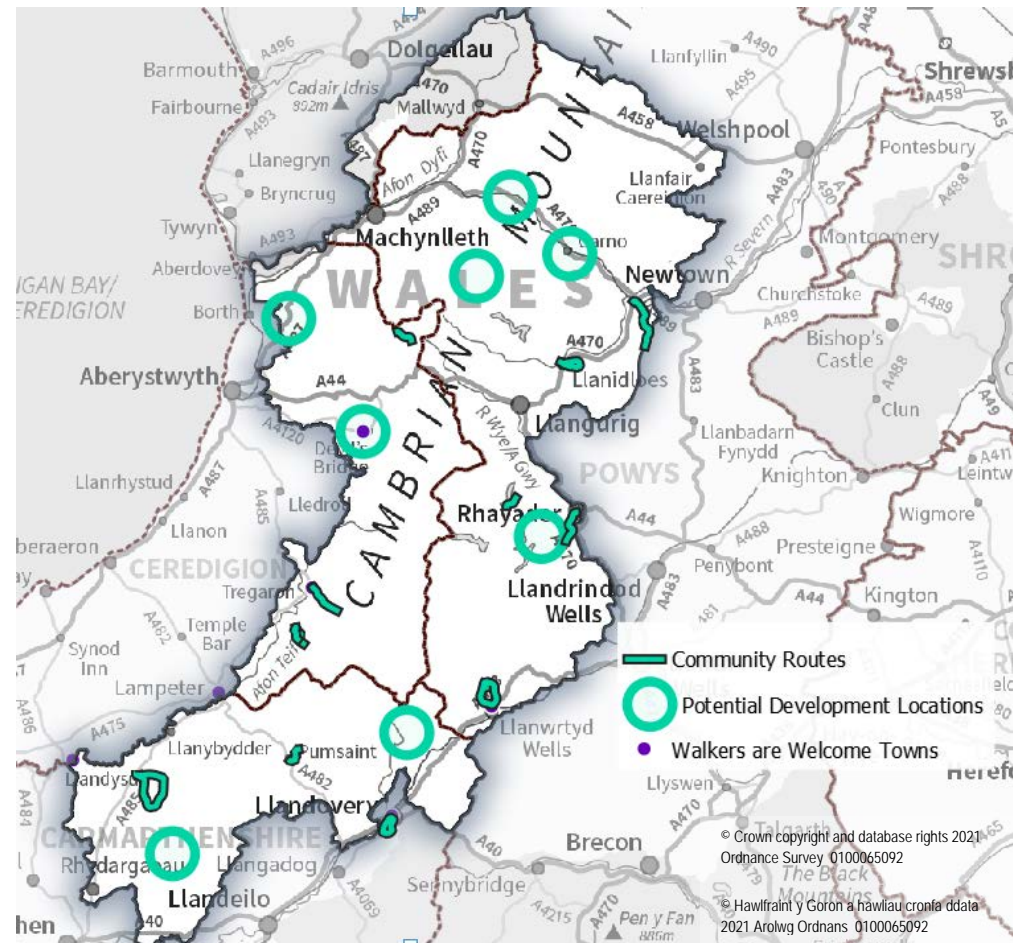


Map 4

### Community Routes

At a local level we have considered the existing ‘Legs Eleven’ routes promoted by the Cambrian Mountains Initiative and the potential for their expansion.

The routes and expansion is premised on local communities adopting a peak or viewpoint that can be added to a suite of opportunities covering the region. Routes at this level are intended to be developed for local and casual walkers.



Map 5

## Consultation

In order to assess the validity of our proposals we undertook two online surveys as described above.

### Stakeholder Survey (*Group 2*)

The *Group 2* survey was sent out to stakeholders and accompanied by a presentation setting out our proposals with a link to the online survey. This allowed us to ask participants for their thoughts on the proposals and for any additional ideas they thought should be considered.

In total 79 people accessed the online survey with 43 providing answers to the questions.

When asked if they agreed with our three tiered approach covering long distance multi-user routes, regionally significant routes and local community routes 85% of respondents said they did. Of the 15% who didn't agree, comments included the need to have an over arching principle that visitors will find a well signed and open public rights of way network when visiting the Cambrian Mountains, that regional and local routes should also be multi user and that equestrians should be given as much prominence as walkers and cyclists. However, one respondent was concerned about an increase in promotion of multi user routes on the grounds of safety of users.

When asked if they thought long distance routes should be improved for all users or whether improvements should be concentrated on a particular user group, 64% thought improvements should be for all, whilst 36% thought a specific user group should be prioritised. Of those who specified a particular user group, 46% thought horse riders should be given priority, followed by walkers at 38%, and disabled and minority users at 8 % each.

When considering improving access to regionally significant features 46.5% of respondents thought that mountains and hills should feature, followed by forests with 18.5%. 16.25% of respondents selected the 'other' option. Responses here included suggesting that access to all of the options proposed should be improved, improvements to all bridleways, the need to assess the impact of improved access upon the landscape and to ensure that any newly promoted routes are well connected to the wider access network.

Respondents were also asked if there was a specific location where people would like to see improved access. Answers included:

- Bridleways in general, and specifically linking the Rainbow Trails in the Dyfnant Forest, and also in the Dyfi Forest
- Pumlumon Fawr, including the need to improve parking at this location
- Riverbanks
- The Elan Valley
- Elenydd
- Llyn Brianne
- Abergwesyn and Tregaron
- Devil's Bridge and Rhayader
- Llanwrtyd Wells
- The need for car parking facilities at the National Trust owned Llanwrthwl Common

A number of people also thought that access should be improved in the wider area, specifying Powys, Mid Wales and Dyfi.

With regard to the development of short local community walks, 90% of respondents agreed with this proposal, whilst 74% would like to see access and recreation opportunities in the Cambrian Mountains publicised more widely. However, of the 26% who did not agree with this proposal, concerns included:

- The Cambrian Mountains are one of the few non busy areas left
- Promotion is a double edged sword. Whilst increased use might ensure routes are better maintained, more users tend to lead to more issues

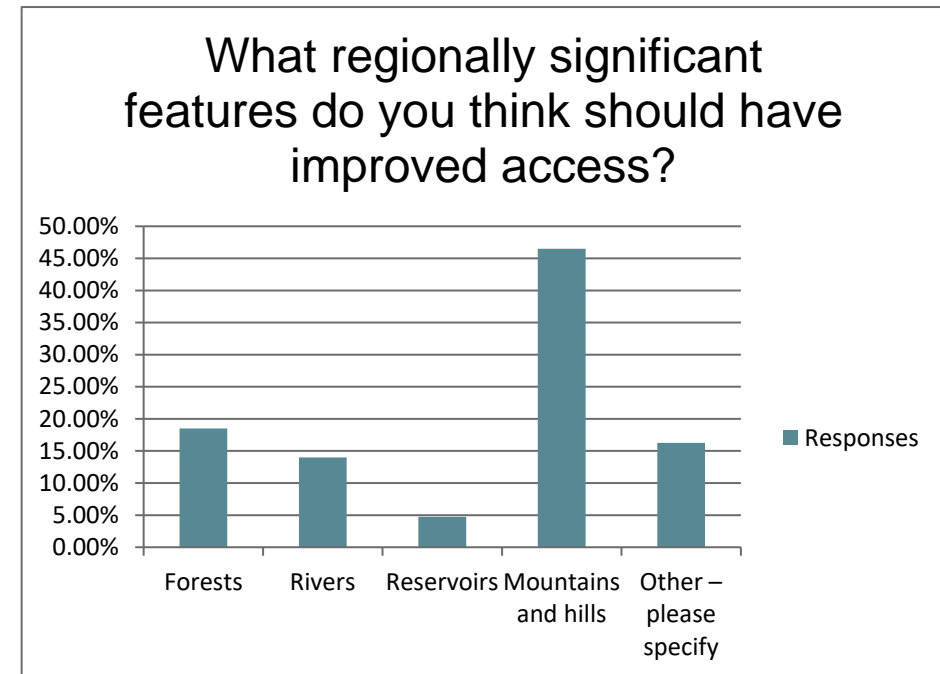


Figure 1

- Public rights of way just need to be open and adequately signed and landowners held to account if they obstruct routes.

Only two respondents disagreed that there was an opportunity to increase visitor numbers through the provision of more access and recreation opportunities, although some of those that did agree were concerned that too many visitors could spoil what is special about the area, that care needed to be taken not to over urbanise honey pot areas and that improved visitor numbers should be balanced with statutory protection for the area to adequately manage visitors.

Finally respondents were asked if there was anything else that should be included in the plan comments included:

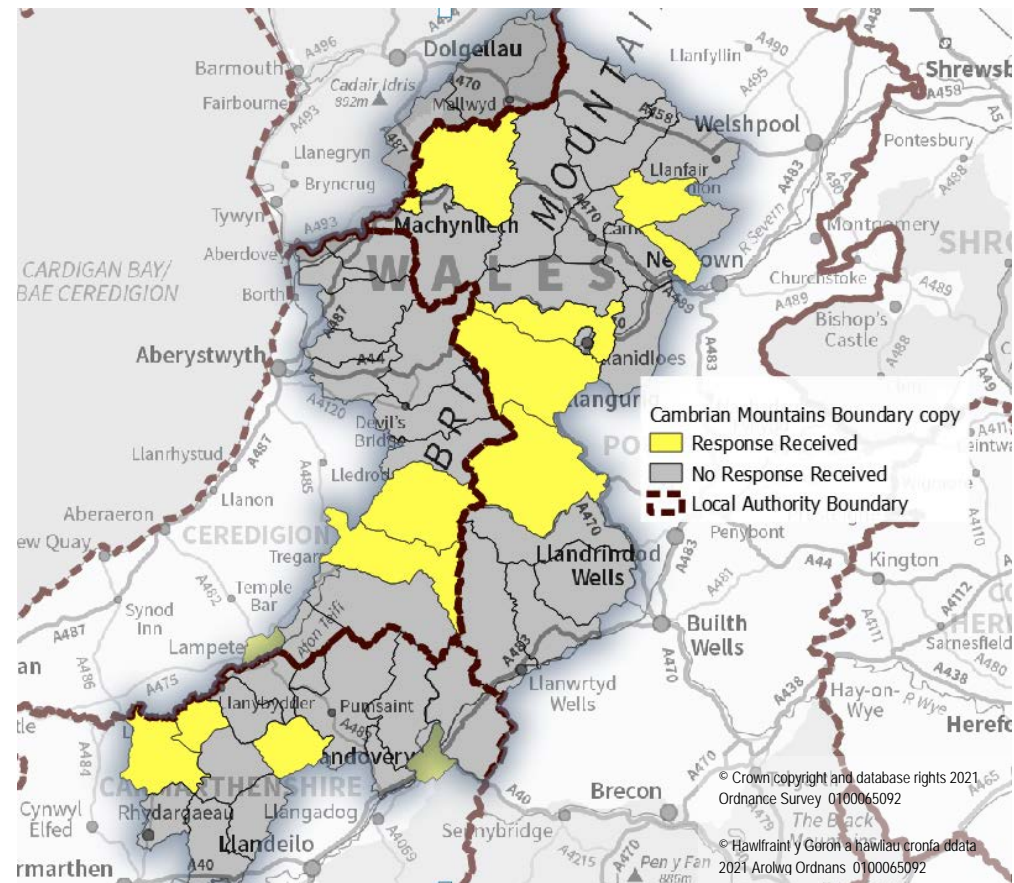
- The need to promote the natural beauty of the area and what is special about the area, and the need to have plans in place to manage additional visitors
- The need for signage to let people know they are in the Cambrian Mountains
- Improved signage of the PROW network along with the need for better path furniture and visitor facilities such as parking, toilets and waste collection
- Focusing more on bridleway access, providing new and improved opportunities and better parking for horseboxes
- Improved access opportunities for people with mobility issues
- Better enforcement of illegal off road motor cycling

### Town and Community Council Survey (Group 3)

A targeted survey was sent to all Town and Community Council Clerks across the Cambrian Mountains, asking that the survey be circulated to all of their members asking them to respond. 29 people accessed the link to the online survey. 18 people provided a response.

Responses were received from the Councillors representing the following Councils:

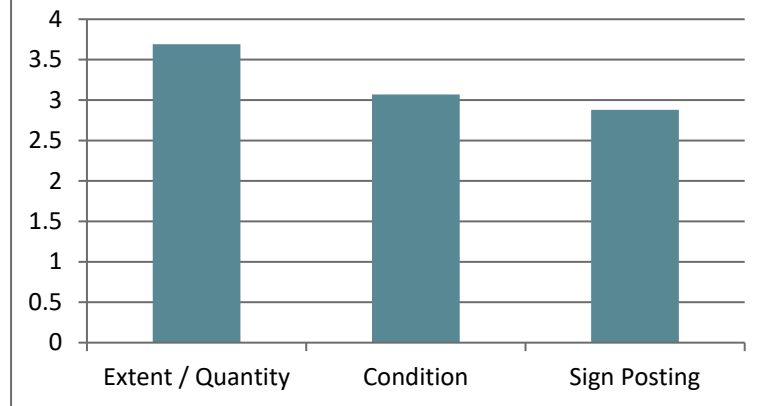
- Llanllwni
- Llanfihangel ar Arth
- Llanfair
- Ystrad Fflur
- Machynlleth
- Llangurig
- Tregaron
- Llansawel
- Dwyriv
- Aberhafesp
- Rhayader
- Llanidloes Without
- Llandovery
- Glantwymyn
- Lampeter



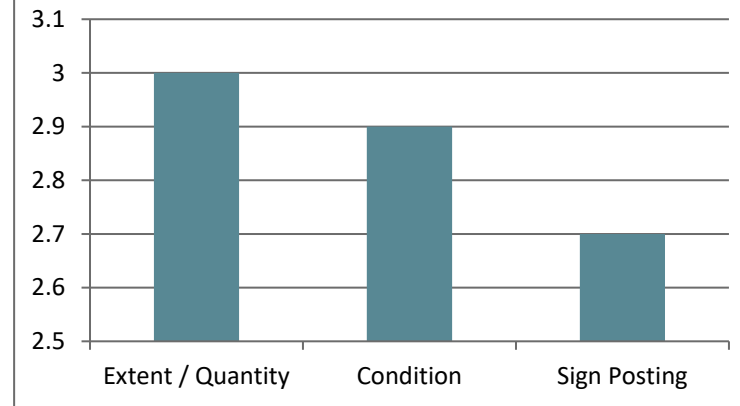
Map 6

Respondents were asked to rate the footpaths, bridleways and cycle routes in their local area on a scale of 1 – 5 where 1 was poor and 5 excellent.

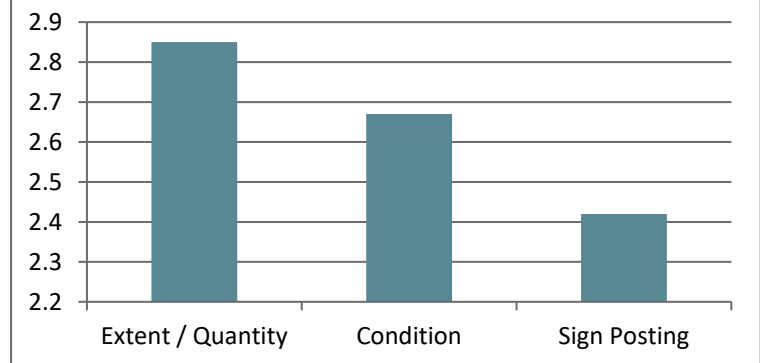
Rural Footpaths:



Bridleways:



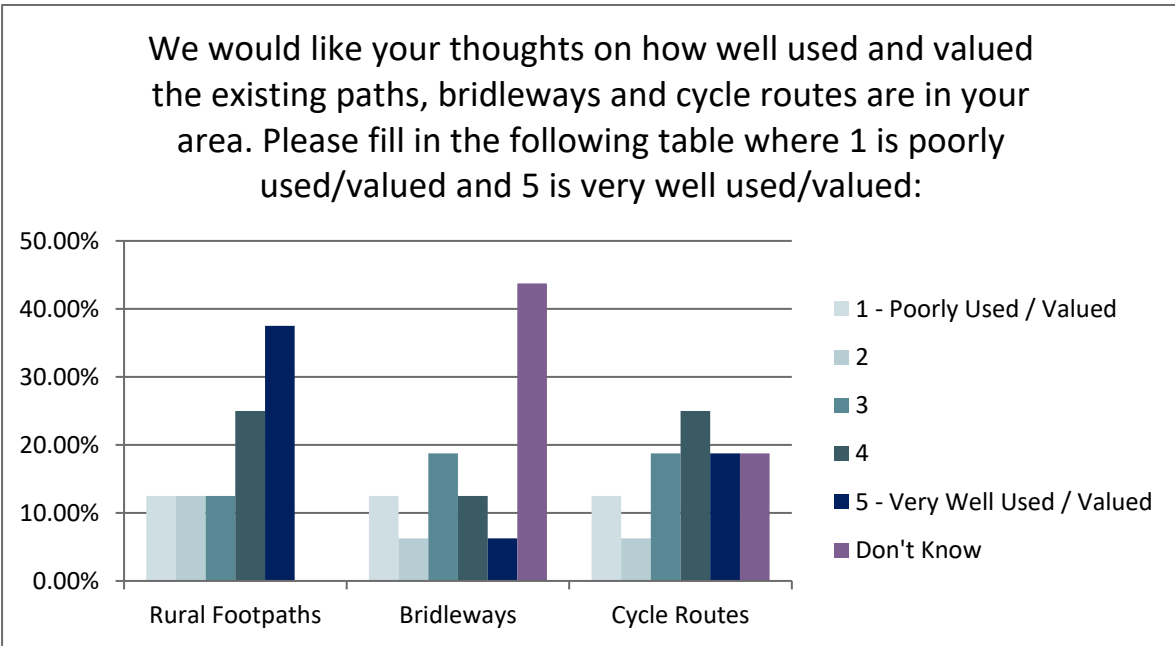
Cycle Routes:



In general footpaths were considered to be of greater extent and quantity than bridleways and cycles routes, as would be expected, and all three were considered to be of similar condition. However, in relation to sign posting, whilst all three average scores were similar, there was some evidence that footpaths were better sign posted than either bridleways or cycle routes. It should also be noted that all who responded

provided information about footpaths whilst approximately a third were unable to provide information about bridleways and 20% about cycle routes.

When asked for their thoughts on how well used and valued their local rights of way network was, again based on a similar 1 – 5 scale, 37.5% considered that the footpaths were very well used and valued whilst only one person thought that bridleways were similarly very well valued, although it should be noted that 43.75% felt unable to provide an opinion in relation to bridleways. Responses in relation to cycle routes were more evenly spread.



The main issues with the rights of way network identified by respondents were:

- A lack of signage
- A lack of path and path furniture maintenance
- Blocked paths

- Opposition from landowners
- A lack of information about where you can go
- A lack of suitable routes

The key sources of information about where to walk were identified as:

- Ordnance survey (online and paper maps)
- Council staff, Members or websites
- Visitor centres
- Local knowledge

Respondents were asked to identify the opportunities to improve the current network for both locals and tourists. The key ideas identified for locals were:

- Better maintenance of paths and furniture
- Improved signage
- Better relationships with some landowners, and education for landowners to demonstrate the financial benefits of access provision
- Linking paths between communities, and
- Better promotion and marketing and provision of information including digital information and leaflets.

It was noted that additional visitors bring additional pressures with cars parked inconsiderately and causing problems for local people.

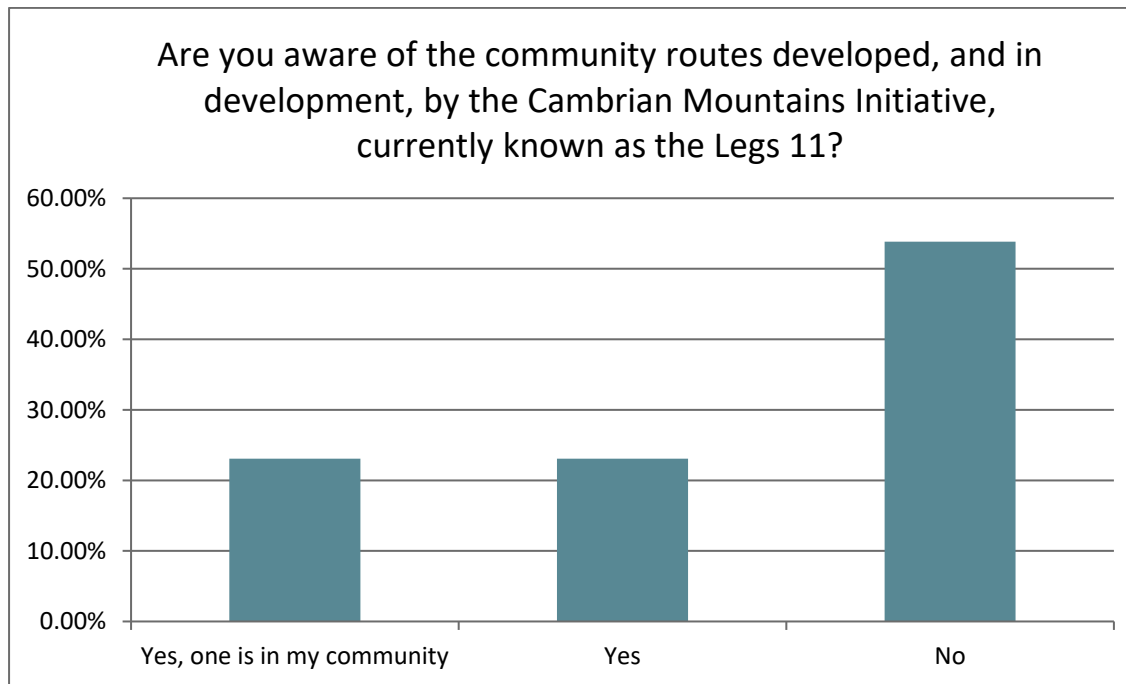
However, some respondents also noted that the paths in their area were well maintained and used and that nothing additional was required.

Ideas for promotion and marketing centred around the provision of more information about access opportunities in the area. This included:

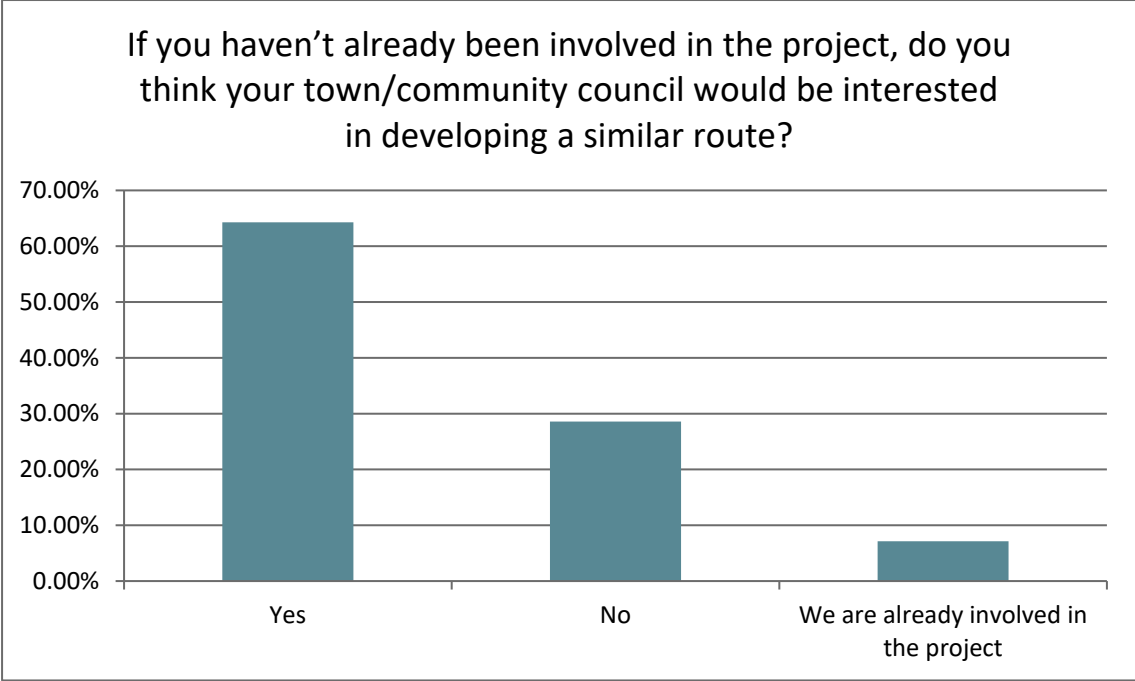
- Development of specific guides for different user groups
- More online maps and information

- Leaflets available in local hotels, guest houses and pubs

When asked about their knowledge of the Legs 11 routes developed by the Cambrian Mountains Initiative, 23% of respondents had heard of the routes and one was in their community, 23% had heard of the routes but hadn't been involved to date and 54% hadn't heard of them.



64% of respondents considered that their communities would be interested in getting involved in the development of their own local route.

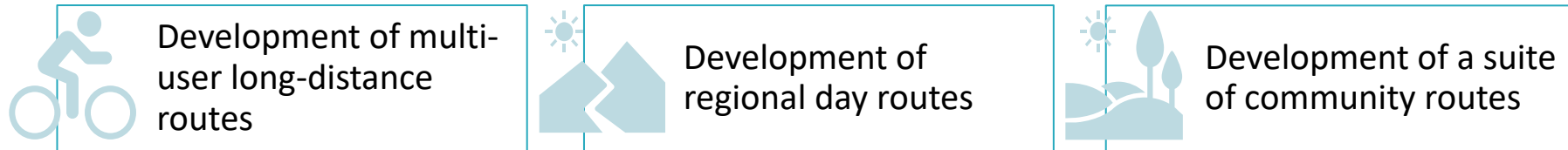


However, only 50% thought that the local community would be interested in adopting and / or managing any new routes developed.

## 4. Delivery

### Objectives

The following objectives are proposed as a result of the key findings:



These objectives will be met by delivery of the following outputs

### Long Distance Trails

- Feasibility
- Creation of appropriate trail rights
- Creation of appropriate trail infrastructure

### Regional Routes

- Feasibility
- Route infrastructure
- Volunteer animation

### Community Routes

- Toolkit for management
- Prescribe standards
- Community animation

## Strategic Fit

### Vision

The objectives are intended to drive discrete projects within an overall access and recreation improvement programme.

Long distance multi-user routes will extend existing offers to a wider audience, focussing particularly on mountain bike use. Routes identified will provide opportunities for cross boundary collaboration between public, private and third sector partners and for the region to build upon its reputation as an exemplar destination for off road cycling.

Regionally significant routes identified in each county within the Cambrian Mountains will provide a clear series of headline destinations to represent the Cambrian Mountains and showcase its landscape quality. Expansion of routes into hubs that expand activities to other coherent landscape themes is envisaged as part of a phased approach

Community routes will support health, cultural and economic outcomes by connecting communities to the natural resources on their doorstep.

### Principles

Projects under the above objectives aim to enhance environmental quality by making improvements according to sustainable principles whilst addressing longer term sustainability of the outputs delivered.

Projects will recognise the need for sympathetic management of natural resources and will put in place systems to achieve this through active collaboration across sectors and communities.

Projects will be designed considering funding principles developed by Natural Resources Wales, being:

- Support communities across Wales to make the step change in the use and management of natural resources
- See evidence of collaboration between different organisations and interests
- Explore and test new ways of doing things, bringing new and innovative skills and technologies to bear and sharing the learning
- Draw on quantitative and qualitative evidence to support outcomes over the short, medium and long term

### Objectives and scope

The proposed projects align strongly with themes of activity towards enhancement of local environment quality; promotion of active sustainable management of natural resources; improvement of access to sustainable green infrastructure; and improvement of ecosystem resilience.

### National Priorities

Outdoor physical activity is important to achieving health and wellbeing objectives and to the economy of Wales as a driver for tourism.

### Future Wales – the National Plan 2040

The projects will align with policies 4 – Supporting Rural Communities, and 5 – Supporting Rural Economies, both part of the desire to see vibrant rural areas within Wales, by providing additional tourism assets which could bring higher visitor spend to the local economy and increase business opportunities. In addition, policies 25 – Regional Growth Areas Mid Wales and 26 – Growing the Mid Wales Economy will also be supported by the proposals.

### Welcome to Wales – Priorities for the Visitor Economy 2020 – 2025

The projects meet the goals set out in Welcome to Wales:

- **Economic growth that delivers benefits to people and places** – our proposals include opportunities for economic growth within the Cambrian Mountains and have been designed to deliver benefits to local communities whilst having regard to the special nature of the area
- **Environmental sustainability** – our proposals are designed to consider their impact on the landscape
- **Social and cultural enrichment** – the projects provide opportunities for communities to work together to develop local routes, and also will also increase access to and awareness of the cultural assets of the area
- **Health benefits** – by increasing access opportunities the projects will provide additional opportunities for people to be active and healthy. This is particularly relevant to the development of the local routes and the local population.

The document also sets out four key priorities for Visit Wales including:

- **Quality visitor experiences** – our projects will contribute to this priority by developing the Cambrian Mountains as an area with a good reputation for high quality access opportunities for all levels and visitors.

### Nature Recovery Action Plan for Wales

Projects developed will support the Nature Recovery Action Plan for Wales and help to reverse the decline of biodiversity in Wales by connecting people to the natural environment and including sustainable trail management practices within their design. All local authority project partners have produced plans which are guided by the 6 objectives of the NRAP. Opportunities exist to deliver objectives to increase resilience of the natural environment, safeguard species and improve management within the projects.

### Prosperity for All: Areas

- *Support a substantial increase in people's physical activity through healthier lifestyles using Wales' significant natural resources*

The proposals intend to promote physical activity through walking and cycling. Development of a coherent resource for these activities alongside engagement with users and interest groups will both remove barriers to participation and promote use.

- *Helping to create and upgrade local facilities that bring people together such as green space, helping communities to take ownership of local assets*

The proposals will include developing and continuing collaborations with local users and community groups in order that trail sections be created and maintained with volunteer input.

- *Building the capacity of communities as places which support better health and well-being*

The proposals will work with communities to develop, deliver and sustain the creation and improvement of infrastructure that enables physical activity. In addition to health outcomes associated with physical activity opportunities the proposals will enable creation of assets with strong tourism and economic potential, thus also contributing to the economic well-being of the region.

- *Building a sustainable relationship with the Voluntary Sector, based on the outcomes we want to achieve for communities and the right funding model to deliver them*

The project relies on collaborating with community and local groups in taking ownership of trail sections and developing similar arrangements towards long term sustainability

### Natural Resources Policy: Opportunities and Challenges

*Reverse the decline in biodiversity - develop resilient ecological networks*

Trail delivery and programmes for maintenance will be designed with positive management of biodiversity and shared opportunities for habitat connectivity as an ongoing consideration.

### The Clean Air Plan for Wales Healthy Air, Healthy Wales

The proposals support the Welsh Government's first Plan setting out a commitment and long-term ambitions to improve air quality - The Clean Air Plan for Wales Healthy Air, Healthy Wales – (consultation draft 2019). The plan proposes a connected suite of policies and actions, which, across different thematic areas, will make positive differences to health and well-being, natural environment, ecosystems and biodiversity and sustainable and fair communities. The Plan also recognises that working collaboratively across sectors is fundamental to delivering actions to reduce air pollution for the benefit of public health, biodiversity and the natural environment. Through developing new working relationships between user groups, environmental organisations and statutory bodies the proposals are able to play an important role in achieving this.

### Welcome to Wales: priorities for the visitor economy 2020 to 2025

The proposals align very strongly with Wales' core offer as defined within the priorities for the visitor economy and specifically address priorities within special interest products, wellbeing, environmental sustainability and social and cultural enrichment. Outdoor physical recreation through a high landscape value region served by gateway communities caters for the core offer, being:

- Outstanding landscapes, protected and cared for
- Vibrant communities and a creative culture
- Epic adventures and activities for everyone
- A unique Welsh welcome

- National experiences such as The Wales Way

### Local and regional objectives and plans.

#### The State of Natural Resources Report (SoNaRR)

The State of Natural Resources Report (SoNaRR) by NRW shows that across Wales biodiversity loss continues despite some positive interventions made in recent years. The report links the resilience of Welsh natural resources to the well-being of the people of Wales and promotes integrated solutions that provide multiple benefits.

The proposals will directly support this approach by harnessing the support of an active and enthusiastic user base to sustainably manage green infrastructure.

#### Natural Resources Policy & Green Infrastructure

The proposals develop green infrastructure which provides multiple benefits; linked green spaces; accessible places for health and recreation, connecting habitats and supporting opportunities for community cohesion. They will play an important part in tackling health inequalities and air quality.

#### Mid Wales Area Statement (Ceredigion & Powys)

Area statement themes identifying the connection of people and places provide a particularly strong fit to the proposals.

Mid Wales Area Statement Themes are:

1. Improving biodiversity - responding to the nature emergency
2. Sustainable land, water and air
3. Reconnecting people and places - improving health, well-being and the economy
4. Forest resources - managing timber resources effectively

### 5. Climate emergency – adaptation and mitigation across four themes

#### South West Area Statement (Carmarthenshire)

The proposals are able to align with each of the area statement themes though in particular deliver are well suited to delivering health outcomes through the promotion of physical activity and ensuring sustainable land management.

South West Area Statement themes are:

1. Reducing health inequalities
2. Ensuring sustainable land management
3. Reversing the decline of, and enhancing, biodiversity
4. Cross-cutting theme: Mitigating and adapting to a changing climate

#### Health and Wellbeing

The proposals will contribute to local health and wellbeing plans across the region. Public Service Boards (PSB) have produced plans, which detail well-being objectives agreed following extensive consultation and informed by a comprehensive Well-being Assessment. Relevant PSB's well-being objectives are:

#### Ceredigion

- Enable communities to become prosperous, sustainable and connected by supporting the transformation of economic prospects
- Create environmentally responsible and safe communities that can adapt and respond to the effects of climate change
- Enable people to live active, happy and healthy lives

### Powys

- People in Powys will experience a stable and thriving economy
- People in Powys will enjoy a sustainable and productive environment
- People in Powys will be healthy, socially motivated and responsible
- People in Powys will be connected by strong communities and a vibrant culture

### Carmarthenshire

- Healthy Habits: People have a good quality of life, and make healthy choices about their lives and environment
- Strong Connections: Strongly connected people, places and organisations that are able to adapt to change
- Prosperous People and Places: To maximise opportunities for people and places in both urban and rural parts of our county

The proposals will contribute to the achievement of well-being objectives and help maximise local contribution to the national well-being goals. The proposals very much emphasise the importance of being active for improved well-being and how much the environment contributes to our health and well-being.

### Active Travel

Active Travel enhancements are distinct from recreational riding and cycling opportunities that connect the public with the countryside. Active Travel routes are however key to mobilising cyclists within urban environments and represent an important complimentary opportunity for connecting population centres with the rural network. Connections onto urban active travel networks are therefore a complimentary feature of proposals

### Rights of Way Improvement Plans

Proposals have been developed in collaboration with each of the Highway Authorities responsible for public rights of way and, as such, Rights of Way Improvement Plans (ROWIPs) in the region. Proposals will deliver on aspirations for sustainably managed high quality routes that meets the needs of a variety of users.

## Emerging Policy

### Welsh Government Programme for Government

Published in July 2021, following the recent elections, this document sets out the delivery priorities for the Welsh Government in the current Senedd term. Whilst some of the detail is still emerging there are a number of elements that could provide opportunities for the projects to align with delivery, and which should be monitored. These include:

- Embedding the climate and nature emergency in everything they do such as:
  - *Creating a National Forest to extend from the North of Wales to the South* – this work could have implications for the creation or improvement of access opportunities
  - *Creating a new system of farm support that will maximise the protective power of nature through farming* – this might provide opportunities for securing new or improved access as part of the new scheme
- The creation of a new Climate Change Minister including a commitment to:
  - *Invest in travel options that encourage public transport and support walking and cycling* – this could have implications on funding available for access related projects
  - *Begin to designate Wales' inland waters for recreation, strengthening water quality monitoring* – this could provide opportunities to provide better access to and around inland waters in the Cambrian Mountains as part of the regional suite of routes proposed
- As part of the Economy portfolio:
  - *Insist that Wales gets its fair share of the Shared Prosperity Fund and the so-called Levelling Up Fund from Whitehall* – little is known yet how the UK Government will distribute these funds and opportunities may arise for the development of some of the projects set out in this document.

- *Continuing to contribute and promote the Mid Wales Growth Deal* – one of the strategic growth priorities of this public and private sector partnership focuses on strengthening the tourism offer within the Mid Wales Region, including investment in strategic regional infrastructure and assets.

## Delivery Plan

A proposed outline of project objectives, outputs and actions against timescale is provided below

Objective	Output	Action	Timescale
Long-Distance Routes	Feasibility	Condition survey: Undertake survey of proposed route checking condition of surface, furniture, signage, safety	Short
		Assessment: Desktop study considering constraints and opportunities for added value (SSSI, SAM etc)	Short
		Sustainability: Engagement with existing management groups, users, communities and consideration of plans for ongoing maintenance	Short
		Branding: Consideration of, and consultation on, adaptation of existing brands	Short
	Creation of rights	Verification: Confirm extent of rights to be created/upgraded/altered	Short
		Landownership: Identify landowners to approach for discussions on dedication of rights	Short
		Negotiation: Discussions with landowners for dedication of rights, including prior agreement of compensation, works and mitigation	Medium
		Legal Order: Highway Authority to agree and progress appropriate legal mechanism for changes (e.g. Highways Act 1980 s25, 26, 119)	Medium/Long
	Improve route infrastructure	Work Plan: Confirm the extent of necessary works for affected locations and appropriate mechanism for delivery	Short
		Coordination: Contact landowners and arrange work	Medium
		Delivery: Follow appropriate delivery process having regard to procurement and grant requirements.	Medium/Long
Regional Routes	Feasibility	Route surveys: Undertake survey of proposed route checking condition of surface, furniture, signage, safety	Short
		Infrastructure: Survey supporting transport and information infrastructure, identify feasible improvements and long term aspirations	Short
		Assessment: Desktop study considering constraints and opportunities for added value (SSSI, SAM etc)	Short
		Sustainability: Engagement with existing users, communities, business and consideration of plans for ongoing maintenance	Short
		Branding: Development of brand guidelines and product identities	Short

	<b>Improve Infrastructure</b>	Route work plan:	Confirm the extent of necessary works for affected locations and appropriate mechanism for delivery	Medium
		Infrastructure plan:	Programme short term transport and information infrastructure improvements. Consider means of longer term aspiration delivery (e.g. land acquisition, engineering services)	Medium
		Delivery:	Follow appropriate delivery process having regard to procurement and grant requirements.	Medium/Long
	<b>Volunteer Animation</b>	Engagement:	Formalise governance and volunteer arrangements	Short
			Hold volunteer events at route survey stage to develop interest	Medium
			Involve volunteers in delivery and invest into established schemes	Medium
<b>Community Routes</b>	<b>Publish branding guide</b>	Design:	Commission design work	Short
		Gateway marking:	Develop criteria for public art as site gateway markers at start and destination points	Short
	<b>Publish quality standards</b>	Standards:	Agree appropriate standards for route selection and infrastructure	Short
	<b>Develop toolkits</b>	Adoption:	Develop toolkit covering standards, branding and route set up	Short
		Management:	Develop toolkit covering management, maintenance and sustainability	Short
	<b>Community animation</b>	Events:	Host events introducing project and organising third sector partner groups towards stewardship	Medium
		Engagement:	Provide training to volunteers and user groups comprised of volunteers on toolkits produced.	Medium
<b>Governance</b>	<b>Establish coordinating mechanisms</b>	Establish Project Team (Tourism Officers from 3 Counties, CMI and Visit Wales)		Short
		Establish 3 sub groups (ROW officers, User Groups, Landowning interests)		Short
		Set up wider annual forum for wider stakeholder engagement		Medium
<b>Marketing</b>	<b>Develop marketing strategy</b>	Develop 2/3 walking routes as tourism products		Short
		Promote walks to 3 iconic peaks		Short
		Rebrand community routes (when 20 established)		Short
		Explore links with ark Sky events		Short
		Develop cycling promotion		Medium
		Explore opportunities for horse riding tourism		Medium
<b>Monitoring and Evaluation</b>	<b>Develop logic Model</b>	Collect existing information		Short

		Work through Project Team to plug gaps in existing information, as well as understanding wider trends	Short
		Celebrate success	Medium
		Adjust approach to ensure sustainable approach is being adopted	Medium
<b>Grant Administration</b>	<b>Financial monitoring</b>	Submit claims	Long

## 6. Marketing and Promotion

### Overview

The success of the Action Plan in increasing the number and diversity of recreational users to the Cambrian Mountains will depend heavily on the effectiveness of marketing and promotion.

As indicated in the section on Governance it will be vital that the Cambrian Mountains Initiative establishes a mechanism for collaborative action to promote the area and its use for walking, cycling and horse riding. This will require very close working with the tourism officers of the 3 County Councils, and whilst this will always involve challenges of cross-border collaboration, it will be essential that the promotion of the Cambrian Mountains is undertaken in a unified and holistic way.

The branding work currently being commissioned by the CMI will be central in this – since there will be great importance in presenting the qualities of the area in a clear and attractive way. This will inevitably focus on the quiet, remoteness and tranquillity of the area.

The impact of Covid has led to more holidays being taken in the UK and in some areas, notably the National Parks, this has led to severe over crowding at peak times. This trend is likely to continue and in that respect the Cambrian Mountains can offer an alternative of remote semi wilderness, an opportunity to get away from the crowds.

### Recreational uses and priorities

As indicated in the timetable for the Action Plan - which identifies short, mid and longer term priorities - the associated marketing and promotional work must first focus on the biggest opportunities, which be based on walking.

The Action Plan should not attempt to do too many things at once – recognising that the establishing the Cambrian Mountains as well-known and valued tourism destination, with its unique character and appeal, will take time. As such it will be important to get the basics right first; in other words it would not make sense to promote the area, say for horse riding, until the infrastructure is in place and additional demand can be accommodated.

The recreational groups therefore include:

**Walkers:** ranging from extended groups, families, through to couples and individuals. The number undertaking local distance walks, of say 2 or 3 days, will be far smaller in number, with the majority of users taking advantage of shorter half day and one day walks.

**Cyclists:** will generally represent a more specialist group who will be seeking out areas on a UK basis to cycle for a number of days. There will be some local visitors who decide to incorporate an element of cycling into a holiday. There are two markets here in fact, road and off-road cyclists and therefore the marketing approach will need to be tailored to the individual audiences.

**Horse riding:** this market is usefully focussed on established riding centres and therefore some work may be needed in exploring the location and nature of these businesses. Any attempt to develop this sector will need to work closely with existing businesses and planned infrastructure improvements to increase the range of horse riding opportunities.

### Walking marketing segments and priorities

Therefore, if the short-term focus is on the largest groups i.e. walkers, there is a need to cross correlate this market to the three-tiered approach advocated in the Action Plan

**Long Distance Routes:** The approach here should be based on packaging attractive two or three day walks which incorporate established routes, such as the Cambrian Way or the Wales Coast Path. The tourism offer could include a range of accommodation options, restaurants and pubs, through to local produce and baggage delivery. Such short stay vacations could be sold as mid-week or long week breaks which provide an opportunity to get away from the crowds and busy lives. This would appeal to high sending couples or small groups ,and should be marketed as complete packages in high density urban areas where there is likely to be more spending power.

**Regional routes:** the emphasis on mountain peaks, reservoirs and forests will help to showcase the high quality landscape of the area and this will chime with the branding of the Cambrian Mountains as a tranquil and special area. These routes will therefore help to attract new visitors to the area and create a sense of discovery, encouraging the seeking out of new or largely unknown rural destinations. The largest group is likely to be couples and family groups who are seeking an alternative less busy holiday experience.

**Community routes:** there is considerable scope to promote these to users who haven't come to the Cambrian Mountains specifically to walk. The 'Legs 11' routes have made a good start in this respect, and the accompanying videos are excellent. The addition of a further 9 routes will add considerable appeal, but this will need to be accompanied by a new marketing approach and the adoption of a more suitable name. A 'Legs 20' brand makes no sense, therefore a new name needs to be found which reflects the branding work and can provide a platform for the

further development of community routes in the future, It will be important that these routes are developed and promoted by local community interests – especially tourism businesses.

### Working with tourism businesses

A key part of the Action Plan will require close collaboration with a range of tourism businesses in the Cambrian Mountains. There is an opportunity to work closely with the Walkers are Welcome towns in developing and promoting community routes and this should provide an early focus. The most effective way to spread the message and get other towns and communities to develop similar local recreational routes will be through demonstration and networking. The emphasis here should be on fostering joint marketing whereby individual businesses promote their services together as part of a well serviced destination.

### Working with landowners and farmers

There is a danger that some farmers and landowners will see any increase in visitor numbers as a nuisance and a potential threat to their livelihoods. The economic pressure on farmers, especially hill farmers in rural areas, is well documented. Any Action Plan aimed at increasing the number of walkers to an area must therefore work closely with land holding interest.

Some visitors unfortunately do create severe problems for farmers, through damaging fences, leaving gates open and allowing stock to escape, through to dogs worrying sheep. But these are a minority and vast majority respect the countryside and the interests of farmers.

The promotion of the Cambrian Mountains will largely focus on higher spending users with more disposable incomes and these groups are less likely to impact on farming interests. There is also an opportunity to market and sell local products at a premium to these groups – and this could form valuable additional income for farmers.

It is also worth noting the likely changes in the way farmers are funded, as the end of the Common Agriculture Policy is replaced by the Sustainable Farming Scheme to be established by the Welsh Government. The new funding regime for farmers is likely to come into force around the end of 2024 and between now and then there will be consultation on the proposed Agriculture Bill and the subordinate legislation which will set out, amongst other things, how the way access provision will be incorporated into the payments that farmers receive. This could include additional payments to upgrade selected paths and increasing the number of multi-use paths.

This potential source of funding is some way off, but in the meantime it will be important to open up conversations with famers on the economic benefits that they could enjoy through a sustainable increase in recreational uses within the Cambrian Mountains.

### Links to other promotional activities

It will be important that the Action Plan, and particularly the marketing and promotional aspects, are undertaken in close collaboration with other tourism activities, notably Dark Sky events, festivals etc.

### Summary of short term actions

1. Explore ways to develop a packaged approach for two and three day walking holidays in the Cambrian Mountains, bringing together a variety of iconic routes and taking in quality landscapes, accommodation and refreshments.
2. Link the promotion of the regional routes, starting with the three iconic peaks in the area (with one in each County), and link these to the branding work. This can then be expanded to include the promotion of forests and reservoirs.
3. Develop a new brand for the community routes and promote these through existing channels.
4. Works closely with local communities, starting with the Walkers are Welcome towns and then expanding to others through demonstration and collaboration.
5. Develop links with landowning interests to ensure that they support and will directly benefit from increased recreational use in the area.
6. Within the proposed governance structures, work closely with the tourism officers of the 3 Counties and Visit Wales to develop a shared marketing approach that is consistent and gives a clear and attractive depiction of the area's unique qualities and rural character.
7. Link the promotional work to other tourism initiatives such as Dark Sky tourism and local festivals.

### Mid and longer term priorities

1. Work with cycling organisations to promote the area for a wide range of opportunities, from short trips based partly in bike hire, through to planned cycling holidays. This will be a mixture of on and off-road possibilities, so further planning and consultation will be required to develop detailed plans on these aspects.
2. Work with existing riding establishments to explore ways in which the infrastructure and the promotion of the Cambrian Mountains can be undertaken.

## 7. Monitoring and Evaluation

### Overview

Without an effective and comprehensive monitoring and evaluation framework it will not be possible to gauge whether the Access and Recreation Action Plan is making a difference. It will be important to remember that the impact of the Action Plan could be both positive and negative, depending on the stakeholder or the environmental assets of the area. For instance, increasing visitor numbers may boost local incomes and sustain and create jobs, but it also might come at a cost in terms of environmental impacts, such as footpath erosion, a detrimental effect on farming or congestion through traffic.

Understanding the range of impacts, both positive and detrimental aspects, should therefore underpin the Action Plan.

### Purpose

The starting point for any monitoring and evaluation needs to be on clearly defined outcomes and outputs, in other words what is the Action Plan aiming to achieve and by when?

Posing these sort of questions at the start of the planning process will lead to a more coherent monitoring and evaluation plan – and ultimately more effective delivery.

### Creating a Logic Model

We therefore strongly recommend that the Action Plan is developed into a Logic Model, which shows the relationships between the intended:

- Outcomes: the longer term outcomes in terms of developing sustainable and regenerative tourism.
- Outputs: the measurable targets and milestones e.g. increase in visitor numbers.
- Activities: infrastructure improvements, establishing governing structures, marketing etc.
- Inputs: the available finance and other resources.

An indicative Logic Model for this Action Plan is set out in [Appendix 5](#). It should be stressed that this is purely for demonstration and the finished product, which will provide the monitoring and evaluation framework, will need to be developed in collaboration with a range of other partners.

### Establishing what existing data exists

Once the Cambrian Mountains Initiative and its key partners have developed an initial Logic Model, the next step will be to establish what monitoring information already exists and what relevant data sources are currently being collected. This will include a mixture of qualitative and quantitative data. For instance, relevant quantitative data could include:

- Number of recreational users: through people counters on Long Distance Routes and at key sites.
- Visitor numbers at major settlements: no of bed spaces and occupancy rates throughout the year.
- Traffic counts: again, with seasonal variations to assess how much is generated by visitor traffic.
- Attendance numbers at events, e.g. Dark Sky sessions or festivals.

It will also be important to see what other qualitative information is currently available, for instance:

- Any visitor surveys on the quality of experiences available within the Cambrian Mountains.
- Research which fed into the branding work, for example any focus groups on the characteristics and appeal of the area.
- Also, the findings from the stakeholder survey and Community Council survey conducted as part of this report will throw some light on current attitudes and opinions relating to the area and the access opportunities.

Therefore, one of the first tasks for the Project Team that will take forward this Action Plan will be to collate and review existing sources of information and then to map this onto the Logic Model.

### Plugging gaps in available data

The next step will be to assess what the gaps are in terms of the scope and breadth of information required to take forward the Action Plan.

It may not be possible to plug all of the gaps in the information base, and this will be probably be the case, therefore the information initially available will have to suffice as a baseline. From this position it should be possible to plan how future information can be collected. The Logic Model will shape the capture of future data and the surveys commissioned by the partner organisations.

The capture of future data could also be built into funding bids, so that sufficient budget is made available for appropriate survey work.

As well as the public sector partners, consisting of the three Local Authorities, Visit Wales and NRW, there will be merit in discussing future data collection with Aberystwyth University. It should also be noted that CAT are developing ambitious plans relating to sustainable tourism, so there could be an important link here.

### Understanding wider trends

As well as capturing information on what is happening in the Cambrian Mountains it will be useful to gain an insight into wider trends relating to changing recreational uses.

The impact of Covid has drastically altered the pattern of domestic holidays in the UK, with a surge in demand in key honeypots. By networking with bodies such as Visit Wales and tourism associations it will be important to gain an understanding of how experts think these recent changes will pan out. This of course involves a degree of guesswork, since it is impossible to predict future trends with any certainty, or indeed whether there will be further peaks of the pandemic. Nevertheless, the Project Team for the Action Plan should endeavour to be plugged into current thinking on future trends in outdoor recreation. This will be essential for fine-tuning the marketing approach. For instance, if there is an emerging and sustained demand for say off-road cycling, the Action Plan may need to be adjusted to gain a foothold in this emerging sector of the market. It will be the regions that have the most flexible and adaptable marketing approaches that will stay ahead of the curve.

### Analysis and Iterative Action Planning

Once the Action Plan has been agreed with the key partners and the Logic Model has been developed and signed-off, then the Project Team can begin to analyse the impact being achieved.

As information flows in, there will be a need to assess whether the actions are being effective and, if not, to make adjustment accordingly. It will be important to understand the meaning behind some of the data and not to jump to false conclusions. For instance, if there was a drop in demand it will be important to understand why. Was this because visitors did not appreciate what the Cambrian Mountains had to offer, or were there wider reasons, such as poor weather or an easing of travel restrictions abroad?

Understanding what the information is telling can only be done effectively through dialogue and collaboration between key stakeholders and the partners engaged in the delivery of the Action Plan.

### Celebrating success

Finally, there is a key point to be stressed in terms of celebrating success. If the data is showing that more people are coming to and enjoying the landscapes and the hospitality of the Cambrian Mountains, then this information can in itself provide further marketing material.

### Getting the balance right

Defining what success looks like is another issue and this can only be looked at through reviewing the Action Plan and the underlying Logic Model. For instance, is there a danger that the Plan leads to too many visitors coming, or focussing on honeypots and causing local disruptions?

These are issues that may or may not arise, and in that respect, it will be important that the key partners taking forward the Action Plan have the means to speed up, or if necessary slow down, promotional efforts. The real mark of success will be achieving the right balance and a form of sustainable tourism which is in harmony with the needs and aspiration of local communities as well as the sensitivity of the landscape, the natural environment and the cultural and linguistic characteristics of one of the most remote parts of Wales.

## 8. Governance arrangements

### Overview

To take the Action Plan forward will require close joint working with key stakeholders, notably the Local Authorities of Powys, Ceredigion and Sir Gar/Carmarthenshire, covering the Cambrian Mountains. Without buy-in from these key partners it is unlikely that the Action Plan will be implemented in full, and that progress will be sustained.

### Establishing a Project Team

The key task therefore is to establish a joint Project Team to coordinate the work. This will require collaboration between the three Counties, underpinned by a desire to promote the Cambrian Mountains as a destination in itself. The challenge in this sort of approach is of course sustaining commitment and convincing each of the Local Authorities that they need to be involved on a long term basis. It will take time to gain enough traction for the Cambrian Mountains to be recognised and appreciated more widely, so this needs to be understood from the outset.

We would propose therefore that a core Project Team is established which includes:

- CMI
- Ceredigion CC
- Powys CC
- Carmarthen CC
- Visit Wales (to attend when necessary)

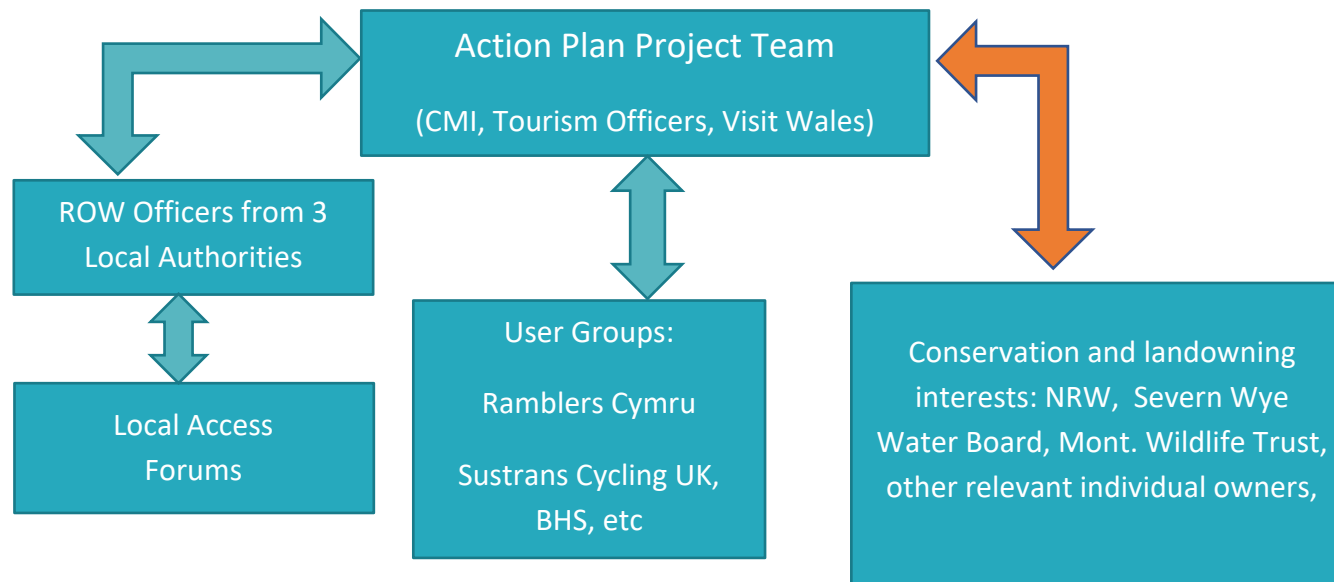
For the three Local Authorities the relevant stakeholders will include both the Tourism Officers and Right Of Way Officers. It may be unrealistic for the Project Team to include 2 representatives from the three Authorities and therefore our recommendation would be to focus on the tourism side, with links to wider economic regeneration.

### Additional forums and sub groups

The Project Team could be supported by a number of forums or small actions teams to take forward specific items – and one of these would be the 3 ROW Officers from the Local Authorities. Other groups could cover the interest of different users, tourism businesses, or the needs of the farming and landowning community.

Having a network of a small team in this way will provide information and feedback for the Project Team and help coordinate the delivery of a complex, long term Action Plan that covers a large area and requiring input from a wide range of partners and stakeholders.

The diagram below therefore summarises a potential governance structure to take forward the Action Plan:



### Wider stakeholder engagement

In addition to the above structure, a stakeholder forum should be established. This would meet once a year to review progress, seek further ideas and energy and overcome issues and obstacles as they arise.

Key to taking forward the Action Plan will be buy-in from a wide range of interests and therefore communication and respectful collaboration will need to be central principles.

## 9. Funding Sources

### National Lottery

#### The National Lottery Community Fund

Funds projects that meet the following revised priorities:

- Supporting organisations to adapt or diversify to respond to new and future challenges
- Supporting communities adversely affected by COVID-19
- Supporting communities and organisations to become more resilient to help them to respond better to future crises.

Contact: 0300 123 0735 [wales@tnlcommunityfund.org.uk](mailto:wales@tnlcommunityfund.org.uk).

#### The National Lottery Community Fund: People and Places

People and Places will fund projects where working together, people and communities use their strengths to make positive impacts on the things that matter to them the most. Funding is split into two strands, **medium grants** (£10,001 to £100,000) and **large grants** (£100,001 to £500,000). The programme is open to any not for profit organisation.

The funder is prioritising projects that are:

- Supporting organisations to adapt or diversify to respond to new and future challenges
- Supporting communities adversely affected by COVID-19
- Supporting communities and organisations to become more resilient to help them to respond better to future crises.

Successful applications must be [People Led, Strengths Based and Connected](#).

#### The National Lottery Heritage Fund

The National Lottery Heritage Fund is the largest dedicated grant funder of the UK's heritage. Since 1994 over £8bn has been awarded to more than 44,000 projects across the UK.

Programmes open for applications

- [Local Places for Nature](#) - Local Places for Nature is a capital grant scheme intended to enable communities in Wales to restore and enhance nature. Grants available of up to £250,000.

- [Community Woodlands](#) - A capital grant scheme intended to restore, create, connect and manage woodlands in Wales. Grants available from £10,000-£250,000.
- [Grants for Heritage](#) - Applications are now open for National Lottery Grants for Heritage from £3,000 to £5million.

## Public Sources

### Landfill Tax Communities Scheme

The Landfill Tax Communities Scheme is a grant funding programme to help communities living within five miles of certain waste transfer stations or landfill sites take action for their local environment. The Landfill Disposals Tax (LDT) Communities Scheme is a Welsh Government funding programme managed by WCVA. The scheme supports local community and environmental projects in areas affected by the disposal of waste to landfill.

The fund will be open to any organisation for projects focusing on one or more of the following themes:

- **Biodiversity**
- **Waste minimisation and the diversion of waste from landfill**
- **Wider environmental enhancements**

A full guidance document and eligibility area checker are available on [the website](#).

### Third Sector Resilience Fund for Wales

Phase 3 of the [Third sector resilience fund for Wales \(TSRF\)](#) fund is part of the £2.4m of support announced by Welsh Government. Grant funding is available to help voluntary organisations with the costs of surviving the COVID-19 pandemic and / or invest in new or additional activity which will generate a return beyond the period of funding.

The funding is for voluntary organisations of all shapes and sizes in Wales, such as charities, community groups, social enterprises or Community Interest Companies (CICs).

To enable a fair and just recovery in Wales, the new phase of TSRF is prioritising organisations that support individuals or communities that could be affected by discrimination, and those that have not previously received TSRF funding.

Applications are open to any eligible voluntary organisation in Wales, and there is support available to help organisations make sure they are eligible for the fund.

For further information please visit: <https://wcva.cymru/funding/social-investment-cymru/third-sector-resilience-fund-for-wales/>

### Community Facilities Programme

The Community Facilities Programme is a Wales-wide capital grant fund. It offers grants at two levels, up to £25,000 and up to £250,000 which can be used to improve community facilities. Community Facilities to be improved must offer activities or services which increase prosperity and provide opportunities for local people to improve their day to day lives. Applications must evidence how their community is involved in developing the proposals and also how the community will continue to be involved in the running of the facility. Priority will be given to applications from communities which previously benefited from Communities First funding.

The [guidance document](#) should be considered before completing the “small grant application form” or the “expression of interest form” if seeking a larger grant.

### UK Government Kickstart Scheme

The Department of Work and Pensions (DWP) has announced the launch of the £2 billion Kickstart scheme to create hundreds of thousands of high quality six-month work placements for young people across the UK. Employers can use the Kickstart scheme to create new six-month job placements for young people (aged 16-24) who are currently on Universal Credit or Jobseeker’s Allowance, and at risk of long-term

unemployment.

Through the scheme, you will be able to access a large pool of young people with potential, ready for an opportunity. DWP will initially prioritise young people aged between 16 and 24 who are ready for an opportunity and will be supported by their Jobcentre Plus work coach to enrol in the scheme.

For each employment placement DWP will pay:

- 100% of the relevant National Minimum Wage for 25 hours a week
- The associated employer National Insurance contributions
- Employer minimum automatic enrolment contributions

Employers will also receive £1,500 per placement to recognise the investment they will make to develop the Kickstart employee, for example

### Ceredigion - Community Grant Scheme

Financial assistance is available to voluntary and community groups in Ceredigion to support projects that will benefit the local community. Capital grants of up to 50% of the project cost with a maximum grant of £25,000 and revenue grants of up to 25% of the project cost subject to a maximum of £10,000 are available to community groups, community councils or bona fide voluntary sports and play associations that aim to improve and increase the range of facilities, activities and opportunities within Ceredigion (Subject to funds available). For further information and application deadlines please visit <http://www.ceredigion.gov.uk/business/funding-grants/community-grants/>

### Cynnal y Cardi (Rural Development Plan, Ceredigion)

Cynnal y Cardi, which is administered by Ceredigion County Council has received funding through the Welsh Government Rural Communities - Rural Development Programme 2014-2020, which is funded by the European Agricultural Fund for Rural Development and the Welsh Government. The LEADER programme is a 7 year investment scheme, which aims to improve resilience and promote transformational change in agriculture, forestry and rural communities.

The project has helped to make ideas become a reality through project development, evaluation, feasibility studies, facilitation, training, mentoring, consultation and pilot projects. Each project falls under five areas of activity within LEADER scheme. The areas include:

- enhancing the natural and cultural resources of Ceredigion
- trialling product/processes and creating new business partnerships and networks
- exploring new ways of delivering services, facilities and activities
- exploring renewable energy opportunities
- making the most of digital technology in local communities

Contact: Cynnal y Cardi Team on 01545 572063 or visit [www.cynnalycardi.org.uk](http://www.cynnalycardi.org.uk). All ideas are welcome on a rolling basis.

### **Powys County Council Community Grants**

Powys County Council operates funding schemes to support businesses and community organisations investing in the county.

#### ***Covid Community Recovery Grant***

The purpose of the Covid Community Recovery Grant is to help community groups, charities, social enterprises and voluntary groups supporting people and communities in Powys respond to the challenges and impact of the Covid-19 pandemic. It aims to assist recovery and help organisations develop flexible and responsive plans and activities to become more resilient and financially sustainable in the future.

Local organisations can apply for up to £20,000 for projects and funding can be used to support a variety of initiatives such as expanding services or activities, enhancing facilities, purchasing equipment, or recruiting and supporting volunteers.

Grants will cover up to 80% of costs and funding can be matched in either cash or staff/volunteer time.

- Up to £5,000 grant for small projects
- Up to £10,000 grant for local projects, meeting local need.
- Up to £20,000 grant will be considered however the council expects organisations to be able to clearly demonstrate that a wider geographical coverage and range of beneficiaries will be supported.

The funding will be allocated on a 'first come, first served' basis.

Full guidance and how to apply can be found here: <https://en.powys.gov.uk/article/11334/Covid-Community-Recovery-Grant-Guidance-for-Applicants> or contact: [communitydevelopment1@powys.gov.uk](mailto:communitydevelopment1@powys.gov.uk) tel. 01597 827659.

### *The Transforming Towns Place Making Grant*

Support for a wide range of projects, from green infrastructure developments to internal and external commercial and residential improvements for business owners.

Under the 2021-22 funding programme, an initial 12 towns have been identified in the region to guide investment. However project proposals from any town within the region under the Placemaking grant are welcome. Find further details here: <https://www.growinpowys.com/transforming-towns>

For further information please contact:

Email: [Regeneration@powys.gov.uk](mailto:Regeneration@powys.gov.uk)

Telephone: 01597 827657

### Private Sources

#### Aviva Community Fund

Fund supporting charities and registered social enterprises focusing on funding small organisations with forward-thinking ideas. Projects submitted should be to develop a new approach, product or technology, pilot a new scheme, implement a new initiative, or expand existing services to a new area or beneficiary group.

Funding applications are open to projects looking to secure up to £50,000. Applications are now open for the next round of the Aviva Community Fund until **1st February 2022** applications can be made via <https://www.avivacommunityfund.co.uk/start-crowdfunding>

### Bernard Sunley Charitable Foundation

The [Bernard Sunley Foundation](http://www.bernardsunley.org) is a family grant foundation which supports registered charities in England and Wales. Each year it awards just over £3.5 million to capital projects that deliver a real community focus or provide facilities to support those in need. There are four different grant categories - community, education, health, and social welfare. The Foundation offers three levels of grants. These are large grants of £20,000 and above and medium grants of up to £20,000 for projects costing over £100,000 and small grants of £5,000 and under for projects costing £100,000 and under. Small grants form the majority of the pledges. Once completed, projects are expected to be self-financing. Applications should be made online via the website – [www.bernardsunley.org](http://www.bernardsunley.org).

### The Dulverton Trust

The Trust awards grants to UK charities registered in Scotland, England, and Wales. Single year grants range from £25,000 to £35,000 with preference given to medium sized charities, meaning charities with an annual income between £200,000 and £3m. The Trust's current categories are:

- Youth Opportunities
- General Welfare
- Conservation
- Heritage
- Preservation
- Kenya and Uganda (please note this category is restricted to charities with which the Trust has an existing relationship)
- Peace and Humanitarian Support (please note this category is **closed**)

Youth Opportunities is the largest category and aims to support charities that help socio-economically disadvantaged children and young people develop life skills that enable them to thrive. General Welfare supports charities that work to strengthen family relationships, work with offenders, support older people's independence, support the welfare of carers, and promote community cohesion. The Conservation category funds charities working to support the health and resilience of the UK's wildlife habitat, and Preservation supports heritage craft training, particularly where it may benefit a disadvantaged group. Trustees meet three times a year to consider grant proposals in February, June, and October. There are no deadlines or closing dates and applications are accepted throughout the year, although the Trust recommends submitting applications 2-3 months in advance of the meeting date.

### John Ellerman Foundation

The Foundation aims to advance the wellbeing of people, society, and the natural world by focusing on the arts, environment, and social action. Environmental funding is concentrated under two main headings:

1. ***Protecting the seas*** – safeguarding and restoring the marine environment, through more and better managed protected areas; engaging coastal communities; reducing overfishing and tackling other harmful effects of human activity on the sea, such as pollution.
2. ***Creating richer, more sustainable places on land*** – building healthier ecosystems in urban or rural settings, through better management of these areas; experimenting with or linking together habitats; large-scale interventions that help restore places of special significance. We will also support work to reduce or prevent damaging effects of human activity, such as noise and air pollution or pesticides. 3553

The focus is in the UK and UK waters, but the Trust will also support work in the UK Overseas Territories. Projects of national significance from UK-registered charities with an income between £100,000 and £10m are prioritised. The minimum grant available is £10,000; there is no specific maximum however grants in excess of £100,000 are rare.

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