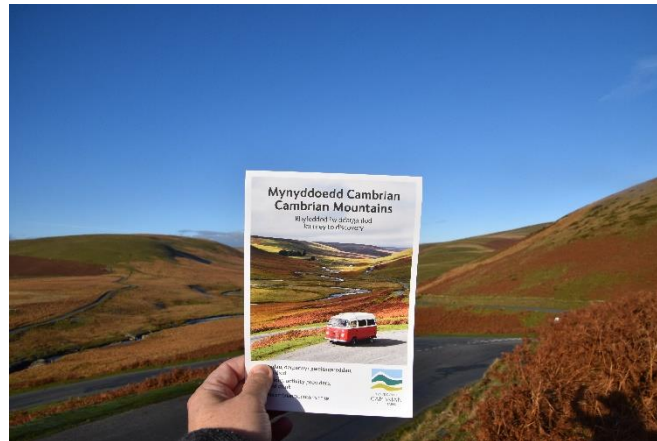


Dyfodol Cambrian Futures Case Study



Introduction

The Dyfodol Cambrian Futures project is a Co-operation project delivered by the Cambrian Mountains Initiative CIC. The main funder is Arwain, the Powys Leader programme (78.9%) with the remaining 21.1% provided by the Local Action Groups of Powys, Ceredigion and Carmarthenshire along with the Elan Valley Trust, IBERS (Aberystwyth University), Cefn Croes Wind Farm Community Fund and the CMI Trust.

Challenge

The challenge was to enable business development, encourage collaboration and partnership working and to develop the recognition of the Cambrian Mountains as a distinct torus destination. Added to this challenge was the exploration of an innovative approach to sustainable development of the area based on the principles of the successful Parc Naturals model in France.

The Cambrian Mountains Initiative had previously worked with its communities on various projects including a Tourism Network, Community Cluster Network and development on the principles of Local Produce and branding.

Solution

By appointing two members of staff via the Dyfodol Cambrian Futures Project activities were created to re-engage with individuals, businesses and communities and ignite the passion required to get as many as possible to join 'team' Cambrian Mountains.

As a result of two years of community engagement the project team created a solid to base to work from and the project delivered on its aim and objectives with approval and mandate from Cambrian Mountains communities.

Through the creation of various networks and via a series of feasibility studies participants and stakeholders became increasingly engaged and empowered to trust the project as well as the organisation.

As part of the ethos of 'regenerative tourism' individuals, businesses and communities became far receptive to various project initiatives. Also local, regional and national organisations showed increase interest in project's ability to deliver accordingly.

With a variety of themes explored and initiatives completed the Dyfodol Cambrian Futures have significantly increased the confidence in the Cambrian Mountains Initiative and more so firmly put the concept of the Cambrian Mountains as a destination of Wales in people's minds.

Benefit

Various individuals, businesses, communities and organisations have benefitted from project activities. The main benefits have been gained on the basis that with passionate and knowledgeable staff members comes a wealth of information and contacts. Added to this various themed networks, the project really has increased the potential for collaboration and partnership working across the region.

An increase in the profile of the area, as a direct result of the project's activities, will certainly have benefitted various businesses including tourism, hospitality and local producers. As a result of the production of marketing materials, advertising, TV appearances as well as the significant impact of social media and a fresh looking website, it is highly likely that more visitors will have considered the Cambrian Mountains as their next destination of choice.

Accommodation providers will have benefitted from receiving the three different marketing leaflets produced as well as the use of free images and videos made available. They would also have benefitted from the significant impact of Astro Tourism as the project clearly raised the profile of this.

Local producers will have benefited significantly from signing up to the local produce charter and recognising the importance of association with 'brand' Cambrian Mountains. The creation of a Local Produce Brochure as well as the opportunity to be part of a networking day would also have enhanced their profile.

Further work with the Local Produce Champion Scheme will eventually provide extra benefits for both retailers and producers.

The completion of various feasibility studies and reports are likely to pave the way for future activity, especially the Access and Recreation Action Plan and Brand Guidelines work. With the Landscape Feasibility study it is likely that further discussion will ensue allowing for a balanced and positive approach to this topic.

Result

The Dyfodol Cambrian Futures has certainly increased the profile of the Cambrian Mountains and raised awareness of the area as a key region of Wales. It has also presented its communities with increased exposure and potential too and ensured, despite not being a designated landscape, it can be great place to live, work and visit.

Key to future activities is the increased understanding of what the Cambrian Mountains represents. Its hopes and ambitions. Its people, products and places.

The project has successfully enabled individuals, businesses and organisation to understand what living in a mountain landscape really is and increasingly encouraged those interested to benefit to their full potential from being part of Cambrian Mountains life.

Project Outputs/Outcomes

Output (Case Level Indicator)	Achieved
No. of feasibility studies	6
No. of networks established	10
No. of jobs safeguarded	2
No. of pilot activities undertaken / supported	1
No. of community hubs created	n/a
No. of stakeholders engaged	336
No. of participants supported (awareness raising events only)	476

Outcomes	Achieved
No. of jobs created	1.6 FTE
No. of communities benefitting	17
No. of businesses benefitting	104

Project Contact Details

For more information please contact: Dafydd Wyn Morgan

Partners/Match Funders Logos



Project Details

Key Data	Project Specifics
Delivered by:	Cambrian Mountains Initiative
Start Date:	September 2016
End Date:	March 2022
LEADER Theme:	Theme 6 – Co-operation

Financial Details

Description	Amount	%
Total Expenditure:	514,428.94	100%
RDP Funding:	406,344.96	78.9%
Match funding:	108,698.82	21.1%

Case study completed on: 30/03/2022