



Final Report

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Social media



General Project Overview

The Dyfodol Cambrian Futures(DCF) project started in July 2016 and was to originally end on December 2019. A delayed start and the opportunity to extend the project has meant the true end date to be March 2022. The original DCF project 'ended' and was extended by a further application to Arwain(Lead Funding Body) through the Gweithio Gyda'n Gilydd/Working Together project. The latter project built on the achievements of the first but also included key objectives known as Workstreams.

Key to the success of the LEADER-funded DCF project was its cooperation element. Combining the resource of three local authorities was like leaving BBC's Dragon's Den with three dragons. The input provided by the Local Authorities of Powys, Ceredigion and Carmarthenshire was critical to the project's achievements, both in monetary terms as well as actual input by key officers. The DCF project benefitted from regular engagement with the three Local Authorities via a formal Monitoring Group session, regularly held across the year, initially in person but towards the end virtually. The monitoring of the project never felt as though we were being scrutinised more so mentoring as well as monitoring.

Further to the input in the Monitoring Group session, the officers regularly made contact with project staff supporting opportunities for further discussion and development on a 1:1 basis. DCF project monitoring meetings included agendas, minutes and reports from project staff.

Significant project partners also included the Elan Valley Trust, Cefn Croes Wind Farm and Aberystwyth University. As a result the Cambrian Mountains Initiative has forged close links with these during the life of the project and will continue to work them in the future.

The aim of the DCF project was to enable business development, encourage collaborative and partnership working, to develop the recognition of the CM as a distinct tourism destination, and to explore an innovative approach to sustainable development of the area based on the principles of the successful Parcs Naturels model in France.

Background

The purpose of the Cambrian Mountains Initiative is to carry out activities which benefit the communities of the Cambrian Mountains area of Wales and in particular to:

- Work with communities, local producers, tourism providers and others to support the development of sustainable and resilient rural communities.
- Sustain the natural environment, the built environment and the heritage of the area.
- Enable the provision of ecosystem services to the benefit of the wider society through securing carbon in the soil, improved water storage and quality, flood management and the provision of opportunities to enjoy the countryside.
- Promote the highest standards of land management within the area of the Cambrian Mountains
- Work with partners to establish the area as a tourism destination within the wider tourism offer of mid-Wales

- Develop greater understanding of the Cambrian Mountains amongst visitors, locals and other interest and user groups, through interpretation, education and contact with the general public and enhanced facilities.

Aims of the DCF

The key elements of the DCF project included

1. Building and supporting the Cambrian Mountains as a destination by strengthening the CM Tourism Network, developing integrated working patterns across the organisations with a tourism / destination remit in the CM and building the CM brand.
2. Working within local communities and with business to build the economy of the area that benefits from and supports the distinct cultural and high-nature value landscape of the CM; forging and strengthening formal and informal networks of producers, businesses and communities across the CM; promoting integrated working and brand building / recognition.
3. Investigating with CM communities the establishment of the area as a 'Parc Natur' or similar based on the French Parcs Naturels

Further key elements known as Workstreams were encouraged in the Gweithio Gyda'n Gilydd/Working Together element including

1. **Workstream 1** : Linking CM retailers and producers.
Coordinated activity across the producer / retailer sector to deliver a step change in business benefits.

Key output: An agreed, innovative, model of delivery that allows for new routes to market (reported on by producers) and a sign up of retailers, caterers and accommodation providers willing to purchase/sell Cambrian Mountains branded produce
2. **Workstream 2** : Joining up Access and Recreation opportunities.
Identifying benefits of closer working across our three local authorities for unlocking the potential of access and recreation opportunities across the Cambrian Mountains.

Key output: An action plan to identify, prioritise and make the most of access and recreation routes and themes crossing the communities and local authorities of the Cambrian Mountains
3. **Workstream 3** : Exploring better ways of working.
Joined up and consistent approach to management, development and use across the CM

Key output: Report for policy makers and others
4. **Workstream 4** : Identifying, curating and promoting our heritage
Deliver a high-quality open resource that interprets and focuses attention on these attributes of the Cambrian Mountains in accessible formats

Key output: Promotional resource using traditional and digital methods. Development of brand guidelines. Use of images and videos.

5. Workstream 5 : A shared vision for our land

Enabling farming and forestry to increase public goods delivery through actions across the Cambrian Mountains landscape

Key output: : Report and Action Plan

Outputs and Outcomes

Outputs	Target	Evidence of achievement for
No. of feasibility studies	6	6 1. Key Recommendations Paper 2. Landscape Feasibility Study 3. Local Produce Scoping Study 4. Access and Recreation Action Plan 5. Place Brand Guidelines 6. Developing a Share Vision for our Land (Bwlch Nant yr Arian Study)
No. networks established	7	10 1. Cambrian Mountains Visitor Map Network 2. Cambrian Mountains Local Produce Network 3. Cambrian Mountains Dark Skies Network 4. Cambrian Mountains Heritage Network 5. Cambrian Mountains Nature Network 6. Cambrian Mountains Trails Network 7. Cambrian Mountains Accommodation Network 8. COVID-19 discussion group network 9. Devil’s Bridge/Rhayader Network 10. Cambrian Mountains Local Produce Champions Network
No. of stakeholders engaged	95	336 1. 86 Visitor Map stakeholders 2. 83 Landscape Feasibility contributors 3. 85 No. of Accommodation Providers 4. 44 Local Producers 5. 35 COVID meeting attendees 6. 47 stakeholders in the Pip Jones travel writer week 7. Brand Guidelines stakeholders engaged

		<p>28 replying to online survey 12 engaged for 1:1 sessions (Heavenly) 16 attendees at online workshop (Heavenly)</p> <p>8. Stakeholders engaged with Access and Recreation Action Plan</p> <p>9. Stakeholders engaged with 'A shared vision for our Land' feasibility study</p> <p>10. 55 Cambrian Mountains Local Produce Champions</p>
No. of participants supported	420	476 attending all the engagement events plus various network members
Outcomes		
No. of communities benefitting	25	17 via online survey
No. of businesses benefitting	75	104 via the online survey
No. of jobs created	2	1.8FTE

2. Engagement with benefits for communities

“Working with communities has been vital”

One of the main characteristics of the DCF/GGG project has been its willingness to engage in as many communities as possible. In 2018 the project set out its first formal phase of engagement with a series of eight roadshows. Key to the success of these roadshows was the honest and transparent approach of the project team. Our willingness to present the aims and objectives of the project as well as gather local sentiment set the foundations for future engagement. The 2018 roadshows allowed community members, businesses, community groups and partners the opportunity to reflect on previous experiences with the Cambrian Mountains Initiative as well as suggest future themes the project could undertake. These roadshows were well attended and visited a cross section of Cambrian Mountains communities.



In 2019 the project once again embarked on a journey around the destination, this time with local, regional, and national support organisations as part of more informal drop-in sessions. This collaborative approach raised further the credibility of the project to provide benefits to communities through its ever-increasing partnerships. This phase of engagement proved a turning point in project delivery as both project participants and stakeholders became increasingly aware of the Cambrian Mountains Initiative’s commitment to its communities and businesses and the prosperity of the area.

Further to the above engagement project staff were invited to numerous Town and Community Council meetings. There they had a chance to present further the aims of the project and the activities they planned to deliver in partnership with businesses and communities. One key output of the community engagement was the creation of the Cambrian Mountains Astro Trail (see below).

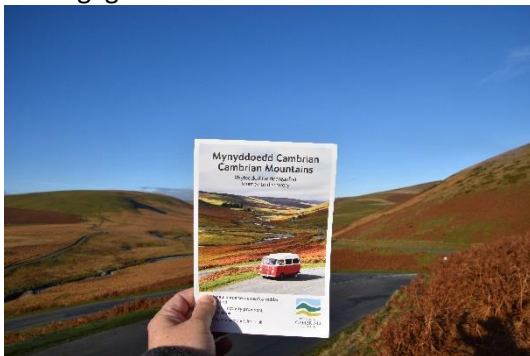
Several community events have been attended to across the region allowing the increase in profile of the project.

Project team members worked closely with several local community groups too, on occasions sharing best practice from one community with another.

Most recently the project has supported the development of the 10 Town Initiative, including in Llandovery, Carmarthenshire.

Via all the community engagement opportunities afforded, the project achieved its required target of number of participants engaged.

3. Engagement with benefits for businesses



“Supporting business far and wide”

As important as engaging with local communities, the project has drilled down deeper and engaged with a variety of businesses. Naturally many businesses attended the two phases of public engagement event and it was agreed that a brand new visitor map and info leaflet was required to raise the profile of the Cambrian Mountains and what it had to offer.

It was great to see that the businesses wanted to pay for this marketing material themselves on the condition that project staff provide some coordination input.

Eighty-five businesses signed up and ten Town/Community Councils also contributed to the first visitor map ever dedicated to the Cambrian Mountains. This included vibrant and attractive images as well as promoting local attractions, places to eat and drink and activity providers. Local community descriptions were received by community members.

Following the success of the Visitor Map, the project contributed to the creation of a second publication in partnership with the Elan Valley Trust. The Cambrian Mountains & Elan Valley Dark Sky Guide was co-designed and timed with the launch of the Cambrian Mountains Astro Trail. The ‘trail’ caught the imagination of local businesses and many saw an opportunity to make the most of the fact that the Cambrian Mountains have incredible low light pollution. Through the support of Dark Sky Wales, the project provided training sessions for businesses and as a result businesses have embraced astro-tourism and use it as a selling point to their guests/customers.

Ahead of the significant impact of COVID, the project worked in partnership with Visit Wales to raise the profile of the area by collaborating with an influencer. A year of planning and a week in the making the ‘Week in the Cambrian Mountains of Wales’ article went live and included travel writer Portia Jones’ diary of her experiences in the destination. During her week long visit, we were joined by a member of the Visit Wales team where we discussed progress and sowed the seed for the potential creation of a podcast to promote the Cambrian Mountains. Despite the impact of Covid the podcast was created and is now a valuable asset for businesses in their effort to promote the Cambrian Mountains destination.

The project has worked with a variety of businesses from across the sectors. This has allowed the creation of an informal easy to reach hub whereby when businesses need information of connection they have turned to the project for support.

The new website www.thecambrianmountains.co.uk is now the go to website for all things Cambrian Mountains. It’s inspired by the work of the project since 2016 has reflects the main aims and objectives of the project.

Further engagement with businesses has allowed the project to work with local food, drink and craft producers(see below).

Most recently the project has allowed businesses to use the Cambrian Mountains logo, a suite of images and a fresh looking Brand Guidelines. In fact the Brand Guidelines was created in partnership with local communities and businesses.

Via all the business engagement opportunities afforded, the project achieved its required target of number of stakeholders engaged.

4. Engagement with partners

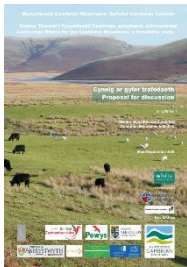
“Making the most of our partners”

Second only to the engagement at local level, the project’s ability to join the regional and national discussion has certainly help in raising the profile of the area and representing the interest of Cambrian Mountains communities and businesses at crucial times. The list of ‘partners’ is extensive and what is blatantly obvious is that the project could not have functioned effectively had it not ‘got involved’.

Key partners, and especially funders, have received regular updates from the project. In turn this has created a ripple effect whereby partners have returned with opportunities for collaboration on various levels.

A full list of partners is available.

5. Conducting Feasibility Studies



“Feasibility studies have supported current and future project development”

5.1 Landscape Feasibility Studies (2017/2019)

The achievement of the required feasibility studies are as follow:

Initial Scoping Study for Landscape Designation(2017)

This was undertaken by a local consultant and paved the way for the full **Landscape Feasibility Study(2019)**. The scoping study recommended further engagement with Welsh Government and NRW. With concerns regarding designation prevalent with farming representatives, a recommendation of communicating further with FUW, NFU and CLA was given. Formal discussions with the Growing Mid Wales Partnership was recommended. Finally a key recommendation at this point, was a study visit to one or two Parc Naturals in Europe.

2018, saw two staff members and colleagues from NRW etc. making a visit to two Parc Naturals. They met Parc staff at these two places and received information on the infrastructure in place to support this form of landscape designation.

Further to the study visit, a consultancy team was appointed to undertake a full feasibility study. Report available.

5.2 Development of local produce (2020)

Further to the previous community engagement, it was decided to develop further the idea of local produce, and more so the benefits of branding local produce and its effects on sales etc. After an initial scoping study with an external consultant, and a mini-summit involving local producers further discussions were encouraged and in 2020, as part of the GGG extension project, a several virtual meetings were held with local producers. From the recommendations of the scoping study, a Local Producer Network was set up and eventually many of these producers

signed up to a 'charter' meaning they could use the Cambrian Mountains brand logo on their produce.



Subsequently, after six months of development work, twelve local producers worked together and in partnership with Dŵr Cymru Welsh Water to create a first-ever Cambrian Mountains Food, Drink & Craft Fair, held in the Elan Valley. Many local producers now use the Cambrian Mountains logo on their produce and all have confirmed that they have benefitted for their time with the project.

5.3 Developing a Share Vision for our Land(2021)

This feasibility study was run in collaboration with a partner project, Summit to Sea. It was written on the premise of the need for developing a shared vision and action plan for enabling farmers, land managers and other 'nature-based' businesses to increase public goods delivery through actions across the Cambrian Mountains landscape was highlighted by the Landscape status for the Cambrian Mountains report, and is evident from ongoing discussion around the future of land use within the Cambrian Mountains, particularly in the context of post-Brexit changes to support structures.

The concluding remarks for this report presented a positive outlook based on the Cambrian Mountains Initiative and Summit to Sea working collaboratively to integrate the findings and proposals into their wider planning and work practices.

5.4 Access and Recreation Plan(2022)

Working in partnership with officers from the three Local Authorities of Ceredigion, Powys and Carmarthenshire, a tender brief was created and put out. Working with the appointed consultants, community engagement played a major part in delivering this action plan.

The action plan includes initial outline proposals for the three Local Authorities to work together that requires a coordinated joint working commitment and approach.



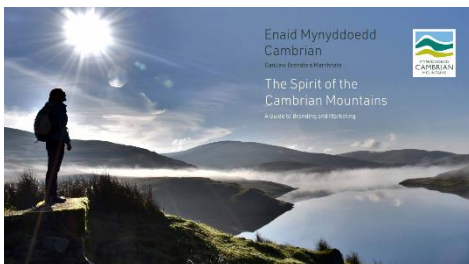
The basis of the action plan is three-phased as follows:

- The development of 5 multi-user routes spread out across the Cambrian Mountains. These would be developed and promoted as the basis for short stay vacations in the area. This would stimulate a more coordinated and strategic marketing approach for the access and recreational opportunities available in the Cambrian Mountains.
- The promotion of regionally significant routes which would be focussed on iconic landmarks, such as some of the highest peaks in the Cambrian Mountains, as well as other landscape features notably forests and reservoirs.
- Extending the existing 'legs 11' community routes, creating a further 9 locally promoted opportunities, and with the potential for additional expansion in future.

The stakeholder consultation indicated general support for this three-pronged approach.

5.5 Development of Brand Guidelines: Spirit of the Cambrian Mountains(2022)

This piece of work was a major undertaking working on so many levels and utilising a variety of tools and techniques to create the first-ever brand guidelines for the Cambrian Mountains. The consultants worked with local businesses, Local Authority Tourism Officers and Visit Wales staff as part of their work and produced a variety of options and brand ideas.



Area of Astounding Natural Beauty proved to be the top brand idea offered and the Spirit Guide revolves around this as well as the Regenerative Tourism approach to working at local level.

The brand guidelines were launched recently and along with the new Cambrian Mountains website.

5.6 Bwlch Nant yr Arian Study(2022)

***Not directly funded by the LEADER programme but enabled as a result of the DCF project.**

The opportunity to be part of this feasibility came from a request by Natural Resources Wales. The study was a partnership between NRW and the Cambrian Mountains Initiative. Consultants were procured and further to a significant phase of community consultation a report was written up. The report highlighted an implementation plan that outlining the key steps needed to develop and deliver proposals in the study.

6. Networking, communication and promotion have been a driving force

“Making the most of established networks and creating new ones”

6.1 Cambrian Mountains Visitor Guide Network

This network was the first created and whilst two meetings were held the main activities of the network focussed on the advising of how the visitor guide should look, what images to have and distribution. The network also involved Town and Community Council who wished to be included. This was a task and finish network,

6.2 Local Produce Network



The Cambrian Mountains Initiative had previously worked with local producers however a fresh start and approach was requested. Initially working with a consultant, the network evolved as an independent body working in harmony with each other and benefiting from knowing who was who in the sector. A series of online events culminated in a launch of brand-new produce carrying the Cambrian Mountains logo. Much of this produce has been inspired by the work of the Dark Skies Network’s activities. A brochure, podcast and online presence has furthered the cause of this network.

6.3 Local Produce Champion Network

As a result of the work with the Local Produce Network, the idea of collaborating with local outlets developed and the producers started confirming where they were currently selling and where they’d like to sell. The creation of the brochure was important thus allowing the network to suggest the creation of a ‘local champions’ network, a network of local retailers. Seventy-five plaques have been created and these are currently being distributed to outlets who sell or use local produce and who’ve signed up to a charter. The ‘local champions’ appear on the new website too.

This network is an informal group of retailers and outlets that have signed up to a charter. The charter encourages them to sell, use and promote local produce in their individual businesses i.e. shop, café, restaurant or accommodation provider etc.

The network have their own map on the website.

Plaques were presented to network members.

6.4 Dark Sky Network



This network evolved out of discussions at the community engagement sessions early on in the project. With the privilege of an International Dark Sky Park at the Elan Valley and the close relationship with the Elan Valley Trust it was a matter of course that the communities and businesses would want to work together. An event was held in the Elan Valley as well as online training activities. The Cambrian Mountains Astro Trail has proved to be a popular topic of discussion too. Businesses are now mentioning dark skies on their social media and websites.

6.5 Accommodation Network

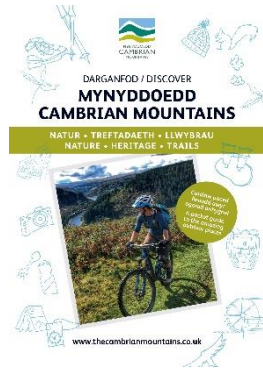
This network was established following the COVID meeting set up by the project. As the project had not directly worked with the accommodation sector or possibly provided direct benefits, it was felt that creating an accommodation page on the website was a way of giving hope to a lot of struggling businesses.



A regular feed of information about business support/grants/funds was started and 1:1 sessions were completed over the phone.

The project released its library of images for use by the businesses.

6.6 Heritage/Nature/Trails Network



Three meetings were held with these networks, and beyond, regular engagement in preparation of the creation of the booklet known as the Pocket Guide to the Cambrian Mountains. The guide recognises and celebrates key locations that offer some of the best heritage/nature/trail outdoor experiences. The members of this network signed off the booklet.

6.7 COVID-response network

In light of the pandemic and its effect on society in general, a Cambrian Mountains Covid-response groups was convened. An online event was well attended and allowed those present to relay their anxieties and fear as various lockdowns were imposed. All messages were share via the Mid Wales Regional Tourism Forum and to Welsh Government Officers.

6.8 Rhyader/Devil's Bridge Network

Two network meetings were held allowing the introductions of two key Cambrian Mountains communities. Ideas and collaboration opportunities were offered and sharing of knowledge and contact details enhanced the familiarisation process. More work could be done between these two communities.



Similarly our regular newsletters and emails have kept Cambrian Mountains individuals, businesses and communities up to speed with the latest project developments. The project has also maintained an open-door approach too, visiting communities to make various presentations.

Social media played a big part in engagement and recent analysis of this reads as follows:

Facebook followers increased from **2215** to **3389** between 2020 and 2021

1.1 million people saw our posts between 2020 and 2021

Twitter followers increased from **1080** to **2479** between 2020 and 2021

Our Tweets were seen **1.7 million** times between 2020 and 2021

We now have **3040** followers on **Instagram**

Our photo posts were liked **24,686** times between 2020 and 2021

Our video posts were viewed **48,877** times between 2020 and 2021

#cambrianmountains has now been used **19,700** times on Instagram.

Promotion and marketing

The DCF project has been promoted widely as a Leader-funded cooperation project.

Through its initial two years of community engagement events to marketing leaflets and magazine adverts the project has been fully appreciative of its LEADER support and approach.



7. Working specifically with tourism businesses

“Providing business support at all times”

The project has had a close relationship with a variety of businesses over the last five years. This is reflected in the number of businesses completing an internal project survey recently.

The project team has always been available for businesses from taking regular phone calls to 1:1 visits on location.

Being made aware of other businesses in the Cambrian Mountains has been a major benefit to businesses and the project team have regularly shared information about who's who in the Cambrian Mountains.

The project team have regularly updated tourism businesses with information that might benefit them including local, regional, and national developments.

It's clear too that the project team's enthusiasm and creativity on social media has inspired businesses.

Without a wide variety of business involvement, the project would not have managed to succeed as it has.

8. Promotion of nature, landscape and culture

“Nature, landscape and culture-Jewels in the Cambrian Mountains crown”

The creation of the Pocket Guide was a great way to promote the nature offer of the Cambrian Mountains. Working with several Wildlife Trusts got a better understanding of the nature offer.

The landscape videos and imagery have highlighted the most precious of assets in the Cambrian Mountains and the recent brand guidelines work really does capture the moment in terms of astounding beauty.

The Pocket Guide gave a hint of the culture of the area and the series of mini videos highlights

how varied a culture we have.

Hearing local people in the podcast talking about living and working in the Cambrian Mountains is incredible. The podcast has proved a popular download and seems to capture a moment in time with references to the distant past right up to modern day country life.

Running parallel with the dark skies stuff, the topic of light pollution has been softly approached. Linking its effect to humans as well as nature seems to have been the right approach and it's hoped that further work can be undertaken to decrease light pollution for the benefit of both humans and nature.

9. The landscape designation research

“The landscape is a special and valuable asset”

The piece of work around landscape designation research bubbled across the whole project with an initial scoping exercise being undertaken at the beginning (2017) leading to an international familiarisation visit(2018) followed by a full-blown feasibility study(2019).



In general the bottom-up model of approach is the preference at community level. There appears to be some openness to models and approaches that are not currently employed in Wales. Further to the publication of the study, the project went out to consultation with the two published documents and discovered the following:

- Respondents placed an emphasis on the purpose associated with conserving and enhancing the natural and cultural heritage of the area while also strongly emphasising the link need to ensure a strong local economy including but not limited to the visitor economy. Overall, there seems to be support for purposes that raise the profile of the area and support economic, social, and cultural development while protecting natural heritage.

- There was nearly an even split of respondent's views with statutory designation slightly favoured. This would be a topic worthy of far greater scrutiny with the communities of the Cambrian Mountains to nuance the findings.
- A headline comment received as a result of the post-publication consultation was "A non-statutory community-led definition was described by one respondent as "giving a voice to communities that are on the periphery that are often left behind." The Cambrian Mountains Initiative remains committed to listening to voices across the mountain range's communities.

The findings found that there "is strong support for the type of work currently being undertaken by Cambrian Mountains Initiative in terms of taking a bottom-up approach, supporting the development of cultural and local enterprises and developing a strong sense of place and pride in the Cambrian Mountains".

10. Regenerative Tourism – The Cambrian Mountains approach

"Tourism for the good of communities and visitors"

Late on in the project's life a significant piece of work was undertaken by an external consultancy working on brand guidelines for the Cambrian Mountains Initiative. As part of this work the project became increasingly aware that its methodology and working practices had been around the notion of 'regenerative tourism'.

The principles of 'regenerative tourism' seem to have been engrained in the work practices of the DCF/GGG project. Regenerative tourism seeks to ensure tourism evolves in a way that businesses are sustained, communities are engaged and involved and the environment is protected.

Further to this revelation via the brand guidelines consultancy work, and the recommendation that 'becoming and exemplar for regenerative tourism' should be a key strategic priority, the project has approached Aberystwyth University and opened a discussion on regenerative tourism. Further work is expected on this matter and a close working relationship with AU is anticipated.

As an aside, the project's internal business survey conducted recently confirmed that 'regenerative tourism' should be the top priority for the Cambrian Mountains in future activities. Recent interest from Visit Wales on this topic encourages further development of this aspect of work.

11. Project legacy and next phase

"Foundations laid for a bright future"

Closing down a project is a rollercoaster ride in itself. With the required report writing and presentation of evidence to match achievement of outputs and outcomes, one can be slightly distracted from what the legacies are and what differences the project has made.

A recent businesses survey completed by over 100 businesses confirmed that(100%) the project had achieved its aims of raising the profile of the Cambrian Mountains. 99% stated that the project had increased the understanding of what the Cambrian Mountains has to offer and 98% confirmed that the project had achieved its aims of developing the position of the Cambrian Mountains as a destination in Wales.

Further more 97% of businesses believed the project had achieved its aim of investigating landscape designation.

As a result of the project, there is now a new website highlighting all the goodness of the Cambrian Mountains. The Spirit of the Cambrian Mountains brand guidelines are there too. The video commissioned appear as do all the publications created over the last five years. Evidence of

the various networks appears in the shape of the accommodation page (Stay) and the Local Produce and Produce Champions network (Local Produce). In effect, the new website tells the story reflecting most of the project's activity.

The Local Produce Network is well established but will need coordination work if further activities are planned. The online brochure is currently up-to-date and is a great resource for use by the general public and local businesses. Further promotion of the website will move it up the rankings in the search engines.

The project's popular and innovative dark sky work features prominently on the website and should continue to inspire communities and businesses. The climate change aspect is important too as minimising light pollution at night is both good for stargazing as well as human wellness and wildlife requirements.

Future Cambrian Mountains Initiative's activities should now build on the success afforded via the DCF/GGG projects. Trust and confidence is high in the communities and business sector. Not only has the CMI delivered on the project's outputs its also become a go to service provider for individuals, businesses, communities and partner organisations both local, regional and national.

12. And finally.....

Working on the Dyfodol Cambrian Futures project has been an absolute pleasure from start to finish. Having the support of the lead body, Arwain (Powys County Council) and Ceredigion County Council and Carmarthenshire County Council played an important factor in ensuring achievement. A perfect Steering and Monitoring Group played their part as well as the opportunity to work closely with partners on various levels.

The Dyfodol Cambrian Futures project highlighted the importance of people. That people make things happen and people have a role to play in achieving goals. It's possible that the project has engaged with over 1,000,000 people through its various communication channels and that far more have discovered and learnt about the Cambrian Mountains as a result of the project.

Whilst COVID seriously impacted on the individuals, businesses and communities in the Cambrian Mountains, the Dyfodol Cambrian Futures Project continued to offer benefits and support as per the requirement.

We'd like to thank the Cambrian Mountains Initiative CIC for appointing us to our posts in 2017 and appreciate the experiences we've received as staff members throughout the project.

Joint-statement Esther Wakeling and Dafydd Wyn Morgan (Project Staff 2017 - 2020).

www.thecambrianmountains.co.uk