



Consultation Document 2018



CYNLLUN ERYRI

THE SNOWDONIA NATIONAL PARK PARTNERSHIP PLAN

PARC CENEDLAETHOL ERYRI SNOWDONIA NATIONAL PARK

Allwedd • Key

-  Canolfannau Croeso
Information Centres
-  Canolfannau Warden
Warden Centres
-  Gwarchodfeydd Natur
Nature Reserves
-  Rheilffyrdd bach cul
Narrow gauge railways



Cover illustration: View over Llyn Mwyngli.
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Darluniwyd gan
Illustrated by
SARAH EDMONDS

Contents

Summary	5
Introduction	7
About the consultation	8
Working in Partnership	11
Why we need a National Park Plan	12
Special Qualities	14
How Cynllun Eryri will be created	17
Structure and content of the plan	18
Sustainable management of the National Park's Resources	20
A National Park for future generations	21
Where we are now	22
Eryri's environment	24
Eryri's health and well-being	46
Eryri's communities and economy	62
Our vision for the National Park	78
References	83
Appendices	90
Appendix 1	91
Appendix 2	92
Appendix 3	93

Icons used in this document

These handy icons will help draw your attention to particularly important and useful pieces of information within this document:



KEY ISSUE

Key Issue: This icon alerts you to key facts and information that are a key issue for Snowdonia.



Key opportunity: This icon alerts you to key facts and information that are a key opportunity for Snowdonia.



Useful information: This icon highlights useful information or shortcuts that explain a point quickly and easily.



Consultation question: We'd like to hear your views on these points. See page 9 on how and where to respond.

Executive Overview

The National Park and its partners are currently working together to create a new Partnership Management Plan for the Snowdonia National Park called “Cynllun Eryri” (pronounced “cun-thl-eeen err-uhh-ree”). It will set out how we will work with all those who have an interest in or responsibility for looking after the National Park to address issues that are important to us, and to also continue to build on the things that are working well. This document presents some initial ideas and data on the key issues and challenges facing the National Park, and your response to the questions within the document will be used to inform and develop Cynllun Eryri.

The final plan will set out how we will all work together to look after the Snowdonia National Park area for future generations. It will enable us to set a clear direction and plans for the future of the area, specifically in relation to the National Park’s core purposes. It will allow us and our partners to be clearly focused on targeting our resources to address the key issues affecting the area and capitalise on the opportunities.

This initial consultation document gives an overview of the existing data we have, it sets out the current picture and our vision for the future, as a clear definition of what makes Snowdonia special (its “special qualities”). It sets out what the big issues and opportunities are for the National Park in the coming years.

National Parks are a national designation, established in legislation and defined by the National Park purposes. Section 62(2) of the Environment Act 1995 requires all relevant authorities to have regard to the National Park purposes in all their work in the Parks.

Taken together these two factors mean that **Cynllun Eryri** is of national importance. Its objectives and policies therefore prevail over regional and local policy as it is delivered in the National Park. Indeed, the imperatives of the National Park purposes should be reflected in these other Plans.

The Plan sits alongside the Eryri Local Development Plan (LDP). The plans have a shared vision and the LDP seeks to deliver the spatial elements of **Cynllun Eryri**. Although it is not a land use planning document it can be used, in conjunction with the LDP, as a material document to inform planning decisions within Snowdonia.

When implemented, **Cynllun Eryri** will help achieve National Park purposes and deliver on a number of significant national Welsh Government policy objectives, goals and priorities. The most significant of these being the Well-being of Future Generations (Wales) Act 2015 and the Environment Act.

The headline areas that we will focus on in this consultation document and in the final plan are the Environment, Health and Well-being and the Communities and Economy of Snowdonia. These three areas are closely linked to the core National Parks purposes (see page 21).

Over the past year, we have carried out initial consultation work to get a feel for the key issues and opportunities affecting the area around these topics, through visit events and shows, speaking to community councils, holding an online survey and holding detailed discussions and workshops with our partners. **The results are presented to you here in this consultation document. We hope this will help ignite further discussions and ideas on the way forward.**

One of the main issues emerging around the **Environment** of the National Park, is the ongoing decline in biodiversity and the factors that are affecting this. Major questions are emerging about the unfavourable condition of many of the protected sites within the National Park, as well as their fragmented nature, and the declining condition of our historic sites and buildings. Despite being a global issue, the local impacts of climate change emerge regularly from discussions and data, in particular the impact of more frequent storms on habitats, as well as exacerbating erosion on our upland paths. Also discussed is the role that Snowdonia can play in mitigation through storing of carbon in our vast peat soils and through the production of green energy. Linked to climate change

was the spread of invasive species.

However, it is clear that by far and above the biggest issue that could impact on the National Park's environment and landscapes in the coming years is Brexit; whether it be the potential impacts on changes in land-use or the decline in availability of funds for large scale conservation projects.

Discussions around the **Health and well-being** theme, which is closely linked to second National Park purposes, raised many issues as well as some major opportunities. There is a particular concern about finding the balance between people visiting and enjoying the Park and the impact they have on its environment, such as path erosion, parking problems and litter, encompassed by the Sandford Principle (see page 12). Added to this issue is the fact that funding to mitigate the impacts they have are ever decreasing.

Coupled with this is a real need to change the emphasis of the way we talk about, market and promote Snowdonia, with much more of a focus on its special qualities (see page 14-15), and in particular encouraging respect and understanding about the culture, language and traditions of the area, as well as the countryside code.

Many feel that there are major opportunities to improve local people's enjoyment, use and understanding of the National Park. In particular capitalising on the positive benefits the environment can have on peoples' well-being (see page 48-49). This could be a step change in our focus in terms of recreational offer, with the potential for more emphasis on the needs and benefits of local people including developing more multi-users paths and trails from and between villages and towns, and working with Health Boards to develop social prescribing projects. The way in which we engage with people through the provision of information is also key, with much more emphasis on digital information.

The third key theme is around the **economy and communities** of the National Park. This was a regular theme that was raised during discussions and in particular the outward migration of young people from the area due to lack of high quality jobs and affordable housing, and the associated impact this has on the language and culture of the area. The National Park has a duty to "*foster the economic and social well-being of local communities*". This however is only in the context of our two main purposes – of protecting the environment and promoting opportunities to enjoy the National Park. Therefore, the discussions and data around this topic area are focused on how economic and social well-being can be gained from the environment and people's enjoyment of it.

In this context, we explore opportunities for business growth in the environmental sector, as well as opportunities for people to establish digital businesses in the National Park which would enable them to build a visually unobtrusive business whilst enjoying the incredible environment of Snowdonia.

During the consultation we would like to explore in depth these challenges faced by the National Park, and involve a wide audience of local people, businesses, stakeholders and experts in discussions to come up with real opportunities and solutions for the future.

Cynllun Eryri reflects a significant change in the approach taken by the National Park Authority in creating a plan for managing Snowdonia.

The plan is being developed in the true spirit of partnership. We're working closely to develop **Cynllun Eryri** not only with those organisations with statutory responsibilities, but with all organisations involved in some way in looking after Snowdonia for future generations. By working together we can achieve great things.

We would like your views on the information and ideas provided in this document, so that we can ensure we're creating the best plan for the future of Snowdonia National Park. Gaining feedback and input at this very early stage will ensure that interested parties can genuinely help shape the contents and directions of the final plan.

The results of your feedback on this document along with the other activities we have planned for the initial consultation this summer will be used to shape and inform Cynllun Eryri.

Introduction

Within this section you will find information about:

- The consultation
- Working in Partnership
- Why we need a National Park Plan
- Special qualities
- How **Cynllun Eryri** will be created
- A National Park for future generations
- Sustainable management of the National Park's resources

About the Consultation



This consultation runs from 9th July – 30th September, 2018

The Snowdonia National Park Management Plan, or **Cynllun Eryri**, – is a significant document in relation to the future of Snowdonia National Park. It sets out how we will all work together to look after Snowdonia National Park for future generations.

In this consultation document we set out the current picture and our vision for the future. We set out what the big issues and opportunities are for the National Park in the coming years. We also suggest how we plan to address these issues and capitalize on the opportunities.

USEFUL INFORMATION



Within this document and in future documents we will be referring to the National Park Management Plan as “**Cynllun Eryri**” (pronounced “cun-thl-ee-err-uhh-ree” with “cun” as in ‘cunning’ and “thl” as in ‘athlete’).”).

‘Cynllun’ in Welsh means ‘Plan’ and ‘Eryri’ is the Welsh name for Snowdonia.

Who this consultation is for

We are seeking views from anyone who has an interest in the National Park. Whether you live in, look after, work in or regularly visit Snowdonia, your views are important to us.

CONSULTATION QUESTION



We would like your views on the information and ideas provided in this document, so that we can ensure we’re creating the best plan for the future of Snowdonia National Park. Throughout this document you will see this consultation question icon. We would like your views on these questions.



*The results of this consultation will be used to shape and inform **Cynllun Eryri**.*



How to respond

Fill out the online questionnaire on the National Park website: www.snowdonia.gov.wales/home

or

Fill out a response form and email or post it to us. Forms can be downloaded and printed from our website or we can also post you a paper copy. To download a form visit our website: www.snowdonia.gov.wales/home or to request a paper copy by post call our National Park headquarters: **(01766) 770274**. Once you've completed your form you can email it to us: parc@eryri.llyw.cymru or send it by post to: **Snowdonia National Park Authority, National Park Office, Penrhyndeudraeth, Gwynedd, LL48 6LF**.

The deadline for responses is Friday September 21st. Unfortunately, we will not be able to consider any responses received after this deadline.

What happens next?

Once the deadline has passed, we will collate and consider all comments received and publish a report on this consultation. We'll use this report to inform and shape **Cynllun Eryri**. We aim to consult on the final plan in 2019. Further details of the process can be found on page 15.

We will update stakeholders on the process via a regular newsletter. If you'd like to be added to our mailing list for the newsletter please let us know.

Data protection

The details you provide in response to the consultation will only be used for purposes associated with **Cynllun Eryri**. You may request to see personal information held by the Snowdonia National Park Authority at any time.

Working in Partnership

Cynllun Eryri reflects a change in the approach taken by the National Park Authority in creating a plan for managing Snowdonia. The plan is being developed in the true spirit of partnership. We're working closely to develop **Cynllun Eryri** not only with those organisations with statutory responsibilities, but with all organisations involved in some way in looking after Snowdonia for future generations. By working together we can achieve great things.



Snowdonia attracts millions of visitors each year who enjoy its amazing landscapes and the wealth of outdoor activities on offer. The purposes of the National Park are to conserve and enhance the natural beauty, wildlife and cultural heritage of the area; promote opportunities to understand and enjoy its special qualities; and to foster the economic and social wellbeing of its communities.



Gwynedd County Council is responsible for the provision of all local government services in Gwynedd County, including education, social work, environmental protection, and most highways.



Natural Resources Wales' purpose is to pursue sustainable management of natural resources in all of its work. This means looking after air, land, water, wildlife, plants and soil to improve Wales' well-being, and provide a better future for everyone. (Its purpose is to ensure that the natural resources of Wales are sustainably maintained, enhanced and used, now and in the future.)



The Snowdonia Society has worked for 50 years to protect and enhance the beauty and special qualities of Snowdonia for the benefit of all, both now and in the future.



Public Health Wales is the national public health agency in Wales and exists to protect and improve health and well-being and reduce health inequalities for people in Wales. It's part of the NHS and reports to the Cabinet Secretary for Health, Well-being and Sport in the Welsh Government.



Conwy County Borough Council is responsible for the provision of all local government services in Conwy County, including education, social work, environmental protection, and most highways.



One Voice Wales is the principal organisation for community and town councils in Wales, providing a strong voice representing the councils' interests and a range of high quality services to support their work. One Voice Wales was formed in April 2004 out of the two main predecessor organisations: NALC Cymru and the Wales Association of Community and Town Councils.



Established in 2004, The Outdoor Partnership is a community partnership charitable company changing lives through outdoor activities; inspiring local people to become involved in outdoor activities through participation, education, volunteering, and employment, improving health, social and economic well-being.



We're working closely to develop **Cynllun Eryri** not only with those organisations with statutory responsibilities, but with all organisations involved in some way in looking after Snowdonia for future generations.



The CLA is the membership organisation for owners of land and businesses in England and Wales. They safeguard the interests of landowners. Our members own and manage half the rural land in England and Wales.



The FUW represents landowners and tenants who farm in Wales. The Union seeks to ensure the most prosperous future possible for its members, their families and the rural communities in which they live.



NFU Cymru represents farmers, managers and partners in agricultural businesses including those with an interest in farming and the countryside.



The National Trust is a conservation charity founded in 1895 to care for special places, for ever, for everyone.



As experts in business, fsb offers members a wide range of vital business services including advice, financial expertise, support and a powerful voice in government. Its mission is to help smaller businesses achieve their ambitions.



Snowdonia-Active is a social enterprise and creative consultancy established in 2001 with the aims of supporting and developing the outdoor sector in North West Wales.



Urdd Gobaith Cymru's aim is to provide the opportunity, through the medium of Welsh, for the children and young people in Wales to become fully rounded individuals, developing personal and social skills that will enable them to make a positive contribution to the community.



Cadw is the Welsh Government's historic environment service working for an accessible and well-protected historic environment for Wales.

- It conserves Wales' heritage
- It helps people understand and care about their history
- It helps sustain the distinctive character of Wales



Visit Wales looks after tourism policy, encouraging investment, improving the quality of the visitor experience in Wales. Visit Wales is also responsible for marketing Wales within the UK and internationally.



Founded in 1884, Bangor University has a long tradition of academic excellence and a strong focus on the student experience. Around 11,000 students currently study at the University, with 650 teaching staff based within twenty three Academic Schools.



Fairness for the Uplands (F4U) was formed in 2014. The group was formed and financially supported by farmers in Wales.



The Grŵp aims to support the economy of North Wales by equipping local people with the skills and qualifications needed to ensure the competitiveness and success of the region. The Grŵp's wide range of courses, high quality learning experiences, first-class facilities and talented staff all contribute towards the achievement of these goals.



With over 24,500 members and 619 clubs, the National Federation of Young Farmers' Clubs (NFYFC) is one of the largest rural youth organisations in the UK.

Why We Need a National Park Plan

Cynllun Eryri is a significant document in relation to the future of Snowdonia National Park. It sets out how we will all work together to look after Snowdonia National Park for future generations. - from it's very Northern tip where the mountains meet the sea at Penmaen-bach, to it's southernmost point of Aberdyfi.

Who is **Cynllun Eryri** for?

The plan is for all the relevant organisations that have statutory duties in relation to Snowdonia¹, but also for relevant organisations from the voluntary and private sector, as well as land-managers, communities and businesses – all of whom have an integral part to play in managing Snowdonia.

The legal bit

The National Park Authority is required by law to prepare a plan to provide effective management of the National Park area involving all those concerned with the future of Snowdonia.

The plan provides the strategic policy framework for relevant organisations to fully comply with their statutory responsibility to have regard for National Park purposes in carrying out their duties and responsibilities under section 62 (2) of the Environment Act 1995. On page 18-19 we set out the proposed content of the plan.

The role of Snowdonia National Park Authority (SNPA)

The central role of the SNPA is to identify the action needed to put into practice the purposes of the National Park. This includes the legal requirement to prepare **Cynllun Eryri**. The SNPA is therefore the organisations responsible for driving forward the production of the plan and for bringing all the various interests together to do this.

What is a National Park?

National Parks are special areas of our country that are protected because of their beautiful countryside, wildlife and cultural heritage. They are the natural jewels and treasures of Wales and the UK. They are our most stunning, breath-taking examples of rugged, natural beauty. They encompass our rarest and most special habitats and wildlife. They are living, breathing landscapes – where the heritage interactions of humans and nature are part of what make these areas so special. People and their traditions are part of these landscapes. They are places to enjoy, to find peace, to find adventure and to make us feel alive.

The National Park Purposes

The purposes of National Parks are set out in law under Section 61 of the Environment Act 1995. The two statutory purposes for National Parks which guide their future are to:

1. Conserve and enhance the natural beauty, wildlife and cultural heritage
2. Promote opportunities for the understanding and enjoyment of the special qualities of National Parks by the public

When National Park Authorities carry out these purposes they also have the duty to seek to foster the economic and social well-being of local communities within the National Parks. When these purposes conflict with each other, then the Sandford Principle should be used to give more weight to conservation of the environment.

The relationship to other Plans, Strategies and Legislation

National Parks are a national designation, established in legislation, and defined by the National Park purposes. Section 62(2) of the Environment Act 1995 requires all relevant authorities to have regard to the National Park purposes in all their work in the Parks.

Taken together these two factors mean that **Cynllun Eryri** is of national importance². The objectives and policies of Cynllun Eryri therefore prevail over regional and local policy³ as it is delivered in the National Park. Indeed the imperatives of the National Park purposes should be reflected in these other Plans.

Relationship to the Local Development Plan

Cynllun Eryri sits alongside the Eryri Local Development Plan (LDP). The plans have a shared vision and the LDP seeks to deliver the spatial elements of **Cynllun Eryri**. Although it is not a land use planning document it can be used, in conjunction with the LDP, as a material document to inform planning decisions within Snowdonia.

Contributing to National Policy

When implemented, **Cynllun Eryri** will help achieve National Park purposes and deliver on a number of significant national Welsh Government policy objectives, goals and priorities. The most significant of these being the Well-being of Future Generations (Wales) Act 2015 and the Environment Act:

The Sandford Principle explained:

If there is a conflict between protecting the environment and people enjoying the environment, that can't be resolved by management, then protecting the environment must always take priority.

Llyn Cregennan: ©Jan Davies

NATIONAL GOALS & PRIORITIES	National Park PURPOSES		DUTY
	Conservation enhancement	Understanding & enjoyment	Economic & social
Well-being of Future Generations (Wales) Act 2015 - goals			
A prosperous Wales	x	x	x
A resilient Wales	x		x
A healthier Wales	x	x	x
A more equal Wales		x	x
A Wales of cohesive communities		x	x
A Wales of vibrant culture and Welsh language		x	x
A globally responsible Wales	x	x	
Environment (Wales) Act 2016 – national priorities			
Delivering nature-based solutions	x	x	x
Increasing renewable energy and resource efficiency	x		x
Taking a place-based approach	x	x	x

¹ A list of those organisations with statutory duties can be found in Appendix 2.

² CCW. (2007). *National Park Management Plans – Guidance*. CCW.

³ A diagram setting out the relationship between **Cynllun Eryri** and other plans, strategies and legislation can be found in Appendix 1.

What makes Snowdonia special?

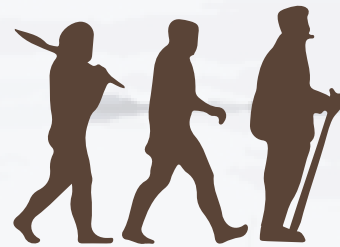
What are its special qualities?

What makes Snowdonia unique? What makes it stand out? What makes it special and sets it apart from other areas of the UK and the world? What are Snowdonia's special qualities?

Identifying what makes Snowdonia special (what its special qualities are) helps us understand what should be safeguarded and enhanced. It helps us build the content of this plan so that we can make sure we're all working together to look after and improve the things that make Snowdonia special.

For everyone

Extensive opportunities for recreation, leisure and learning for people of all ages and ability.



Vibrant Communities



The robust sense of community cohesion, belonging and vibrancy which combine to give a strong 'sense of place'.

An historic environment that reflects centuries of living and livelihoods

Landscapes and townscapes which chart human interaction over centuries, from Neolithic times to the present day. This is evident in archaeological remains, place and field names, oral and written history and present day land management practices. Snowdonia's architectural heritage is reflected in the density of Listed Buildings and the wider historic environment.

Internationally important wildlife

Varied biodiversity reflecting Snowdonia's landscapes, geology, land management practices and climate. Some species and habitats are of national and international significance, for example species which are remnants of the last Ice-Age, providing a glimpse of semi-Arctic habitats. Snowdonia is the most southerly point in the UK for many such species.



World renowned geology

Complex, varied and renowned geology, vital in influencing the disciplines of geology and geography internationally.

The vibrancy of the Welsh language

as the primary language in many social and professional environments. This aspect is evident in local place names that reflect the area's cultural heritage.

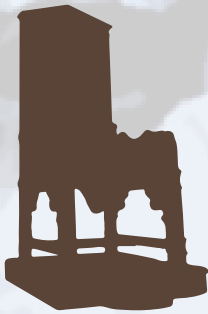


Everything is in one place!

The diversity of high quality landscapes and coastal areas within a small geographic area ranging from coast to rolling uplands to the rugged mountains for which Snowdonia is famed.

A place for adventure and enjoyment

It provides the opportunity for people to understand and enjoy the National Park actively, whilst maintaining areas of tranquillity and solitude, thus promoting aspects of health, well-being and personal reflection.



Inspirational

An area which has inspired some of the nation's most notable culture, folklore, art, literature and music, an influence which continues to the present day.



USEFUL INFORMATION

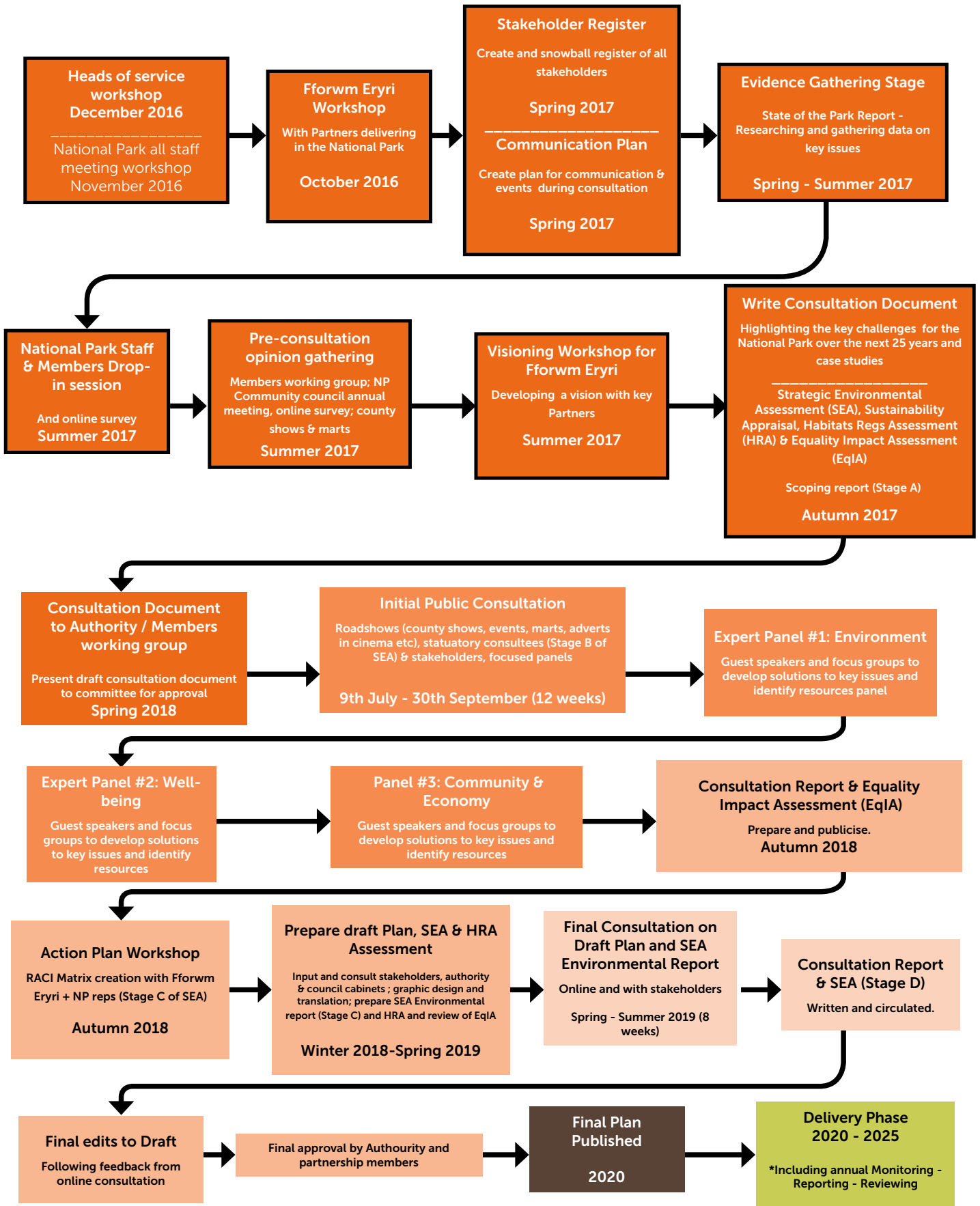


This definition of Snowdonia's special qualities was carefully constructed during the preceding management plan process with significant input from stakeholders. It is also deeply embedded within the Local Development Plan. We do not intend to amend the Special Qualities text.



How Cynllun Eryri will be created

Below is a basic summary of the process we will be following to create **Cynllun Eryri**. In addition to this we will be, and have been providing regular updates and opportunities for input throughout the process via the National Park Authority's Members Working Group, national park partnerships forum "Fforwm Eryri", and a specially formed sub-group of the Equality Forum. We also hold regular update and input meetings with the National Park's heads of service and management team. Finally, a newsletter goes out to all stakeholders on a monthly basis.



Structure and Contents of the plan

The results of this consultation will be used to shape and inform the final plan - **Cynllun Eryri**. The structure of how we intend the final plan to look is set out below.

Cynllun Eryri: Basic Structure & Contents

Foreword & Introduction

Why we need a plan.

- Why is the plan needed
- Who the plan is for.
- How it has been produced.
- SA (Sustainability Appraisal), SEA (Strategic Environmental Assessment) & Habitat Regs Assessment.
- Relationship to other plans, strategies and legislation.

What Snowdonia Looks Like Now

The current picture:

- Where are we now?
- Special qualities.

What We Want Snowdonia to Look Like in the Future

The long term vision:

- Where do we want to get to?
- How does this protect and promote the special qualities?

How We're Going to Get There

Detailed Actions:

- What we need to do to achieve the long-term vision.



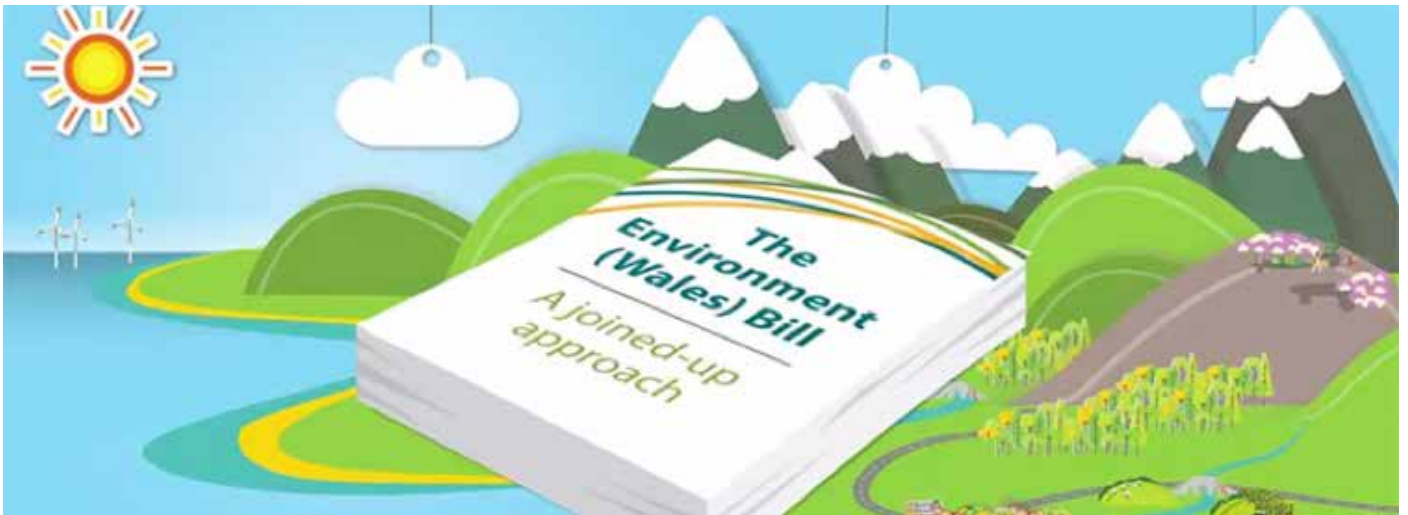
The guiding principles for what content should be included in a National Park Plan are that it should be ambitious and recognise the national importance of National Parks; it should focus on delivery of the National Park purposes and that it should identify and seek to protect the special qualities of the Park. The plan should be underpinned by sustainable development; should consider and respond to climate change; should link to and influence other plans and policies; should have policies and objectives based on detailed evidence; with clear mechanism for monitoring and as the central plan for the National Park Authority, should set out the framework for the more detailed programs and strategies of the NPA such as the annual work plans and programs.

How We'll Keep Track of Progress

Implementation and monitoring:

- Measuring progress and maintaining momentum towards realising the vision.
- Indicators.





Sustainable management of the National Park's Resources

Snowdonia's natural and historic resources underpin the well-being of the people who live, work and visit the National Park. We depend on high quality natural resources to provide our food, clean water and air.

It's essential that Snowdonia's resources are sustainably managed. The Environment (Wales) Act and its delivery framework including the Natural Resources Policy provide a direction for improving the way we manage these resources for future generations.

The Natural Resources Policy identifies three national priorities. These are:

- Delivering nature-based solutions,
- Increasing renewable energy and resource efficiency,
- Taking a place-based approach.

Under Section 6 Part 1 of the Act, public authorities have a duty to "seek to maintain and enhance biodiversity so far as is consistent with the proper exercise of their functions and in so doing promote the resilience of ecosystems". These biodiversity and ecosystem considerations are embedded within this initial document and will be a core component of the final plan.

We will use the National Resource Policy framework, the emerging Area Statements, and these three priorities to help guide the development policies within **Cynllun Eryri**.

The Nature Recovery Plan for Wales

The Nature Recovery Plan for Wales is aimed at addressing the underlying causes of biodiversity loss by:

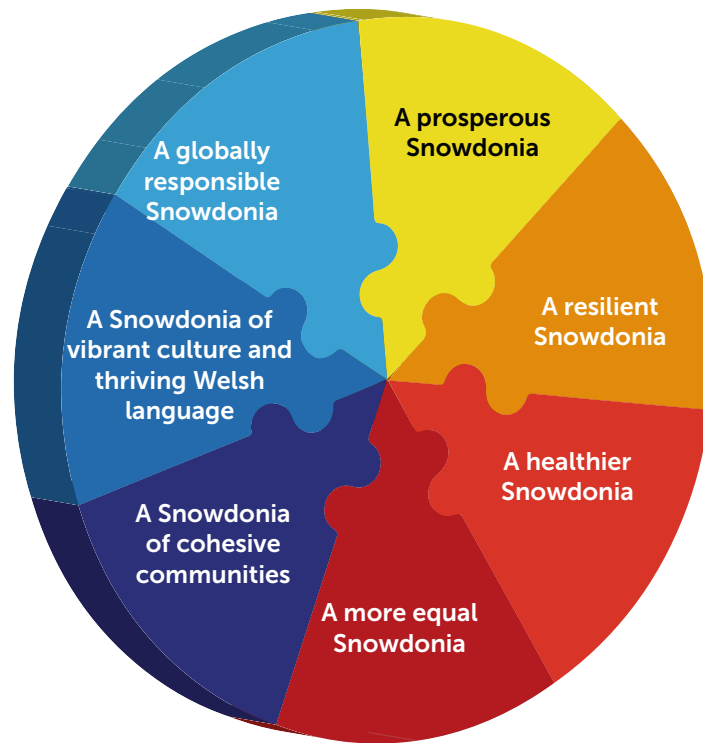
- putting nature at the heart of our decision-making
- increasing the resilience of our natural environment
- taking specific action for habitats and species.

It sets out how Wales will deliver the commitments of the UN Convention on Biological Diversity and the EU Biodiversity Strategy to halt the decline in our biodiversity by 2020 and then reverse that decline.

We will use the issues and objectives set out in Part 1 of the Recovery Plan to guide or work in reversing the decline of biodiversity in Snowdonia.

A National Park for Future Generations

The principles of sustainable development – and thus the Well-being of Future Generations (Wales) Act - are at the core of National Park purposes. Thus the Act and its Goals sit at the core of **Cynllun Eryri**. Throughout this document you'll find reference to the links with the Act and its goals.



Ways of Working

The success of **Cynllun Eryri** is reliant on a strong commitment to partnership working. The five ways of working as set out in the Well-being Act form the basis on which the plan will be created and how it will be delivered.



Long-term

The importance of balancing short-term needs with the need to safeguard the ability to also meet long-term needs



Prevention

How acting to prevent problems occurring or getting worse may help public bodies meet their objectives



Integration

Considering how the public body's well-being objectives may impact upon each of the well-being goals, on their objectives, or on the objectives of other public bodies



Collaboration

Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives



Involvement

The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves

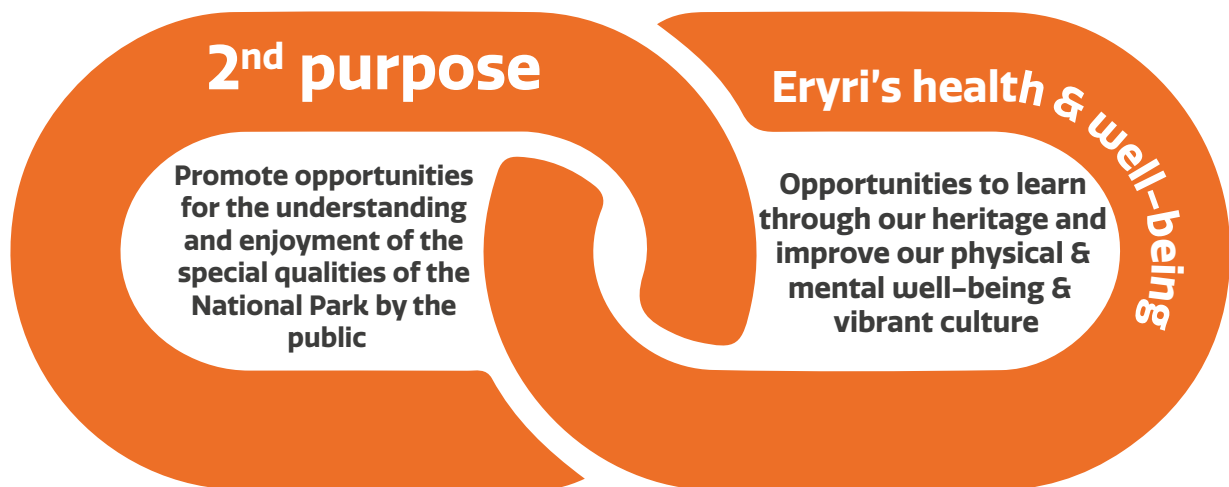
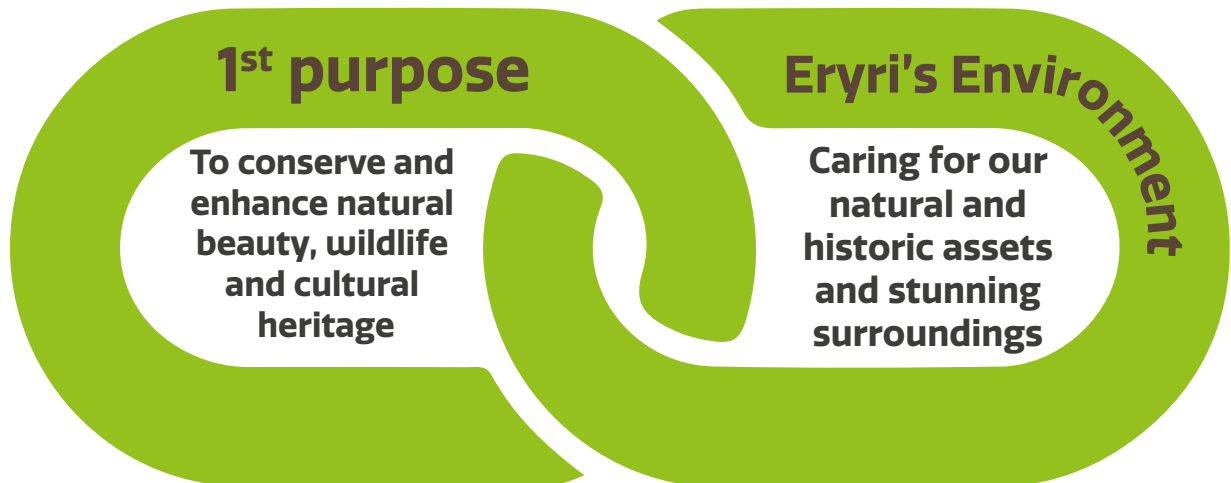
Where we are now

In this section you will find information on:

- Where we are now
- What issues and opportunities face the National Park in the years to come
- The proposed way forward

Our headline topic areas for the current picture in Snowdonia are closely linked to the National Park purposes. They are:

- Eryri's environment
- Health and well-being in Eryri
- Eryri's communities and economy

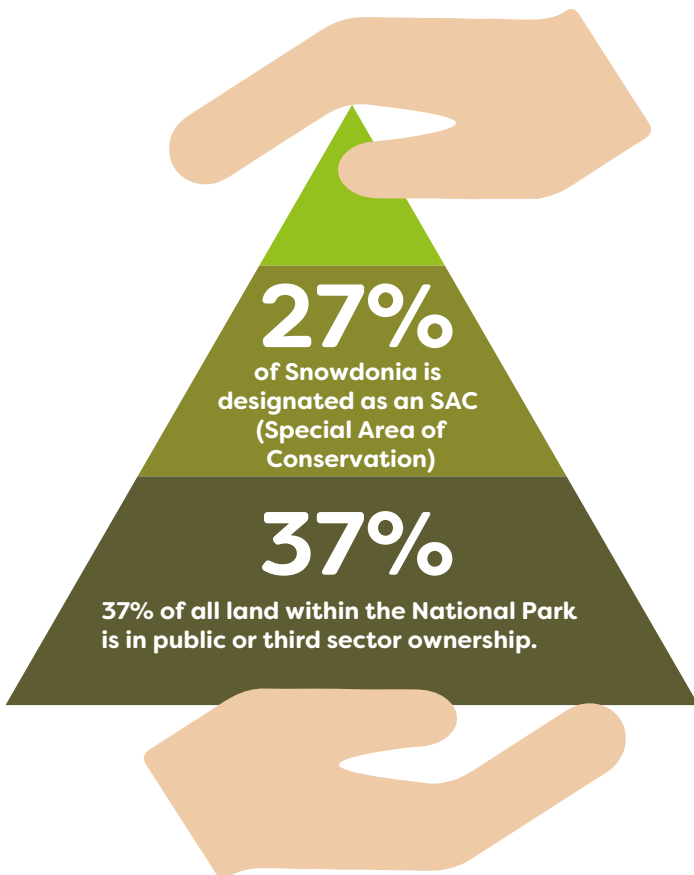


Eryri's Environment

Caring for our natural and historic assets and stunning surroundings

We have gathered all the relevant information and data available for the geographical area of the National Park in relation to the environment of the area. This gives us a good picture of the current situation.

Nature Conservation



SSSI
(Sites of Special Scientific Interest)
covering 62,461 hectares



SPAs
(Special Protection Areas)
covering 24,302 hectares



NNRs
(National Nature Reserves)
Covering 5,648 hectares

Important species of Snowdonia



Lesser Horse-shoe Bat
25% of the UK population is found in Snowdonia



Pine Marten
This rare mammal's name comes from its choice of habitat amongst coniferous forests



Chough
The rarest species of crow breeding in the UK



Snowdon Lily
Grows nowhere else in Britain except for Snowdonia



THERE IS AN ONGOING DECLINE IN BIODIVERSITY

55%

of SACs (Special Areas of Conservation) & SPAs (Special Protection Areas) in Wales remain in an unfavourable condition

98.8%



of the SACs & SPA units in Snowdonia are in need of action

Only

17.8%

of the SSSI (Sites of Special Scientific Interest) units within Snowdonia are under appropriate management

This has

fallen

from **23.7%**
↓ **in 2012**



Invasive species are one of the main causes of the ongoing decline in biodiversity

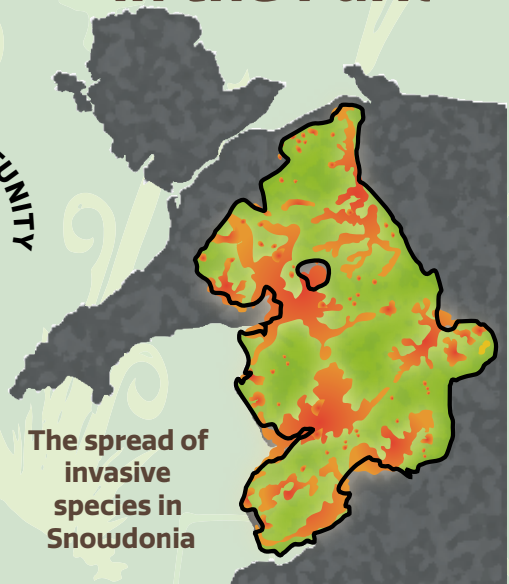


Rhododendron alone is estimated to cover an area the size of **2000** rugby pitches



£10 million

The estimated cost of controlling all of the rhododendron in the Park



The spread of invasive species in Snowdonia

There are

some positive trends

AGRI-ENV

schemes have helped improve areas of blanket bog and heathland



Upland **peat** is a huge carbon store of **17 million tonnes**



An area the size of

400



rugby fields

of Rhododendron cleared in Abergwynant



Peatland areas within the Park

The carbon storage function of peats in Snowdonia is very significant, with over 15,000 ha of peat in the National Park. Peat soils contain 30% of the soil carbon resource of Wales despite possibly occupying only 3% of the land surface.

12%
OF SNOWDONIA
IS COVERED IN
PEAT

THE MOST FREQUENT
TYPE OF PEATLAND
HABITAT IN SNOWDONIA
IS BLANKET BOG

THE LARGEST
PEATLAND AREA IN THE
PARK IS THE MIGNEINT
- ARENIG - DUALLT SAC

NEARLY
17 MILLION
TONNES OF CARBON ARE
STORED IN THE PEAT SOIL
OF SNOWDONIA

30%
OF WALES'
PEATLAND IS
FOUND IN
SNOWDONIA





Case study: How World Heritage Status brings £8 million every year to the Economy of North West Wales

In addition to securing its intrinsic objectives of protecting and enhancing cultural heritage of international significance, a World Heritage Site inscription can also bring huge economic and social benefits to an area, as demonstrated by the Castles and Town Walls of King Edward I in Gwynedd site, which includes Harlech Castle in the National Park as well as Beaumaris, Conwy and Caernarfon castles. It can enable the drawing down of additional funding for conservation and visitor facility improvement works, attract more visitors and create much needed jobs.

The Castles and Town Walls of King Edward I in Gwynedd World Heritage site was inscribed by UNESCO on the list of World Heritage Sites (WHS) in 1986 and was amongst the first seven sites in the UK to be ascribed this level of international importance. Images of these iconic places are recognised right across the globe. These monuments – including the spectacularly situated Harlech Castle – are architectural masterpieces and formed one of the biggest building projects of the middle ages.

Achieving the WHS status provided the opportunity to not only show the world how important these monuments were, but also to draw down much needed funding to conserve and enhance them, to capitalise on the opportunities the status brings and to address some of the potential threats to the site. In Harlech inadequate and hard to manage visitor facilities, as well as neglected properties that were detracting from the setting of the Castle, were all key issues.

Following the successful inscription, the WHS monuments have assumed a major economic and social role for the local communities and wider region. Significant investment following the inscription – such as the new world class visitor facilities in Harlech Castle, have helped enhance the economic benefits to the area.

Today the WHS attracts well over half a million visitors each year and contributes some £8 million to the local economy. The global picture of the value brought by WHS status reflects a similar story. The Blaenavon WHS project resulted in a doubling of visitor numbers. Locations containing a WHS site have experienced wider economic growth of between 1 and 3%, and at the Vigan WHS project in the Philippines poverty rates fell from 46% to 8% over the 18 year inscription period.

The prospective Slate Landscape of North West Wales World Heritage Site, led by Gwynedd Council on behalf of a wide-ranging partnership, and which is currently on the UK Government's Tentative list of nominations for UNESCO, provides an exciting opportunity to derive further major economic and social benefits from the rich heritage and landscape of Gwynedd. Key findings of a recent report show that if the bid were to be successful there could be over 5,750 additional jobs created by 2030, and an additional turnover of £335 million per annum added to the heritage economy. In an area with some of the lowest wages in the UK, this is an opportunity not to be missed.



Landscapes

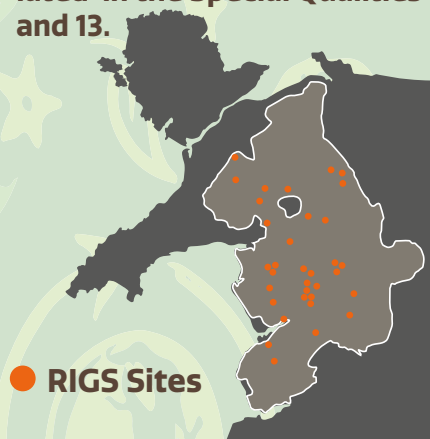
Snowdonia's landscape is unique. Its nine mountain ranges cover approximately 52 percent of the park and include many peaks that are more than 3,000 feet (915m).

Snowdonia is an incredibly varied landscape of steep river gorges, waterfalls and green valleys. Oak, ash, rowan and hazel woodlands are found scattered throughout the park - and the beautiful Dyfi, Mawddach and Dwyryd estuaries plus 23 miles of coastline and sandy beaches contribute to the overall diversity of the landscape.

“Snowdonia also has an incredibly rich historical landscape from the grand castle of Harlech to the ancient and dramatic hill top cairn of Bryn Cader Faner. Snowdonia has 13 areas of Landscape of Special Historic Interest, 19 historic parks and gardens, 7,800 non-designated historic assets and 5,900 Registered Traditional Buildings!”

All these elements of the landscape that set Snowdonia apart are encapsulated in the Special Qualities on page 12 and 13.

LANDMAP is a tool to help sustainable decision-making and natural resource planning at a range of levels from local to national whilst ensuring transparency in decision-making. LANDMAP maps and classifies landscapes and evaluates their importance at a local and national scale.



There are **47 RIGS** (Regionally Important Geodiversity Sites) in the National Park. These are designated sites in order to:

- Provide protection for locally important geological sites
- Increase public awareness and understanding of rocks, fossils, minerals and landscapes
- Provide environment for people to learn about local geology



of the National Park is covered by woodland,

which equates to some **38,000 ha** (**12.5%** of Welsh woodland cover) Native woodland now only equates to approximately **5%** of the National Parks' woodland cover

- Ancient Woodlands - 5,444 ha
- Ancient semi natural woodland - 3,854 ha
- Plantation on ancient woodland site - 3033 ha
- Restored Ancient woodland - 1986 ha

Energy and Waste

Household water consumption within the National Park stands at an average of

107.31 litres per head per day

This was **109.67 in 2015** and **114.86 in 2014.**



Household water consumption has decreased since 2014.



In 2016 Conwy's average domestic gas consumption per home annually (GWh – Gigawatt hours) was

12,076

This was the **12th** highest in Wales. Gwynedd had an average domestic gas consumption of **11,276 GWh** (**21st** or last place in Wales).

In 2016 Gwynedd's average domestic kilowatt hours consumption per home annually

4,269

This was the **4th** highest in Wales. Conwy had an average domestic kilowatt hours consumption of **3,751** (**11th** highest)



The target for Wales for **64%**

of waste to be recycled by 2019–2020 was met 4 years early and Wales is second in Europe and third in the world in terms of recycling levels



In Conwy in 2017/18,

63.37%

of waste was reused, composted or recycled. Additionally in 2016

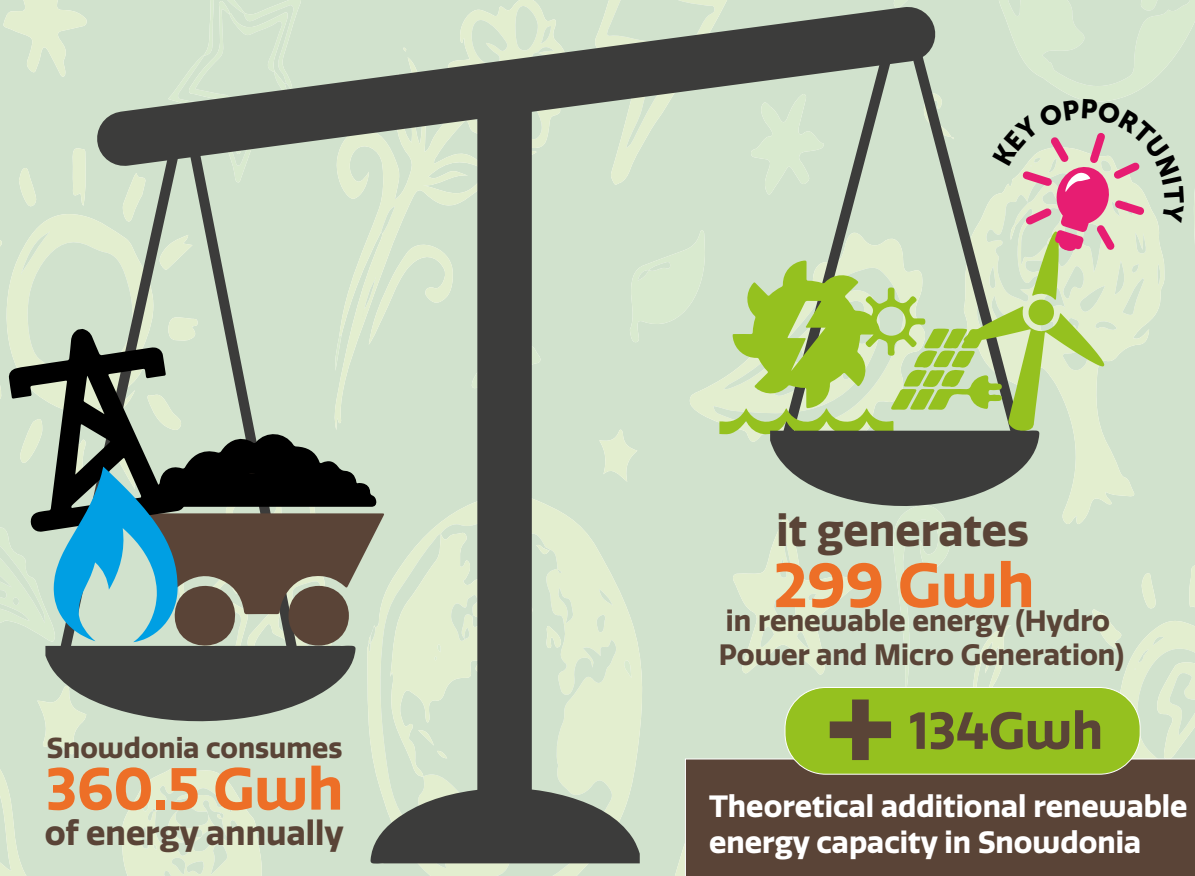
59%

of waste was reused or recycled in Gwynedd

Renewable Energy

In order to combat climate change there needs to be a sustained reduction in the emissions of carbon dioxide and other greenhouse gases. One means of doing this is to reduce the use of fossil fuels in electricity generation and move towards more sustainable, renewable energy sources. Snowdonia National Park is playing its part in meeting these aspirations.

Energy consumption and generation in Snowdonia



Since the adoption of the LDP (Local Development Plan) in 2011,

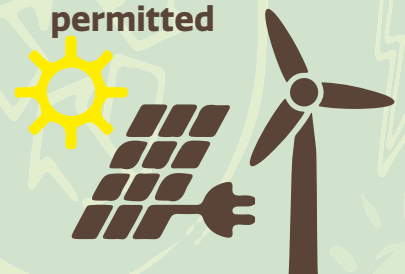


90 new Hydro applications were permitted within the National Park. The known power generated from these stands at a maximum of **6.43MW** which could power around

4530 households per year

73

other renewable energy applications (e.g. Biomass) were permitted



Case Study: Monitoring the impact of hydroelectric power generating schemes.

Behind the scenes with Snowdonia National Park Authority and the Natural Resources Wales teams

Over recent years there has been a significant upsurge in the development of hydroelectric power (HEP) generating schemes across the National Park. The reason for this recent upsurge has been the introduction by the UK Government of advantageous feed in tariffs to encourage the development of renewable sources of power generation.

The National Park Authority has granted planning approval to over 100 HEP schemes since the introduction of these feed in tariffs. The reason for such a large number is that the National Park is a great source of the natural resources, i.e. there are plenty of rivers replenished by generous rainfall tumbling down steep hillsides. In addition the NPA recognise the benefits that generating power in this way has in reducing carbon emissions to mitigate climate change, in creating local employment and providing farm based diversification income for land-owners.

Typically an HEP scheme will comprise of an intake weir across a river to impound the water, a percentage of the water will then be extracted and diverted down a pipe to a turbine which will generate the electricity to be exported to the National Grid, the water is then returned to the river through a designed outflow. The majority of schemes fall in the micro-hydro generating range of between 10kw and 100kw.

In tandem with the planning function of the NPA Natural Resources Wales is the body that issues the licences for the impounding and extracting water for HEP schemes.

In granting planning permission and in issuing the necessary licences the NPA and NRW work together in ensuring that any potential harm of any scheme are eliminated or mitigated against. Such matters that have to be taken into consideration will be the visual and noise impact, the impact on delicate ecosystems on land and within the river, impact on trees, impact on archaeol-

ogy, in-river sediment movements, flooding, the impact on recreation as well as the impact of access tracks and development during the construction period.

Following the granting of planning permission and the issuing of licences the NPA and NRW will visit and monitor an approved scheme during and following the construction of the HEP scheme, to ensure compliance with any conditions imposed and to ensure protection for features that could be potentially harmed from such a development. The majority of schemes have been absorbed in to the landscape without concern or detriment to the landscape or environment.

The sort of issues that the two Authority's will monitor will be: are the structures built as designed and permitted? are they abstracting the right amount of water? are fish and eel passes in place and working? is the restoration plan being implemented as approved? are the structures being regularly inspected (by the operator)?

There have been a small number of incidents where the agreed construction or renovation plan have not been adhered to or there have been incidents resulting in downriver pollution. In such cases the SNPA and NRW have certain powers to enable to work to stop until such time as the incident is resolved or in extreme cases prosecute those infringing the regulations. Both SNPA and NRW have used these powers to stop unauthorised or damaging work until the incident has been resolved.

Clearly there has been a significant amount of effort between the NPA and NRW in ensuring that HEP schemes do not adversely affect the natural environment. The challenge now will be in analysing and documenting the long term impact of such schemes on river ecosystems.



KEY ISSUE

Travel to work



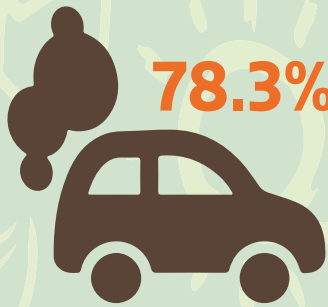
Car charging points in Snowdonia

Number of residents (16-74) commuting

Gwynedd - **40,517** - **+9.4%** change since 2001
 Conwy - **39,148** - **+9.4%** change since 2001

Average distance commuted to work

Gwynedd - **21.6km** - **+14.1%** change since 2001
 Conwy - **18.6km** - **+10.0%** change since 2001



78.3% of households in Conwy and **78.6%** of households in Gwynedd, had at least one car or van. This is higher than the national figure which stands at **77.1%**

Rapid Chargers



0

20-40 Minutes



Rapid Chargers

22KW



0

1 - 2 hours

Tesla Chargers

11KW



3

3 - 5 hours

Fast Charger

7KW



11

3 - 5 hours

Fast Charger

3KW



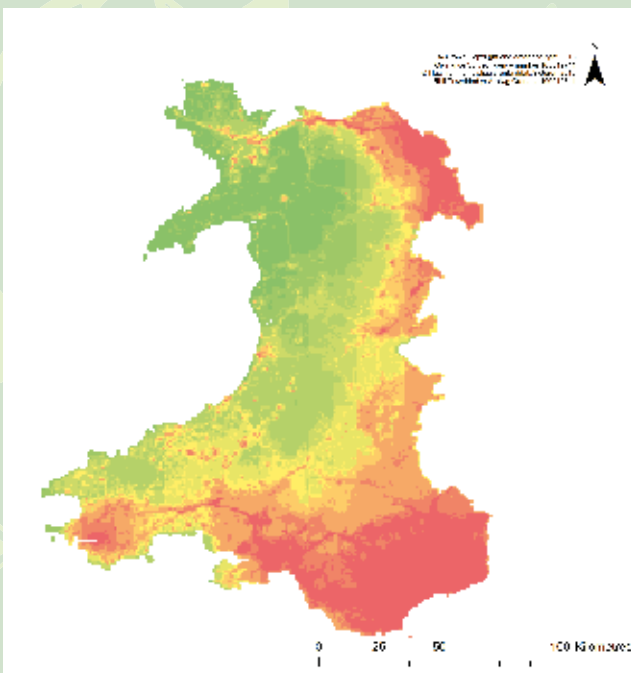
4

6 - 12 hours

It is no surprise that a rural area like Snowdonia has higher than average car use, and that with the changing economic climate, more people are having to commute further to their places of work. But if there was an excellent network of charging points in Snowdonia could this help towards reducing our emissions?

Air Quality

Air Quality in Snowdonia is generally very good when compared to other areas in Wales. Air quality is the leading cause of the environmental burden of disease in Europe and in February 2016 it was reported that **40,000** additional deaths per year are attributable to poor air quality with a health cost of **£20 billion** per annum.



This shows the value of areas such as Snowdonia and the contribution it makes to the health of the population as well as cost saving in healthcare.



Legend

Combined Pollution - NO2, PM2.5 and PM10 (2011)
 Combined NO2, PM2.5 and PM10 Pollution Scores

- 0.000001 - 0.250000
- 0.250001 - 0.750000
- 0.750001 - 1.000000
- 1.000001 - 1.250000
- 1.250001 - 1.500000
- 1.500001 - 1.750000
- 1.750001 - 2.250000
- 2.250001 - 2.750000
- 2.750001 - 3.000000

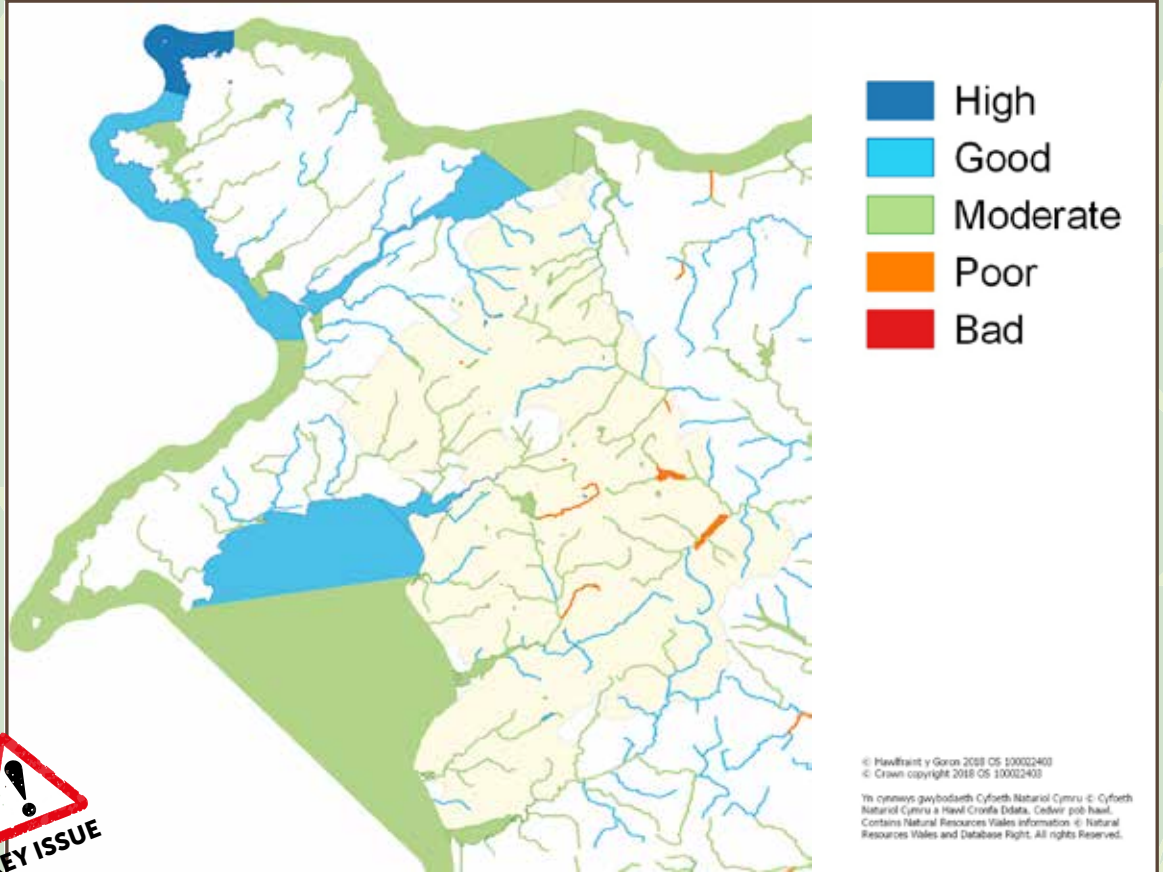
Water quality



Green Coast Award

In 2017, Harlech beach was awarded a Green Coast Award, and in 2016 Harlech Beach, Bannar / Llanenddwyn and Llandanwg beaches were all given a Green Coast Award

The map shows the quality of water bodies within, or nearby the National Park boundary. Reasons for poor water quality can be attributed to: abandoned mines and contaminated mines, industrial discharges, acidification, septic tanks and forestry. As you'll see by the map several rivers and water-bodies in Snowdonia have been classified as 'poor'.



Climate Change

A summary of the major trends observed at the Snowdon Environmental Change Network (ECN) monitoring site, between 1995 and 2010, show the following:



Average temperature increase of 0.9°C recorded between 1992 and 2007

Average precipitation increase of 170mm recorded between 1992 and 2007

increase in frequency of extreme weather events

Decrease in plant nutrients

Decrease in species richness in terms of vegetation as a result of acidification of soil

Decrease in the number of carabid beetles and spiders

Case Study: Payment for Ecosystem Services (PES) – The Fowey Auction

In implementing the Upstream Thinking PES scheme initiative in the Fowey catchment, Westcountry Rivers Trust teamed-up with the University of East Anglia in order to explore alternative ways in which a PES mechanism could be operationalised in order to deliver water quality improvements in certain strategically important catchments. Two big questions motivated that exercise: (1) could an auction mechanism be used to distribute the funds to farmers? and (2) could other purchasers be encouraged to contribute funds to be distributed through the PES scheme?

The auction arranged by this partnership had a straightforward design. In the first place, all farmers in the Fowey catchment were contacted and provided with a list of capital investments eligible for funding under the scheme. Farmers were asked to enter bids indicating which of those were required by their farm business and the grant they would need from South West Water to proceed with the investment. For each bid, an environmental improvement score was calculated based on how greatly the proposed project would improve water quality. The auction stimulates competition between farmers by only funding bids that offer the best value for money for South West Water. In this case, 'value for money' was determined by dividing a bid's environmental improvement score by the grant request.

The Fowey River Improvement Auction opened for bids on 20th August 2012. Six weeks later and following three rounds of bidding the auction closed on 26th September 2012. The auction had £360,000 of funds to distribute but was considerably oversubscribed, receiving bids for £776,000

of investment. The project has demonstrated that an auction-based PES mechanism can successfully distribute funds to farmers for investment in capital items that improve water quality.

Comparison with the fixed-price mechanism used previously in the distribution of Upstream Thinking funds indicates that the auction significantly increases the efficiency with which funds are allocated to projects. That is to say, the auction offers greater environmental improvements for every pound spent than an alternative fixed-price scheme offering to pay half of the costs of capital investments. In particular, the Fowey River Improvement Auction delivered between 20% and 40% better value for money than the fixed-price alternative.

In addition, in comparison to a scheme in which farm advisors identify projects for funding, an auction mechanism that encourages farmers to propose their own projects offers savings in administration costs and extends the possibility of participating in the scheme to a wider constituency. On the other hand, the advisor-led mechanism has advantages in simplifying participation for farmers and in allowing accurate definition of the particular projects that should be funded.

As Brexit becomes a reality and new agri-environment schemes are developed by the UK's nations, there's a real opportunity in Snowdonia to bring further environmental benefits through utilising similar models to this scheme. There are also potential opportunities not just through government payments, but also through investment from the private and not-for-profit sector.

Agriculture



Agriculture is the cornerstone of the
£6.1 billion
per annum
Welsh food and drink
supply chain industry



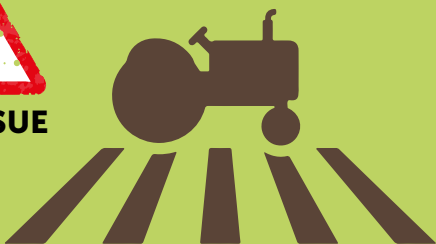
Hill Sheep farming income –
average annual profit of
£18,876
...which includes the average
annual BPS
(basic payment scheme) of
£23,483



Around
1400
farms in
Snowdonia



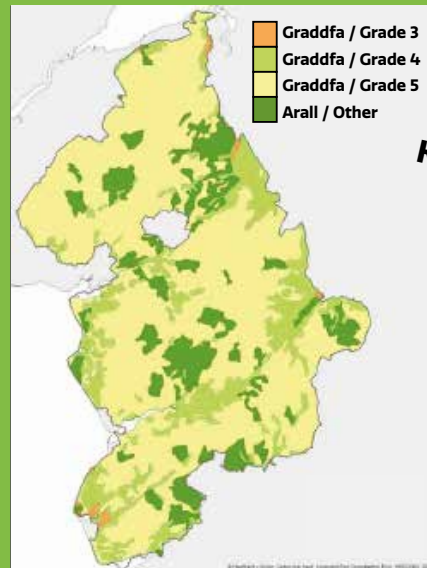
KEY ISSUE



According to Farming, Facts and
Figures Wales 2017, employment
in agriculture has been

decreasing

on a national level in recent
years and farm income has also
decreased slightly



KEY ISSUE

The map shows the agricultural land classification
within the National Park. Factors that may affect land
grading include:

- Climate
- Site and soil characteristics
- Interactions with the land

Much of the agricultural land in Snowdonia is of poor
grading, and is generally utilised for upland farming.
This industry is one that has been highlighted as being
under threat post-Brexit.

The Historic Environment



Of the 153 out of 377 scheduled monuments visited within the National Park:

- 5% had improved
- 88% had remained stable
- 7% had worsened



In terms of monuments at risk within the National Park:

- 88 were low risk
- 56 were medium risk
- 5 were high risk
- 4 weren't assessed

Listed buildings

The number and grading of listed buildings in Snowdonia National Park is given below. It is expected that the number of Grade 2 listed buildings will increase by 5 in the near future

Grade 1 - 13
Grade 2* - 119
Grade 2 - 1,804
Total - 1,916



Snowdonia's rich historical landscape and architecture provides the inspiration for a huge number of historical groups, including branches of the 'Discovering Old Welsh Houses' group, who have done much detailed study on the sub medieval 'Snowdonia Houses'.



£3.9 million

The grant support given by the National Park to repair listed buildings since 1990, with the majority of the work being carried out by local builders and architects.



The historic environment directly supports

19,000
jobs in Wales

15% of the working population have some link to the heritage



20%
of all visitor spending in Wales comes from the historic environment

Conservation Areas

The fourteen Conservation Areas within the National Park are shown in the map. These are areas of special architectural or historic interest



16% of the National Park's listed buildings are at risk (category 1-3)

According to CADW, "listed buildings are especially likely to be at risk when they are functionally redundant because their original purpose has come to an end. This may apply to former industrial and agricultural buildings or to some places of worship, for example. Many of these buildings may be capable of adaptation to a beneficial new use, but are likely to need more positive input. Equally, even listed buildings that could still be used for their original purposes may be in a poor condition and at risk. In such cases, poor condition could result from owners who are absent, or who cannot afford repairs. It may also reflect the conservation deficit (where the cost of repair is greater than the end value of the building)".

Tranquil Areas

Extent of tranquil areas
in the National Park

= 143,692ha

...which means that **67%** of the National Park is categorised as tranquil!

Tranquil areas need to be...

4km

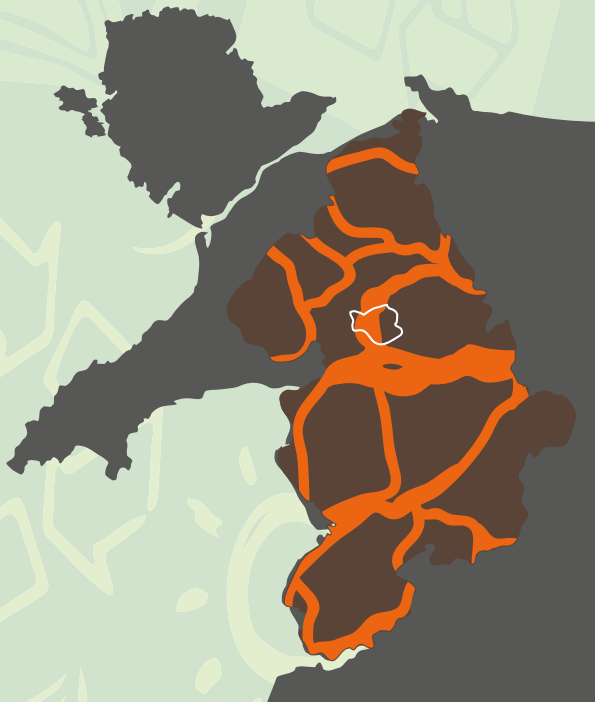
...from the largest power station

2km

...from major trunk roads and the edge of towns

1km

...from medium disturbance roads and some mainline railways, areas of active quarrying, military and civil airfields, low disturbance roads, 400kv and 275kv power lines



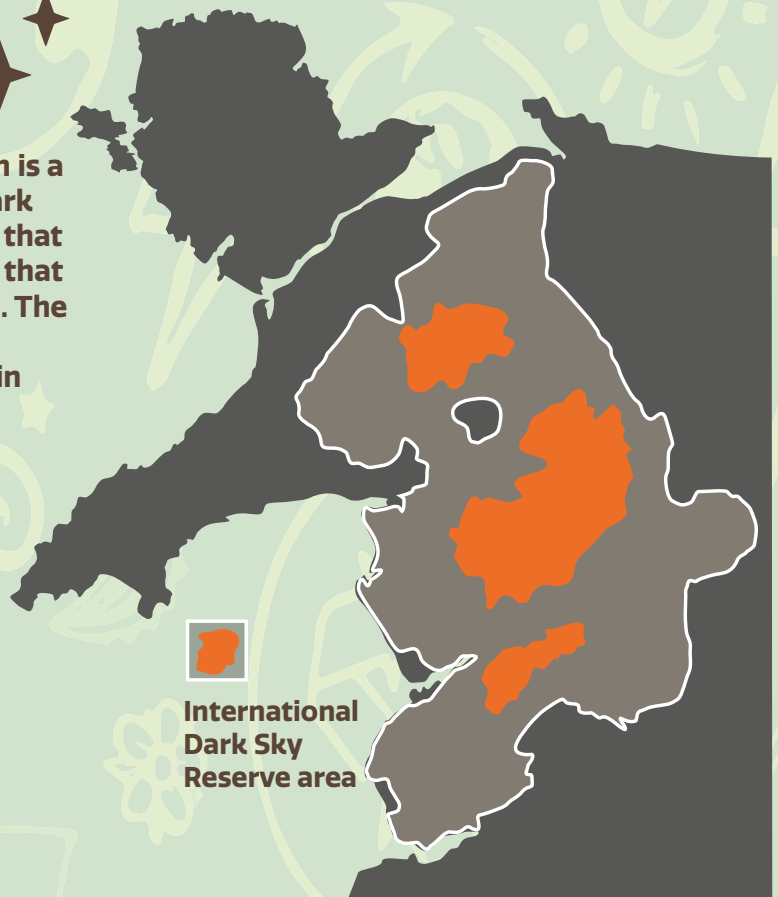
Dark Skies



An International Dark Skies Reserve designation is a prestigious award given by the International Dark Sky Association (IDA) to areas that have proven that the quality of their night sky is outstanding and that efforts are being made to reduce light pollution. The Snowdonia National Park Authority received International Dark Skies Reserve status (silver) in December 2015.

As result of Dark Sky Reserve designation it is envisaged that;

- the area's wildlife will benefit;
- the quality of the area's environment will be enhanced;
- Snowdonia will have an additional natural feature to attract new visitors to the area at quieter periods of the year;
- it will provide a boost to the local economy and
- Snowdonia's dark skies will be protected for future generations



International Dark Sky Reserve area

Challenges and Opportunities

From this data and research, along with the initial informal consultation work we have carried out, we can see that there are a number of key challenges and opportunities that the environment of Snowdonia will face over the coming years:

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
<i>Protecting and enhancing habitats, species and ecosystems</i>		
<p>SACs, SSSIs and wider habitats are in unfavourable condition as a result of:</p> <ul style="list-style-type: none"> • lack of removal of non-native species • lack of controlled burning of habitats • erosion caused by recreation • over/under-grazing and lack of habitat management through conservation grazing • lack of scrub management • lack of natural regeneration management adjacent to forestry plantations • loss of semi-natural habitat • land abandonment , with a further knock-on adverse impact on archaeological sites and field monuments, as well as having cultural implications and resulting lack of workforce for environmental management. • nitrates and phosphates pollution 	<p>With their international status, legislative protection and significant public support, there should be the required backing and resource to ensure these protected areas can be restored.</p>	<ul style="list-style-type: none"> • To promote and enhance the diversity, connections, scale and condition of ecosystems across the whole of the National Park by: <ul style="list-style-type: none"> ○ Supporting partners to develop sustainable land management agreements on protected sites. ○ Play an active part in Local Nature Partnerships and encourage linkages to Fforwm Eryri ○ Particularly prioritising and focusing on protecting, restoring and increasing section 7 habitats¹ and species², including where feasible, opportunities for re-wilding. ○ Work with partners to ensure that upland paths are well-maintained to a high standard. ○ Community and volunteer involvement in tackling scrub and invasive species. ○ Grazing co-operatives that enhance habitats and supporting farming structures to deliver environmental gains. ○ Agri-environment schemes that encourage sustainable land management. ○ Promoting ecological connectivity between habitats through effective partnership working with landowners and partners. ○ Planning policy (developments). ○ Campaigning to maintain conservation funds post-Brexit for the natural and historic environment.
<p>Lack of detailed summarised data on land-use within the National Park makes decision making difficult.</p>		<ul style="list-style-type: none"> • Commission research (via Universities) into land-use and patterns of change within the National Park.
	<p>To use Snowdonia's most iconic species to engage people with the environment – for example the chough.</p>	<ul style="list-style-type: none"> • Explore which section 7 species could be used as 'icons' of Snowdonia to further engage visitors and local communities. • Seek to address key issues affecting section 7 species³, for example the decline in chough numbers, which could be addressed through improved grazing management in the uplands to increase suitable feeding ground for the bird.

¹ Section 7 habitats list: <https://www.biodiversitywales.org.uk/File/35/en-GB>

² Section 7 species list: <https://www.biodiversitywales.org.uk/File/34/en-GB>

³ Section 7 species list: <https://www.biodiversitywales.org.uk/File/34/en-GB>

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
<i>Invasive species, diseases and pollution</i>		
<p>Significant challenges as a result of spread of invasive species such as <i>Rhododendron Ponticum</i> and <i>Himalayan Balsam</i> and invasive aquatic species. In particular their impact on biodiversity through competition, predation, hybridisation, transfer of pathogens, diseases and parasites.</p> <p>Brexit could result in major changes in stocking levels, which could in turn lead to seedling germination of dormant invasive species.</p> <p>Brexit will mean a reduction in the availability of European funding available for conservation management (a significant proportion of the large scale conservation project funding currently comes from EU sources).</p> <p>Further climate change could result in increased spread of invasive species (though it could also result in the spread of invasive pests that target the invasive species) as well as an increase in both commercial and conservation related diseases.</p> <p>Erosion of rivers as a result of high rainfall gives an advantage to <i>Himalayan Balsam</i> establishing on bare ground.</p>	<p>The Snowdonia Rhododendron Partnership is a strong and effective partnership established for tackling <i>Rhododendron Ponticum</i>.</p> <p><i>Rhododendron Ponticum</i> control is included as a measure in existing local agri-environment schemes.</p>	<ul style="list-style-type: none"> • Continue with the existing Partnership approach to tackling <i>Rhododendron Ponticum</i> which is proving very effective. • Work with partners and volunteers in tackling the spread of <i>Himalayan Balsam</i> and other invasives. • Lobby to ensure that invasive species control is included in any new agri-environment schemes. • Carry out detailed surveys of all invasive species in the National Park area e.g. Mont-breintia.
<p>Lack of public awareness of the problems cause by invasive species and how easy it is to spread them.</p>	<p>Good political awareness of the problem of invasive species.</p>	<ul style="list-style-type: none"> • Raise awareness with the public on the problem of invasive species problems and how they can take action in order to prevent spread and establishment.
<p>Increase in tree diseases such as <i>Phytophthora</i> with significant impact on woodlands and trees outside woods.</p>		<ul style="list-style-type: none"> • Vary tree species when supporting or carrying out woodland management in order to improve genetic diversity. • More tree planting to increase successional trees.
<p>Acidification due to atmospheric deposition</p>	<p>Acidification is gradually decreasing without intervention</p>	<ul style="list-style-type: none"> • Monitor progress through long term monitoring schemes e.g. ECN
<p>Pollution is a global issue that also affects the National Park at a local scale with for example plastic pollution on beaches and single-use plastics littering the mountains.</p>	<p>Significant recent progress in campaigns that raise awareness of the issue.</p>	<ul style="list-style-type: none"> • Work with pre-existing campaigns and implement on a local scale to further raise awareness of the issue. • To encourage and support the use of re-usable drinking containers in the National Park. • Support development and launch of the first free water refill village/mountain in the National Park with a view to rolling out over the wider area. • Continue to support litter clearance schemes such as Wyddfa Lân.

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
<i>Fragmented habitats</i>		
<p>Fragmented nature of native woodlands.</p> <p>Removal of veteran trees, which have high biodiversity and intrinsic value, to make room for development, forestry or agriculture.</p>	<p>Improvement in area of natural beauty and opportunities for re-stocking with native species when areas of felled conifers are not re-stocked.</p>	<ul style="list-style-type: none"> • To promote resilience by seeking to reconnect fragmented areas of woodland through grant aid, agri environment schemes and farm management plans. • To prioritise planting native trees on land owned by the National Park Authority and its partners. • To explore the potential and viability of establishing a native arboretum as a means of improving biodiversity, natural beauty and increasing tourism. • Restore, expand and improve the condition of native tree species and woodlands. • Support community led tree planting/orchard establishment.
<p>The impact of fragmented ecosystems on biodiversity.</p>		<ul style="list-style-type: none"> • Seek to expand and improve the extent and quality of wildlife corridors such as walls, hedges and verges through tweaks in management and maintenance.
<i>Climate change & carbon storage</i>		
<p>The impact of climate change on Snowdonia's ecosystems including:</p> <ul style="list-style-type: none"> • the drying out of bogs; • other habitat change; • the migration of species affecting biodiversity and landscape; • an increase in soil erosion in drier summers and wetter winters, potentially exacerbated by an increase in tourism; • the change in forage growth and utilization; • a 30-50% increased risk of wildfires; • erosion as a result of increased storm events. • knock-on effects of changes to land management practices. 	<p>Natural resources for green energy production and thus a contribution towards reduction in greenhouse gases as well as local economic benefits and potential for a reduction in the cost of energy for local communities.</p> <p>There has been a steady increase in the area covered by permanent grassland, rough pasture and new grassland (all carbon sinks) since 2011.</p>	<ul style="list-style-type: none"> • As set out in the Environment (Wales) Act, help deliver the Welsh target to reduce emission in Wales by 80% by 2050 (and interim targets) by: <ul style="list-style-type: none"> ○ Actively engaging with Welsh Government on how Snowdonia National Park Authority and its partners can contribute towards their delivery plan – due to be published in 2019. ○ Assessing Snowdonia's potential for carbon retention/storage with partners. ○ All partners signed up to the plan to explore opportunities for greening their organisations, such as electric vehicle fleets, charging points at their buildings for staff and public use, and greening of property through improving energy efficiency, green energy and other methods. ○ Exploring opportunities for investing in land with high carbon storage value and the related opportunities for value through carbon off-setting.

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
<i>Protecting and enhancing the landscape</i>		
<p>The impact of green energy production on the landscape, historic environment, ecology, as well as the impacts of water abstraction and increased dispersal of invasive species.</p>		<ul style="list-style-type: none"> • Via planning policy ensure that energy developments are appropriately scaled.
<p>The negative impact of recreation on Snowdonia's landscape and special qualities as a result of parking pressures, footpath erosion, organised events and inappropriate/illegal recreational activities e.g. use of off-road motor-bikes and 4x4s/un-authorized camping.</p>	<p>The incredibly diverse landscape of craggy mountains, moorlands, forests, beaches, steep valleys and estuaries provides a valuable recreational resource and support a thriving tourism industry:</p> <ul style="list-style-type: none"> • Fishing rivers • Forest for recreation including mountain biking • Hill-walking • Climbing • Mountain-biking • Road cycling and touring 	<ul style="list-style-type: none"> • Local 'place plans' and 'destination management plans' to manage the impacts of recreation that include: <ul style="list-style-type: none"> ○ Sustainable solutions to parking problems such as better and more accessible information, improved public transport, clearer signs and seasonal overspill options. ○ Tackle footpath erosion issues with for example increased recruitment and use of volunteers for basic maintenance work, upskilling of local contractor base for more complex work; prioritisation of access work on busier routes and encouraging alternative options to the traditional honey pot areas. ○ Further development of relationship with North Wales Police and Rural Crimes unit, and off-roading groups to address illegal off-roading problems. ○ Work with partners to gather improved data on the off-roading problem across the Park. ○ Continue to work with other organisations and groups to develop effective solutions where recreational conflict exists e.g. The Snowdon Mountain Bike Group
<p>Potential for increase in large scale commercial forestry planting (with risk of post-Brexit land abandonment) could impact on special qualities of the National Park.</p>	<p>Potential changes in the uplands post-Brexit could give opportunities for different ways of managing habitat and landscapes.</p>	<ul style="list-style-type: none"> • Continue to work with partners to map areas where there is potential for expanding native woodland and linkages between woodlands through the use of wildlife corridors. • Potential for improved mapping of ancient trees for example through citizen science projects. • Continue to work with partners on developing appropriate planting plans within the National Park.

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
<p>Littering as a result of recreation can impact on the appearance of the landscape and on local communities.</p> <p>Erosion as a result of recreation and other activities can impact on the appearance of the landscape as well as impacting habitats, species and soils.</p>		<ul style="list-style-type: none"> • Explore and implement opportunities that will move us towards a zero-waste Snowdonia including: <ul style="list-style-type: none"> ○ taking pragmatic action against litter and fly-tipping; ○ supporting, encouraging and participating in schemes that improve recycling performance; ○ encouraging sustainable consumer behaviour; ○ supporting businesses in the circular economy; ○ supporting schemes that reduce food waste. ○ reduce litter by promoting local produce and local markets and encourage businesses to only use recycled/ biodegradable packaging. <p>Tackle the increasing impacts of erosion through:</p> <ul style="list-style-type: none"> ○ Footpath work with particular emphasis on maintenance in order to preserve the work already carried out. ○ Raising public awareness of the impacts of erosion and what walkers can do to help. ○ Ensure funding and identify new sources (e.g. donations from organised events) for footpath improvements, maintenance and erosion control works. ○ Discourage agricultural and forestry practices that cause soil loss.
<p>Inappropriate infrastructure such as high voltage power lines impacting on Snowdonia's landscape</p>		<ul style="list-style-type: none"> • Work with the National Grid on opportunities for undergrounding power lines.
<p><i>Water & air quality</i></p>		
<p>Impact of phosphates and soil erosion in rivers from agriculture, forestry, domestic sources and water treatment including:</p> <ul style="list-style-type: none"> • poor bathing water quality (eg. Aberdyfi); • commercial viability of shellfish beds; • algal blooms in lakes; • declining fish stocks. <p>Discharge from abandoned copper mines impacting water quality.</p> <p>Potential increase in phosphates as a result of expanding dairy industry post Brexit.</p>	<p>Reduction of excess phosphates in water as a result of NRW work with farms and with Dŵr Cymru.</p>	<ul style="list-style-type: none"> • Campaign to ensure that strong regulation and support in place for dairy (and other agricultural industries) to minimise impact of phosphates on water courses. • Ensure – via planning policy – that new developments take into consideration the need to protect and improve water quality. • Work in partnership with Dŵr Cymru and NRW to continue to improve water quality through monitoring, enforcement awareness and education. • Develop and support upland projects that aid in the improvement of water quality.
	<p>One of the best places in the UK for air quality</p>	<ul style="list-style-type: none"> • Continue to monitor air quality. • Promote Snowdonia's great air quality.

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
<i>The historic and built environment</i>		
<p>Continued deterioration in the condition of listed and traditional buildings, and non designated sites of archaeological interest and their contribution to the special qualities of the National Park;</p> <p>decline in availability and resources / grants to carry out improvement work to listed buildings.</p> <p>Impact of climate change on condition of designated and un-designated field monuments (vegetation encroachment, soil erosion) and on vegetation in historic parks and gardens.</p>	<p>Collaboration opportunities in relation to the Castle Town Walls of King Edward in Gwynedd World Heritage Site (Harlech in the National Park), as well as the slate landscape nomination.</p> <p>Still some opportunities for attracting funding, particularly for landscape scale conservation projects.</p>	<ul style="list-style-type: none"> • Continue grant programmes that support owners in repairing / restoring listed buildings and bringing back into use through sympathetic development. • Continue with the program to survey 100% of listed buildings every five years to ensure up-to-date data, and through this survey provide targeted funding for Listed Buildings at risk. • Partners to collaborate on key priorities relating to Harlech in the Gwynedd World Heritage Management Plan. • Work with partners to support and develop traditional skills locally which in turn will help improve condition of historic buildings. • With partners continue to build on the success of landscape scale projects such as the Caerneddau Landscape Partnership. Work on opening our historic views and improving access to historic monuments, as well as enhancing urban character and developing new historic access programs.
<i>Engaging people with their environment</i>		
	<p>Significant potential well-being benefits from the environment:</p> <ul style="list-style-type: none"> • Higher levels of physical activity • Improved mental health • Improved physical health • Reduction in health inequality 	<ul style="list-style-type: none"> • Explore opportunities for improving the well-being of the north wales population through the National Park environment (see section on 'Eryri's Health and well-being' for further detailed actions) • Explore opportunities to improve contact between communities and schools and their environment through our work. <p>(see section on 'Eryri's Health and well-being' for further detailed actions)</p>
	<p>By engaging people with their environment and enhancing their understanding of what makes Snowdonia special, people will be motivated to protect and enhance the National Park.</p>	<ul style="list-style-type: none"> • Promote volunteering opportunities that help protect and enhance the environment. • Seek opportunities for local communities to engage with and learn about their environment.
	<p>Economic benefits as a result of success of the International Dark Sky's Reserve designation.</p>	<ul style="list-style-type: none"> • Continue to develop astro tourism and observing areas that blend into the landscape. • Through the LDP policies, ensure that lighting in new developments takes account of the International Dark Sky Reserve status. • Explore funding opportunities to engage with communities and businesses to reduce impact of existing lighting.

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
<i>Payment for ecosystem services</i>		
		<ul style="list-style-type: none"> • Work with partners and programs to establish markets for carbon retention • Support and promote land-management schemes that improve carbon storage
<p>Failing flood protection assets (e.g. flood embankments, floodgates etc) that require capital investment.</p> <p>Impact on upland and low-land peat resource including: afforestation, nitrogen deposition, grazing (under & over), erosion, neglect/inappropriate management, enrichment and drainage.</p>	<p>Vast extent and diversity of peat-land habitat is a valuable resource for: improving water quality, carbon sink, biodiversity value, flood risk mitigation.</p> <p>Potential opportunities to capitalise on ecosystem services delivered as a result of Brexit.</p>	<ul style="list-style-type: none"> • Further improve quality of peat-land through good management (as set out in the SNPA Peat-land Strategy) including: <ul style="list-style-type: none"> ○ Ditch blocking ○ Tackling erosion problems ○ Grazing management • Working with local catchment groups e.g. Conwy Flood Partnership Group to develop community flood plans • Push for enhanced payments for delivery of ecosystem services.
<i>Green energy, green transport and green buildings</i>		
<p>Green energy project economic benefits not seen locally when businesses from outside the area invest.</p>		<ul style="list-style-type: none"> • Promote the use of appropriately scaled landowner owned micro-generation and community renewable energy schemes.
<p>Lack of capacity in grid connections for green energy potentially impacting on green energy projects.</p>	<p>Potential for reducing net carbon emissions and reducing cost of energy for local people.</p>	<ul style="list-style-type: none"> • Encourage the undergrounding of visually intrusive existing power lines.
<p>There are no rapid electric vehicle chargers within the National Park (i.e. that charge in under two hours)</p>	<p>Growth in use of electric vehicles support reduction in CO2 emissions</p>	<ul style="list-style-type: none"> • Explore opportunities for installing rapid charging points in the National Park particularly on land managed by partners of the Plan.
<i>Sustainable use of the Parks natural resources</i>		
<p>Lack of economic incentives for tree planting and, managing woodland. Lack of available land and low contractor base.</p>	<p>Forestry and woodland can provide important economic benefits and employment opportunities including timber harvesting and recreation opportunities, as well as being an important carbon sink and preventing sedimentation and erosion.</p>	<ul style="list-style-type: none"> • Opportunities to campaign for improving payments and schemes to improve biodiversity and ecosystem services post Brexit as well as exploring opportunities for private sector investment.

How the proposed way forward can help contribute to the national well-being goals

A prosperous National Park	A resilient National Park	A healthier National Park	A more equal National Park	A National Park of cohesive communities	A National Park of vibrant culture and thriving welsh language	A globally responsible National Park
The natural resources and historic environment of Snowdonia are protected and enhanced whilst also providing employment and income opportunities	Snowdonia has a natural environment rich in biodiversity with healthy functioning ecosystems	The natural environment of Snowdonia contributes towards better mental and physical well-being of its population	The natural environment of Snowdonia is an important source of sustainable employment and income	Volunteering on environmental and energy generation projects helps bring communities together	The natural and cultural heritage of Snowdonia is protected and improved	Snowdonia is contributing significantly towards national targets to reduce carbon emissions

CONSULTATION QUESTION



Have we identified the main future challenges and opportunities in relation to Snowdonia's environment? Are you happy with our proposed way forward or do you have any ideas to add?

Eryri's Health and well-being

Opportunities for learning through our heritage and to improve our physical & mental well-being & vibrant culture

We have gathered all the relevant information and data available for the geographical area of the National Park in relation to physical and mental well-being, heritage, language, and recreation opportunities in the area. This gives us a good picture of the current situation.

Paths



2755.76km
or 1712.35m of Public Rights of Way in the National Park!

14.9%
of the Public Rights of Way in Snowdonia National Park are promoted routes



87.5%
of the Public Rights of Way in the National Park are footpaths



3% of the Public rights of Way within the National Park are part of the Wales Coastal Path

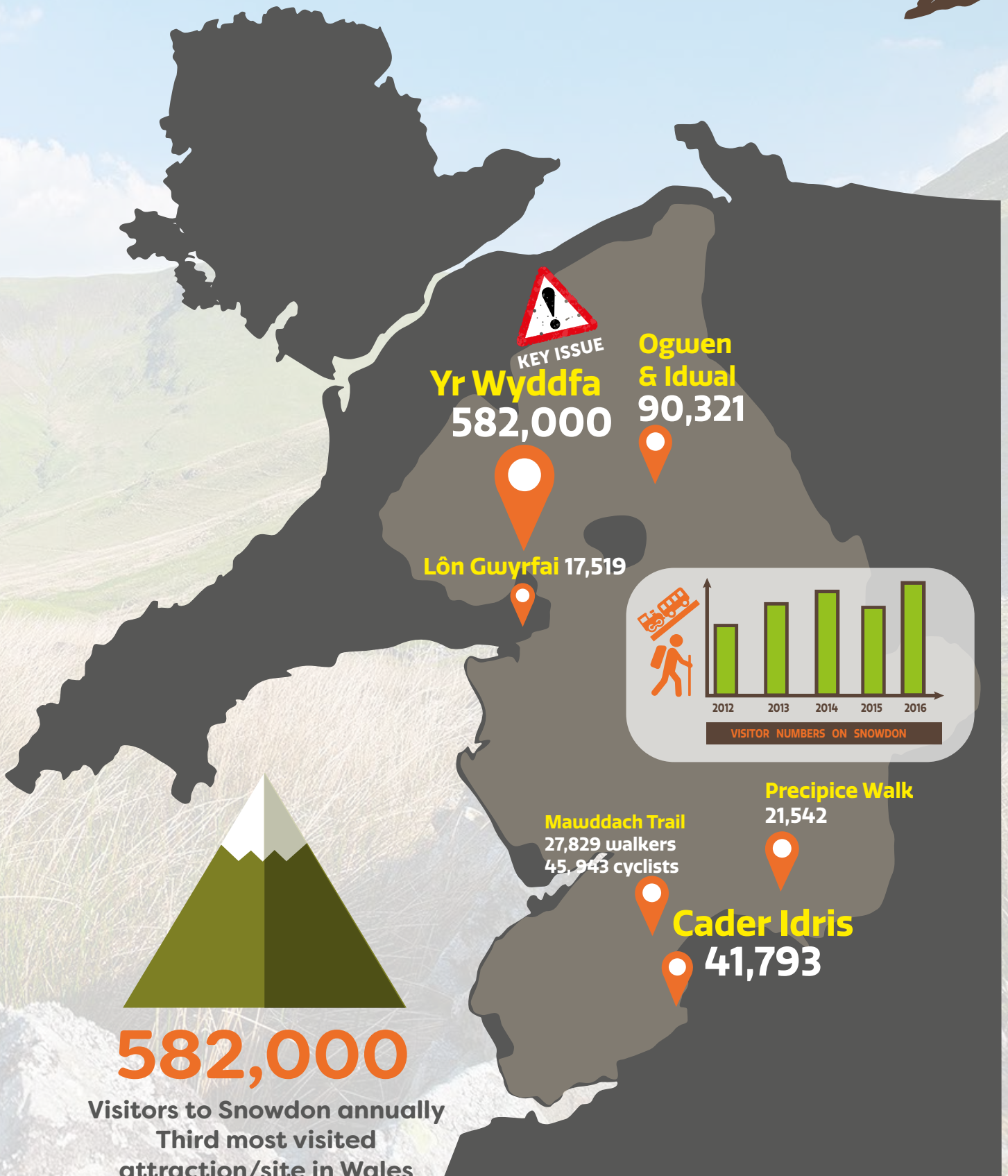


10% of the Public Rights of Way in the National Park are bridleways



21.4km
of paths within the National Park are classed as 'access for all' paths.

How many people use Snowdonia's paths every year?



Physical and mental well-being



Good Health

Despite having an older population, more people in Snowdonia have good health as a % than Wales as a whole.

Wales 77.7%
Snowdonia 80.5%



“Climb the mountains and get their good tidings. Nature's peace will flow into you as the sunshine flows into trees. The winds will blow their own freshness into you, and the storms their energy, while cares will drop away from you like the leaves of Autumn.”

John Muir



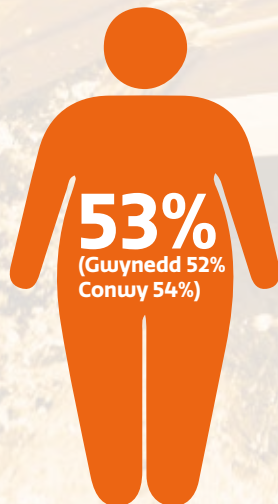
Health Issues

Wales 7.6%
Snowdonia 4.9%

Adults who are overweight or obese



Wales



Gwynedd and Conwy



There are

9

local health walk groups based in and around the National Park

Dementia in rural parts of Wales is expected to increase by

↑ 44%
by 2021



With nearly 700,000 of the local population within easy reach of the National Park (North Wales population, 2011) there are significant opportunities to utilise the national park environment to help improve the health of the north wales population. In particular for deprived communities, with a large number surrounding the National Park.

Mental Health

8.9%

of adults in Gwynedd and Conwy report that they are being treated for mental health problems, compared with **12.1%** for Wales



30%



KEY ISSUE

North Wales admission for mental health disorders in young people is 30% higher than the rest of Wales

What factors have a positive or negative impact on mental health?

- | | |
|---|--------------------------|
| higher income and socio-economic status | unemployment |
| good living environment | lower income |
| generally good health | debt |
| education | abuse and violence |
| employment which includes management, support, safety and management in the job | social loneliness |
| activities such as socialising, working towards goals, training and taking part in activities | bullying |
| community engagement and personal networks, strong community and social. | stressful life events |
| altruism (doing things for others) | loss of autonomy |
| | unsuitable housing |
| | poor working environment |

The impact of the physical environment on well-being

Strong robust links to the following:



Value of carbon sequestration of 3 NPAS estimated at over £24.4 million

Functioning ecosystems & biodiversity underlie most of what keeps people healthy

Centre of Welsh culture

Distinct cultural practices connect people with their history e.g. - local building techniques and materials

Snowdonia has one of the highest concentrations of Welsh speakers in Wales (3rd)

Rich historic environment connects people with history and culture



Improved social contact & community cohesion for those living in good environments

Socio economic inequality in mental wellbeing 40% lower

Reduces health implications



38% jobs in the National Park linked to the environment

Visits to the National Park's stunning environment generates billion a year from visitors

Thriving historic environment attracts visitors and accounts for 20% of all visitor spending

us

Exposure to higher quality environments leads to more benefits

Carbon storage in soil, peat and forests

Higher levels of physical activity

Resilient

Healthy ecosystems help provide clean drinking water

Managing uplands helps reduce flooding in lowlands

Healthier

More favourable heart rate, blood pressure, vitamin D levels, recuperation rates and cortisol levels

Increased self-rated health

Development of healthy immune system

Living in a greener environment reduces mortality

Fetal growth & higher birth weights

40% less likely to be obese

Reduction in asthma

Reduction in stress, fatigue, anxiety & depression

Case study: The potential for social prescribing in Snowdonia

Recent research suggests that GPs across the country are increasingly keen on the “more than medicine” approach of social prescribing, which typically includes activities from healthy eating to knitting groups and walking clubs. Among 1,000 doctors (Nesta, 2013), four out of five thought social prescriptions should be available from their surgeries. Yet patient experience suggests the opportunities to benefit are limited. Nesta questioned 2,000 members of the public, with just 9% saying they had received a social prescription. More than half (55%) said they would like their GP to offer them.

The potential cost savings were estimated to be anything between £1.41 for every £1 invested to £3.38 for every £1 invested.

With the Well-being Act driving forward change in Wales, moves are already underway to introduce more social prescribing initiatives, with the Welsh Government recently providing funding for the third sector to pilot schemes.

But how effective is social prescribing?

A lot of research has been done on this topic and in particular on Physical Activity on Referral Schemes (PARS), with some clear results.

There are two important measurements of success - adherence rate and level of physical activity. Longer programmes results in higher levels of physical activity. Longer follow-up periods (i.e. where participant stays in touch with health care professionals and other participants) also have a positive impact on success rates. Small fees used as

a motivator also positively influence adherence rates. In one example from the Netherlands participants pay small fee of 21€, but get 10€ back if they adhere to more than 80% of programme.

Targeting specific population groups such as women or older people, or targeting specific diagnostic groups as well as specific socio-demographic characteristics, and tailoring programme to their needs produce better results.

The factors that NEGATIVELY influence the success rate of PARS schemes are also worth noting.

Lack of time is a factor for middle-aged and female participants, so home-based programmes - such as walking programmes have been shown to help. Being obese negatively influences adherence rates (a lack of self-esteem means that patients are less likely to want to participate in group activities). Implementing within the general population also has a generally negative influence on the success rate of schemes.

So how could Snowdonia be utilised for interventions that fit with the National Park purposes?

There are a number of types of social prescribing activities that would fit well into the National Park purposes. These could include guided/health walks and green Gym clubs; community education groups; arts, creativity and learning referral activities; group activities on referral; volunteering; signposting information and guidance; supported education and employment; fishing clubs; physical activities such as swimming and aqua-therapy (wild swimming) and cycling.

A vibrant and influential culture

A culture of poetry, language, art & music



Snowdonia was home to Hedd Wyn, a famous Welsh poet who won the Eisteddfod Chair in 1917 having died in the First World War five weeks earlier. The chair was covered in a black cloth and is known as 'Y Gadair Ddu' – 'The Black Chair'.



Charles Darwin was deeply influenced by Snowdonia, he famously spent some time in Snowdonia which helped frame much of the Victorian scientist's approach to his legendary sea voyage on The Beagle

“ tell him (Sedwick) I have never ceased to be thankful for that short tour in Wales ”

Native and visiting artists alike have been inspired by the grandeur of Snowdonia over the centuries



Llŷen



M. W. Jones



R. W. Jones



Augustus Jones

A Culture of volunteering



In 2016 National Park and National Trust volunteers carried out **1952** days of volunteer work



In 2016

905

volunteers helped carry out projects to care for the National Park

Heritage and Mountaineering

The first recorded climb of Snowdon was in 1798 by Victorian botanist Peter Williams and W. Bingley to look for **Rare Alpine Plants**



Snowdonia was used as a training base for successive **Everest expeditions.**

The 1953 Everest expedition signed their names on the ceiling of the Pen y Gwryd Hotel



Tourism and Recreation in the National Park

Visitor Numbers



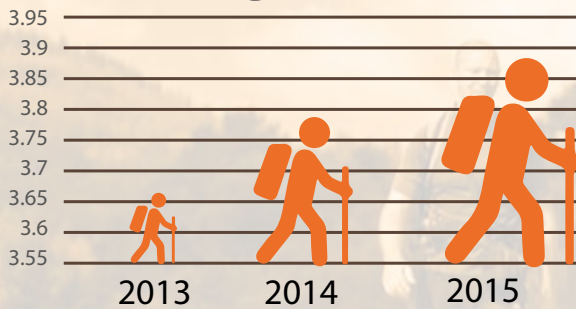
3.89m people visited the National Park in 2015.

During 2015 there were more day visits than staying visits to Snowdonia

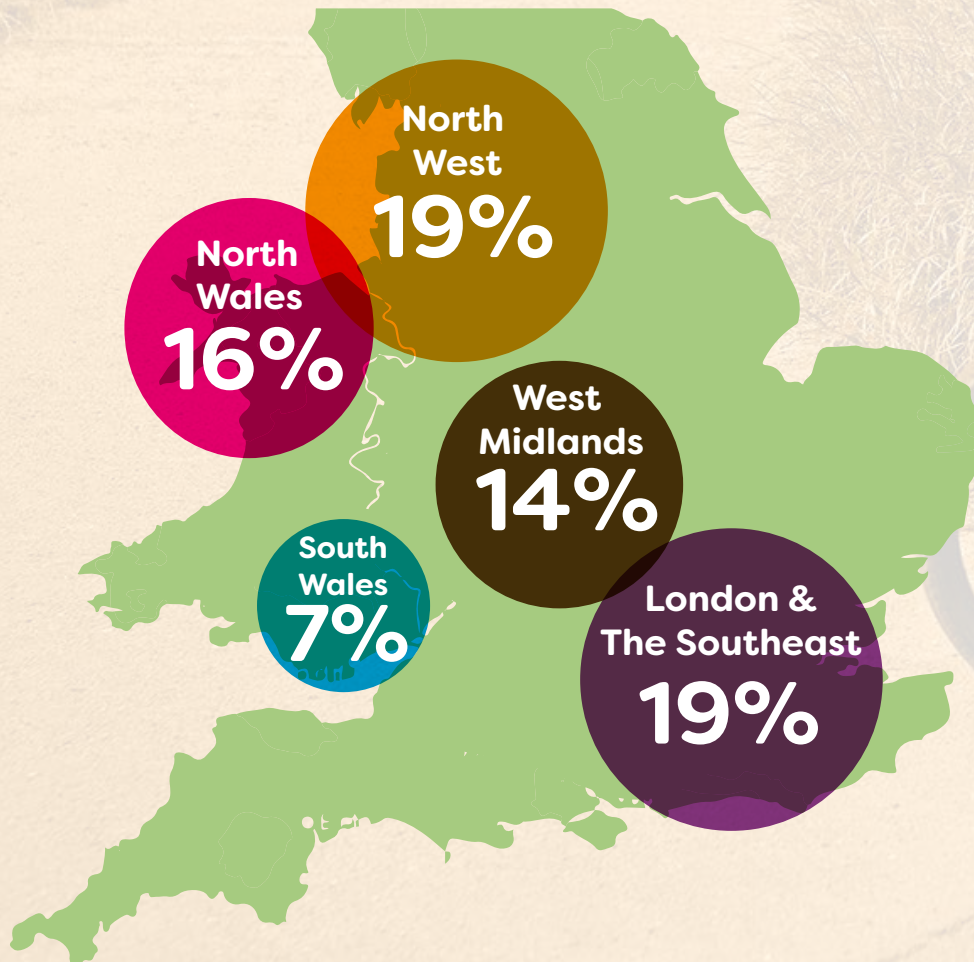
Visitor Numbers



Increasing Visitor Numbers

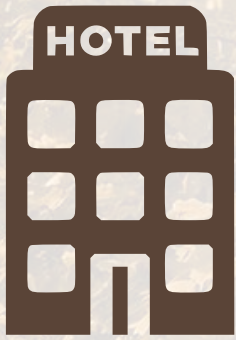


Where do visitors come from?



Accommodation

Where people stay

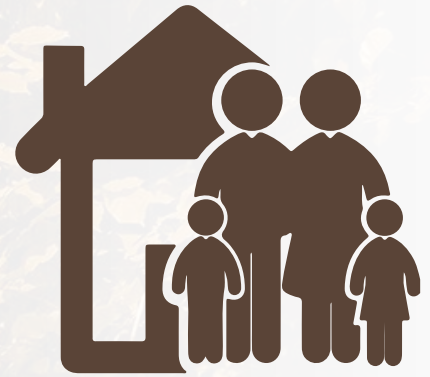


0.32m

serviced
accommodation



1.1m non-serviced
accommodation



0.04m

staying with
friends and family

3,733 Estimated serviced accommodation bed spaces within the National Park in 2015, spread across....

According to Gwynedd Council "78.1% of Gwynedd's tourism bed spaces are within the caravan & camping sector, with 12.6% in self catering accommodation, 6.3% in serviced accommodation and 3.0% in 'Other' accommodation types. These figures suggest that there is a lack of serviced accommodation within the County (such as large hotels in particular)".

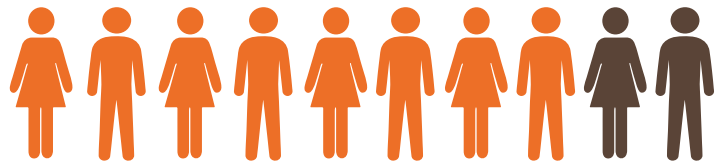


Others feel that a general increase in high quality accommodation could benefit the area, however limited data is available at present that shows what the current and future potential demands are. Gwynedd Council is in the process of commissioning further research into this subject area. There may also be further opportunities on a more local scale to assess the current trends in the accommodation market.

Visitor Trends

 **86%**

of people rated their experience of Welsh National Parks as 'very good', the highest in the UK! **81%** were likely to revisit



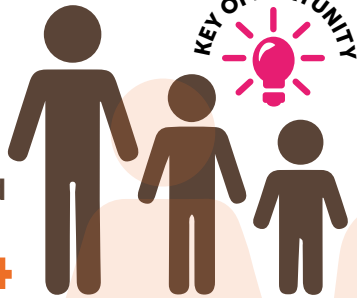
8 out of 10 people gave a **9 or 10** rating to Wales as a place to visit



75% of people visit Snowdonia National Park to enjoy the landscape, countryside or beaches

Welsh National Parks had a younger age profile than Scottish and English National Parks, and

57% of visitors were aged between **0-44**



Families were the most common visitors to Welsh National Parks at **36%**, indicating that this is currently a key market for Wales. Visits with partner/spouse accounted for **33%** of visitors



Information for visitors

Visitor Centres  **6.8% increase** 

Following previous decreasing visitor numbers to the National Park Visitor Centres, totals have increased between 2015/16 and 2016/17. Aberdyfi and Beddgelert visitor centres are now seasonal centres only and the centre at Betws y Coed remains open all year.

217,816 people visited the centres in 2016/2017

The two seasonal and one full-time National Park visitor centres increased their sales totals between 2015/16 and 2016/17 **23.2% increase** 



Page views and unique page views for the Snowdonia National Park Authority website also increased between 2015 and 2016

2.4% increase in unique page views 



27% of respondents used the internet to plan their trip,

37% had been before and

16% gained information through word of mouth.

5% used a Tourist Information Centre



Challenges and Opportunities

From this data and research, along with the initial informal consultation work we have carried out, we can see that there are a number of key challenges and opportunities for physical and mental well-being, heritage, language, and recreation opportunities in Snowdonia over the coming years:

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
Recreation & well-being		
<p>Hill-walking numbers and organised events continue to increase year on year. Its popularity means that immense pressure is put on Snowdonia's recreational resource by recreation itself.</p> <p>Declining resources available to carry out access work needed to keep paths in good condition.</p>	<p>Snowdonia has an incredibly diverse recreational offer in terms of options for visitors and local people.</p> <p>There has been a big growth in spend on recreation (11.9%).</p>	<ul style="list-style-type: none"> • Co-ordinated approach to managing the impacts of organised events. • Continue to improve access opportunities and infrastructure and ensure that signage helps people stay on the paths. • Plan and prioritise access works according to the resources available, the agreements in place and the legislation requirements. • Consult / survey local people, stakeholders and visitors to assess their needs and demands in relation to access in their local area, along with any barriers they face to accessing the outdoors. • Improve and diversify recreational infrastructure including paths and signs, particular for the Active Family Explorers and Pre-Family Explorers. • Continue to remove barriers to enable access for all, and provide 'least restrictive' options in terms of furniture. Develop and implement park wide standards. • Ensure a high quality and consistency of way-marking, signs and furniture ensuring improved access opportunities across the National Park. • Continue to develop, implement and promote access codes for different user groups to reduce conflict.
	<p>Snowdonia is popular with not only visitors but local people too. Some 20% of walkers on Snowdon come from North Wales.</p> <p>The population of Snowdonia is on average healthier and more active than the population as a whole.</p>	<ul style="list-style-type: none"> • Actively promote opportunities for well-being for the local population, in particular routes from and between villages e.g. look into the feasibility of developing the old railway between Bala and Trawsfynydd. • Explore and develop opportunities for routes suitable for all and multi-user and traffic-free trails for bikes, walkers and horses. • Marketing campaign targeted at local people.
	<p>Potential to further improve health and well-being of the local population through social prescribing initiatives in the National Park.</p>	<ul style="list-style-type: none"> • Work with PSBs (Public Service Boards) to develop programmes within the National Park for improving health and well-being e.g. walking for health groups, guided walks, cycling, climbing and wildlife watching and volunteering opportunities. • Social prescribing / work with local surgeries using tried and tested methods.
<p>People being deprived of opportunities to enjoy and learn about Snowdonia's Special Qualities because of physical impairment or social disadvantage.</p>	<p>Opportunities to utilise the new BS8300 standards to improve accessibility for all.</p>	<ul style="list-style-type: none"> • Work with partners to gather research on the barriers faced by excluded groups, and act on any recommendations. • Support groups representing socially excluded groups to access and enjoy the National Park. • Increase the number, length and quality of all-ability trails across the National Park and wherever possible utilise the new BS8300 standards to improve accessibility for all.

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
Sustainable tourism		
Declining public funding means that there is less resources to care for the infrastructure, natural resources and historic environment.		<ul style="list-style-type: none"> • Ensure that paths and infrastructure work are effectively prioritised and that it receives the funding necessary in order to withstand the volume and pressures put upon it. • Work with partners to ensure suitable sources of funding are available to manage and promote the historic environment.
Excessive vegetation encroachment as a potential result of post-Brexit land abandonment (caused by failure in light lamb market) could impact on access for recreation – paths and access areas becoming overgrown.		<ul style="list-style-type: none"> • Explore funding sources and campaign to ensure that sufficient support is available for land managers and/or relevant authorities to maintain access. • Work together to ensure effective management of the countryside for the benefit of all.
Facilities can't cope with the increasing numbers – 1 in 3 gave poor rating for car parks and toilets (on Snowdon), with reasons given as 'expensive parking fees', 'not enough spaces' and 'toilets not working or unclean'.		<ul style="list-style-type: none"> • Wider promotion of what Snowdonia has to offer as a destination, including developing specific guidance of where and when to visit within the National Park. • Spread the impact of visitors across the seasons. • Ensure sufficient funding for visitor infrastructure so that it can be maintained to a high standard.
Although expanding, tourism is still very seasonal with very intense periods. 20% of visitors come to Snowdon in August.		<ul style="list-style-type: none"> • Encourage visitors to come at different times of year – promote winter season and 'autumn colours' season. Use seasonal images on websites.
	Capitalise in growth in the eco-tourism market.	<ul style="list-style-type: none"> • Develop appropriate eco-tourism opportunities.
Parking and transport		
<p>Poor public transport means it's difficult for residents and visitors to get around and can impact on the landscape as well as the enjoyment of Snowdonia's most iconic sites.</p> <p>At busy sites such as Snowdon and Ogwen parking has become a significant issue, with major impacts on local communities, road safety, the landscape and the visitor experience.</p>	Transport can be less environmentally harmful if dual purpose for visitors and residents, and ageing population provides more demand.	<ul style="list-style-type: none"> • Review public transport systems in popular areas to ensure it meets the demands and needs of visitors and residents, as well as being financially sustainable and use public transport as a means of delivering information to visitors. • Look at alternative 'green' solutions to transport, and utilise smart technology to encourage behaviour change (e.g. Enterprise scheme). • Ensure sufficient innovative and green public transport and infrastructure to reduce pressure on car parks at popular sites. • Work in partnership with landowners and communities to explore opportunities for additional temporary parking where parking capacity is a problem.

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
Information and education		
<p>First time visitors can have a limited understanding for the countryside code, history and culture of the area and general lack of respect for the countryside.</p> <p>4 in 10 visitors to Wales are first time visitors. 20% of walkers on Snowdon are first time walkers.</p>	<p>Opportunities to raise awareness of Snowdonia's rich cultural heritage and historic environment.</p>	<ul style="list-style-type: none"> • Encourage respect and understanding of the Welsh language, culture and history of the area and the countryside code as well as mountain safety messages. • Lead the way on the use of traditional Welsh place names – from homes to landscape features. • Work with partners, business and communities to develop schemes and funds that promote respect and understanding such as 'Visitor Giving', and ensure these funds support environmental projects related to the impact of visitors. • Opportunities for enhancing the visitor experience by linking with historic and cultural aspects e.g. World Heritage Site, slate trails, mountaineering history and promoting Welsh place names and the Welsh language.
<p>Many of Snowdonia Special Qualities relate to its cultural heritage and historic environment however the availability of information on this, as well as visitors understanding may be limited.</p>		<ul style="list-style-type: none"> • Through information and education, celebrate sources of inspiration and sites notable in Welsh literature and culture. • Improve and promote opportunities for access to the historic environment.
	<p>Information Centres have reported and increasing demand for information on fishing opportunities in the area.</p>	<ul style="list-style-type: none"> • Develop guidance in one place on fishing in Snowdonia including access-for-all opportunities.
<p>Visitors to information centres declining (although slight improvement in 2016/17).</p>	<p>Although a high percentage of visitors pre-plan on the internet, they are also very likely to then visit TICs for information whilst on their visit.</p>	<ul style="list-style-type: none"> • Continue to develop and increase viability of information centres: <ul style="list-style-type: none"> ○ Improve understanding of what TICs have to offer to increase use. ○ Further develop TICs into focal points for the community – develop community hubs by offering local services / support where possible. ○ Utilize these central / community hubs to showcase the work of the National Park Authority and its partners and to increase understanding of Snowdonia and what it has to offer.
<p>52% of visitors rely on previous knowledge at the information planning stage.</p> <p>Poor mobile connectivity within the National Park provides challenges for people that use the area gain information.</p>	<p>27% of visitors do their pre-planning on the internet.</p> <p>A large % of people access information on their mobile devices.</p>	<ul style="list-style-type: none"> • Work with partners to ensure that online resources and information are consistent and engaging. • Ensure that traditional means of communicating i.e. print / interpretation is available and of high quality and meets the needs of visitors, particularly in communication blackspots. • Conduct further research with visitors and the local communities to find out what type and format of information they would like see available. • Work with partners to develop localised small scale mobile / internet solutions such as public wifi and ensure that more major structures are appropriately placed as not to adversely affect the surrounding landscape.

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
Snowdonia as a destination		
	Wales attracts a younger age profile than other UK countries and Snowdonia in particular is popular with families and couples.	<ul style="list-style-type: none"> • Improve information on recreation opportunities, specifically targeted at these segments of the market.
Visits to Snowdonia are lower than people's general awareness of the area might suggest.	Snowdonia is the 3 rd most well known NPA in the UK after the Lakes and Peaks and visitors are increasing by 2.4% per year.	<ul style="list-style-type: none"> • Branding and marketing work to increase awareness of Snowdonia. Commission new photos of the area.
Visitors confuse 'Snowdon' and 'Snowdonia'.		<ul style="list-style-type: none"> • Implement Snowdon Plan to move towards use of Yr Wyddfa. Consider using Eryri rather than Snowdonia.
	The new Wales Way - and the two routes through the National Park - provide opportunities for connecting people with the rich heritage and culture of Snowdonia and drawing people away from honey pot sites.	<ul style="list-style-type: none"> • Work with partners to develop opportunities in relation to the "Wales Way".

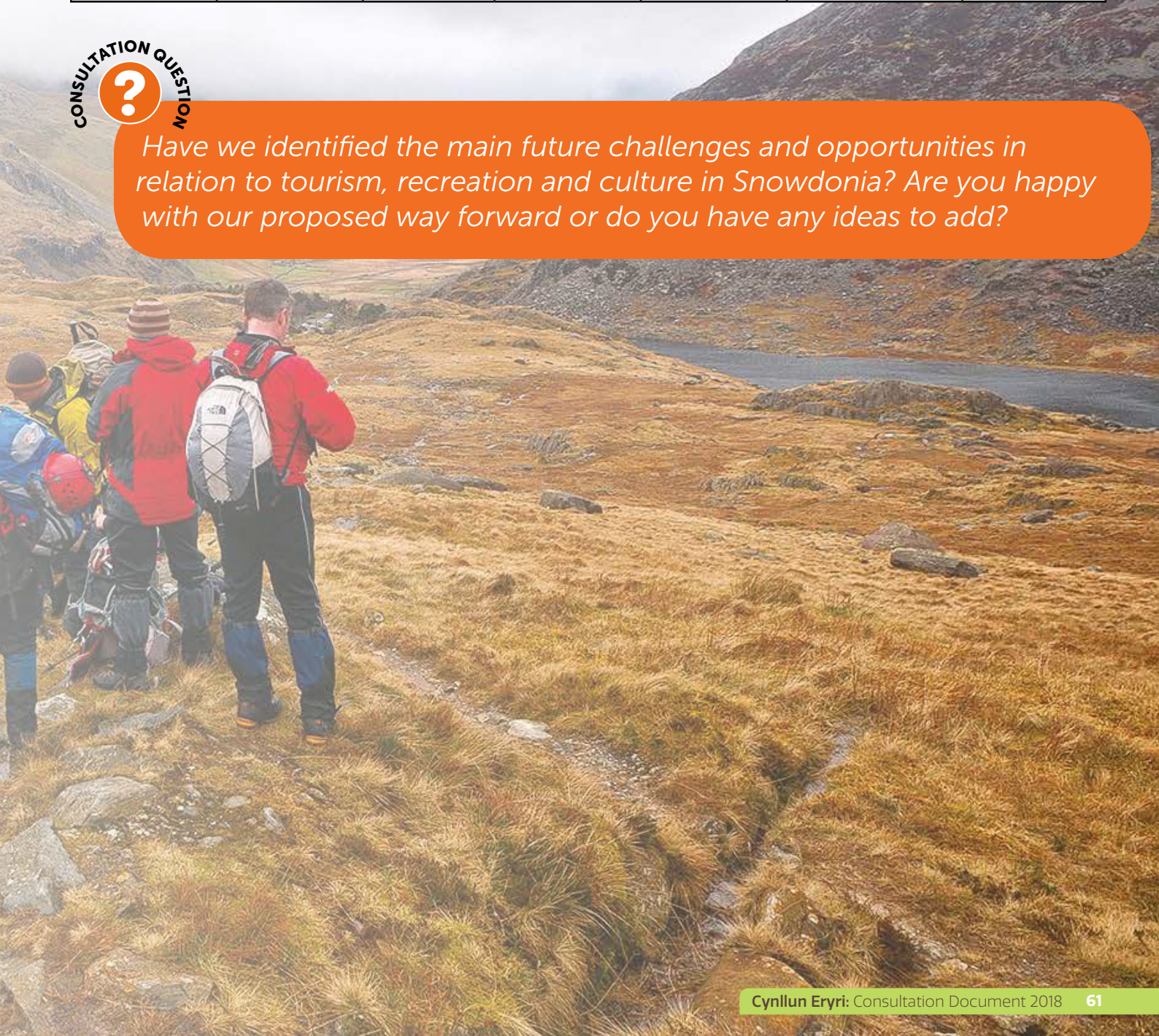


How the proposed way forward can help contribute to the national well-being goals

A prosperous National Park	A resilient National Park	A healthier National Park	A more equal National Park	A National Park of cohesive communities	A National Park of vibrant culture and thriving Welsh language	A globally responsible National Park
Sustainable tourism makes an increasing economic contribution towards the local economy	The natural and historic environment of Snowdonia helps support the economic and social resilience of local communities	Communities are enabled to use their local environment to stay mentally and physically healthy	Recreational opportunities and greener transport are available for everyone	There is excellent transport infrastructure in the National Park connecting local communities, supported by tourism	Recreation opportunities bring communities together. Visitors are encouraged to learn and understand the Welsh language and culture	Snowdonia is leading the way in sustainable tourism

CONSULTATION QUESTION

Have we identified the main future challenges and opportunities in relation to tourism, recreation and culture in Snowdonia? Are you happy with our proposed way forward or do you have any ideas to add?



Eryri's Communities and Economy

A great place to develop, live and work

We have gathered all the relevant information and data available for the geographical area of the National Park in relation to the communities and economy of the area. This gives us a good picture of the current situation.

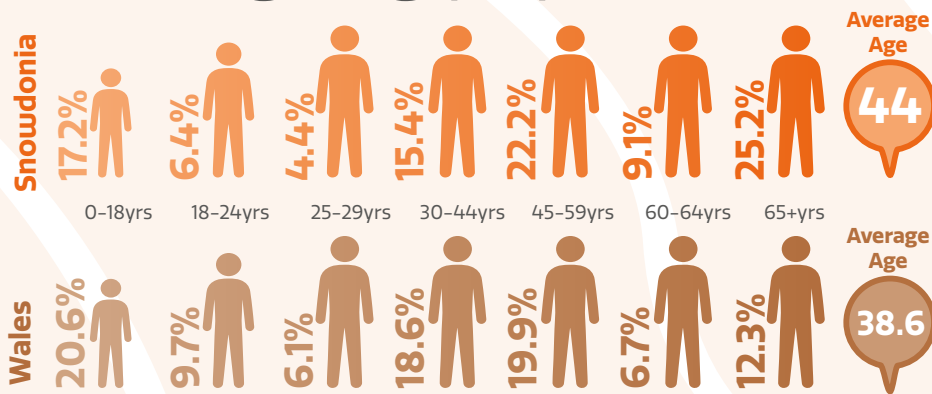


Population 25,702

Less than 1% of the population of Wales (3.063m)

It's estimated that
Snowdonia's population will
shrink by 6.6% by 2030

An ageing population

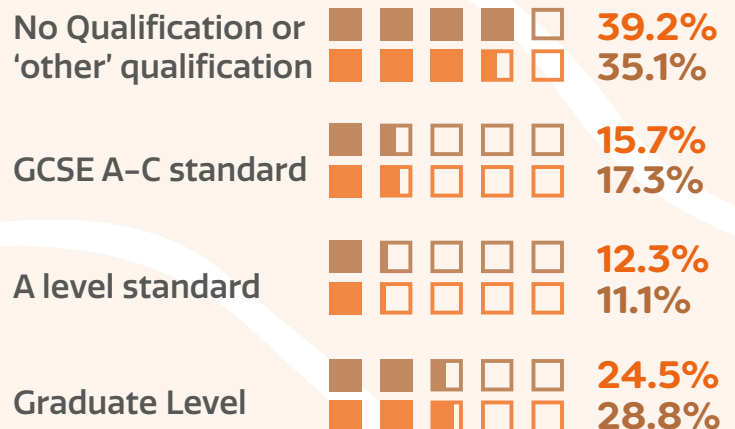


Wales as a whole has an ageing population with the number of people over 65 expected to rise to almost 26% by 2033. In the National Park, this difference in age structure is particularly acute..

How well qualified?

Education levels

■ Wales ■ Snowdonia



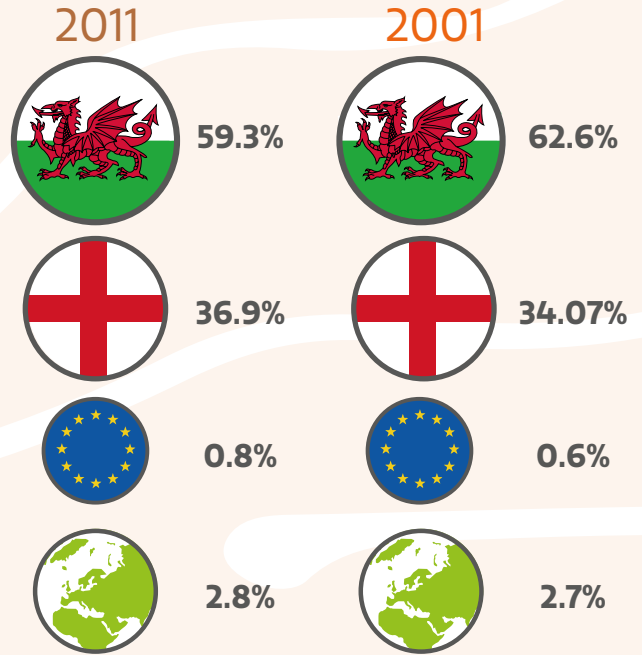
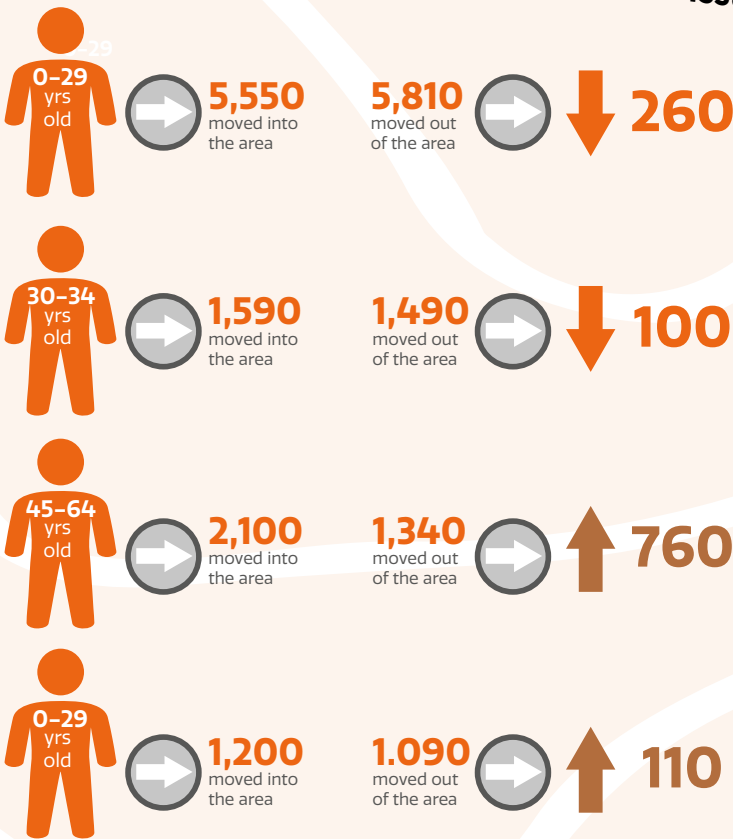
Inward and outward migration in Gwynedd & Conwy (2015/16)



KEY ISSUE

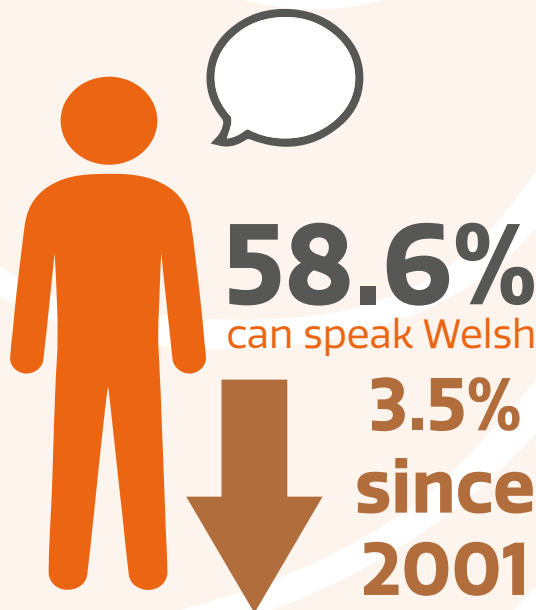
Country of birth

Where were people born?



The Welsh language

KEY ISSUE



“Welsh is of this soil, this island, this senior language of the men of Britain; and Welsh is beautiful.”

J.R.R. Tolkien

Snowdonia remains a stronghold for the Welsh language, but the decline in Welsh speakers is consistent with that seen at a national level.

What factors influence the number of Welsh speakers

- 1 Out-migration of Welsh speakers and in-migration of non Welsh speakers
- 2 Employers recognising the importance and advantage of supporting the Welsh language
- 3 A prosperous economy that encourages people to remain in their communities
- 4 Bi-lingual education
- 5 Lack of affordable housing
- 6 The number of second homes
- 7 Buildings within the community that enable people to come together
- 8 Language transfer within the family

These issues – the decline in population, the outward-migration of young people and the inward-migration of older-people – creates significant challenges for the area, particularly in relation to the Welsh language.

The economy of Snowdonia

Top industries of employment compared Snowdonia Wales

Snowdonia		Wales	
1 Human health & social work 12.8%	4 Accomodation & food service activities 11.6%	1 Wholesale & retail 15.6%	4 Education 10.1%
2 Wholesale & retail 12.7%	5 Construction 9.9%	2 Human health and social work 14.5%	5 Construction 8.2%
3 Education 12%	6 Agriculture, forestry & fisheries 7.2%	3 Manufacturing 10.5%	6 Public admin & defence 7.9%

The higher numbers of people employed in the public sector in Wales (27.6% compared to 21.6% across the UK) means that it is particularly sensitive to political change e.g. Brexit. Gwynedd (27.8%) and Conwy (23.6%) do not have the highest public sector percentages in Wales (Swansea has 31.8%) but they are still relatively susceptible to political change.



Snowdonia has a **lower** unemployment rate than the national average



3.1% compared with **4.3%** nationally and a high level of retirees **20.5%** compared to **16.1%** across Wales as a whole



43.7%

of self-employed people in rural areas of Wales are over the age of **60** (compared with **31.3%** in England). This creates succession planning issues with an ageing self-employed workforce.

£26,863
Average household income of wards within or partially within the National Park. This is lower than the average figure of **£30,806** for the UK



KEY ISSUE Dwyfor Meirionnydd

£15,236 has the lowest annual median wage in the UK

Self-employed



Nearly one in 5 people in Snowdonia are self employed which is more than **double** the national average

Much of this business is concentrated in the agricultural and hospitality industries

KEY ISSUE

38%
of jobs in Snowdonia are linked to the **environment**



KEY OPPORTUNITY

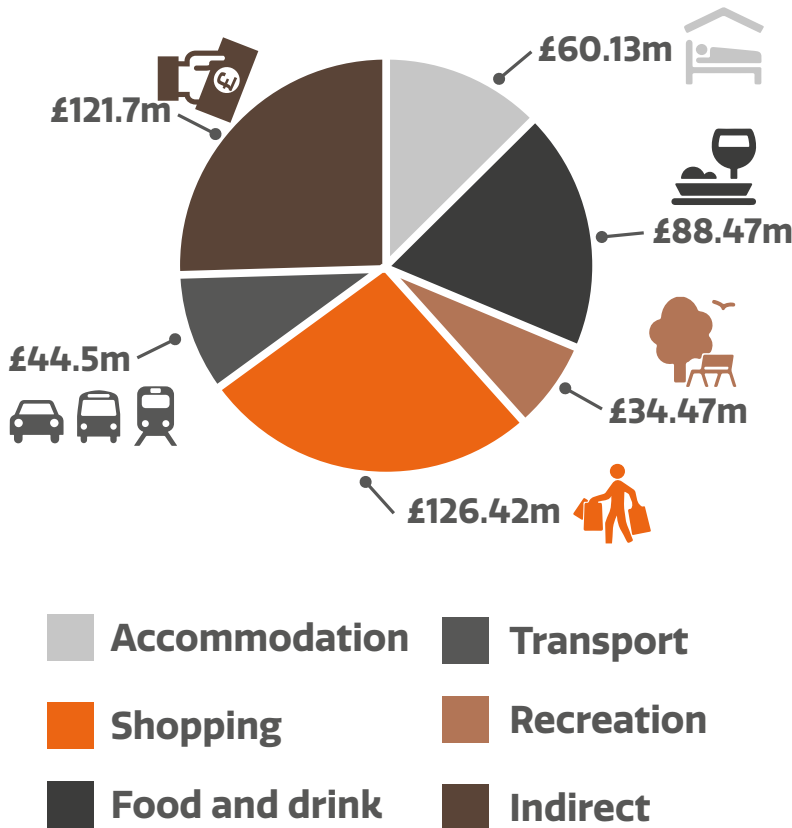
33%
travel more than 6 miles to work (in Gwynedd)



KEY ISSUE

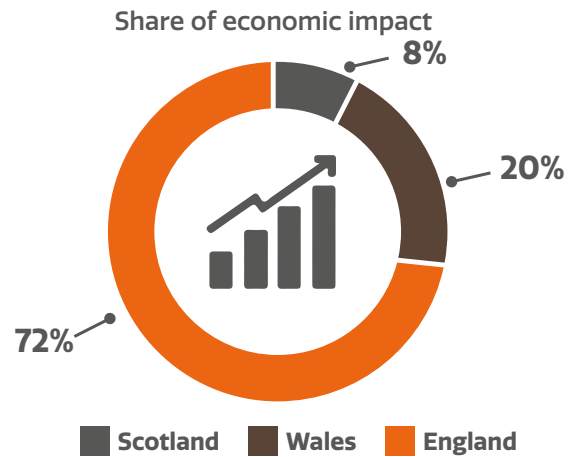
Economic Impact of Tourism

Sectoral Distribution of Economic Impact (£)



The economic impact (direct and indirect) of tourism activities in Snowdonia National Park during 2015 was **£475.69m**

Snowdonia National Park is **4th** highest of the UK National Parks in terms of levels of economic impact due to tourism activities



National Parks in Scotland and Wales have a higher share of economic impact than they have of visits, reflecting a higher proportion of staying visits

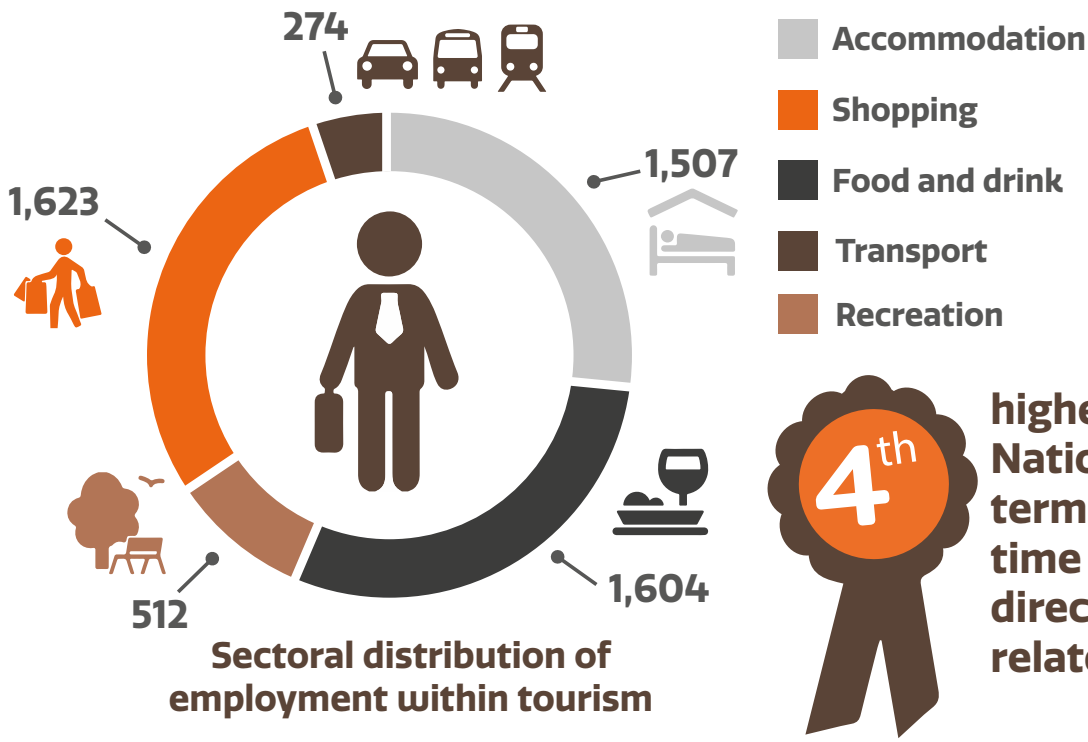


9.5%
in 2017

The retail vacancy rate

is lower than the UK average of 10.1% and has fallen since 2015 when it was at 14.5%. Some areas however have high vacancy rates, such as Harlech at 20.5%

	one visitor stays for	and spends
Snowdonia National Park	2.63 days	£122
Lake District National Park	1.46 days	£70
Yorkshire Dales National Park	1.30 days	£66
Brecon Beacons National Park	1.21 days	£56



4th highest of the UK National Parks in terms of those full time employed in direct tourism related activities



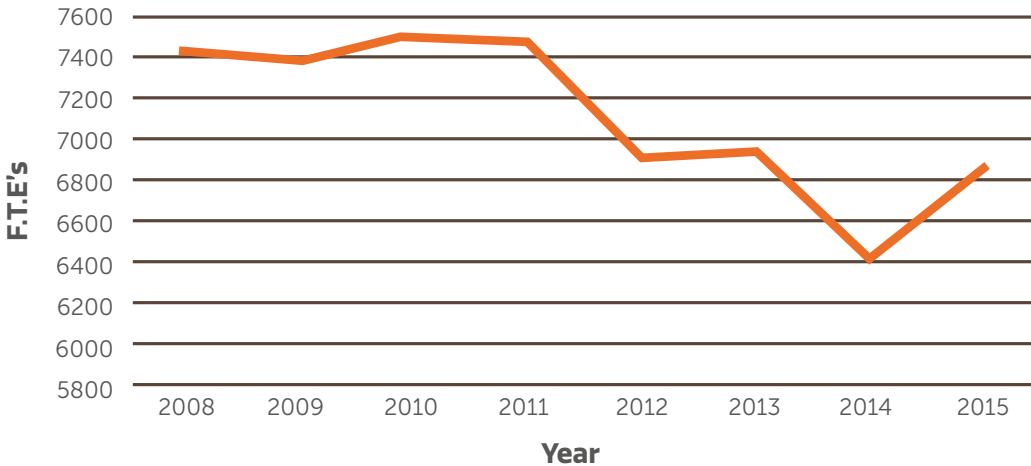
The estimated spend per visitor for Snowdonia is

£122

which is the second highest of all the UK National Parks

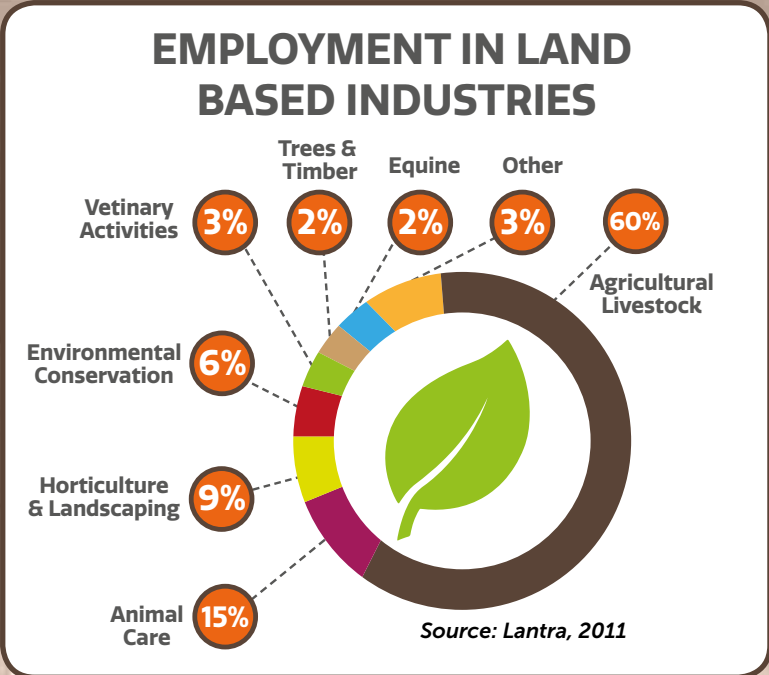
£140 million

The estimated value of the adventure activity sector in North-West Wales



In 2015, **5,520** people were directly full time employed within the tourism sector in Snowdonia. When indirect employment is factored in, this figure rises to **6,860**

There was a **7.5%** increase from 2014 figures. However the 2015 total is lower than that seen in 2010 when **7,513** people were in full time employment within the tourism sector.



The Secret to Happiness

The debate on how to measure the well-being of societies is a long running one but as increasing pressure is put on our time it's becoming more and more of a hot topic. Is wealth all that matters, or should we be looking at other things, like the balance between work and the rest of our lives?

The OECD has identified measurements around 11 topics that are essential to well-being – called 'the Better Life index'. This includes *material living conditions* (housing, income, jobs) and *quality of life* (community, education, environment, governance, health, life satisfaction, safety and work-life balance).

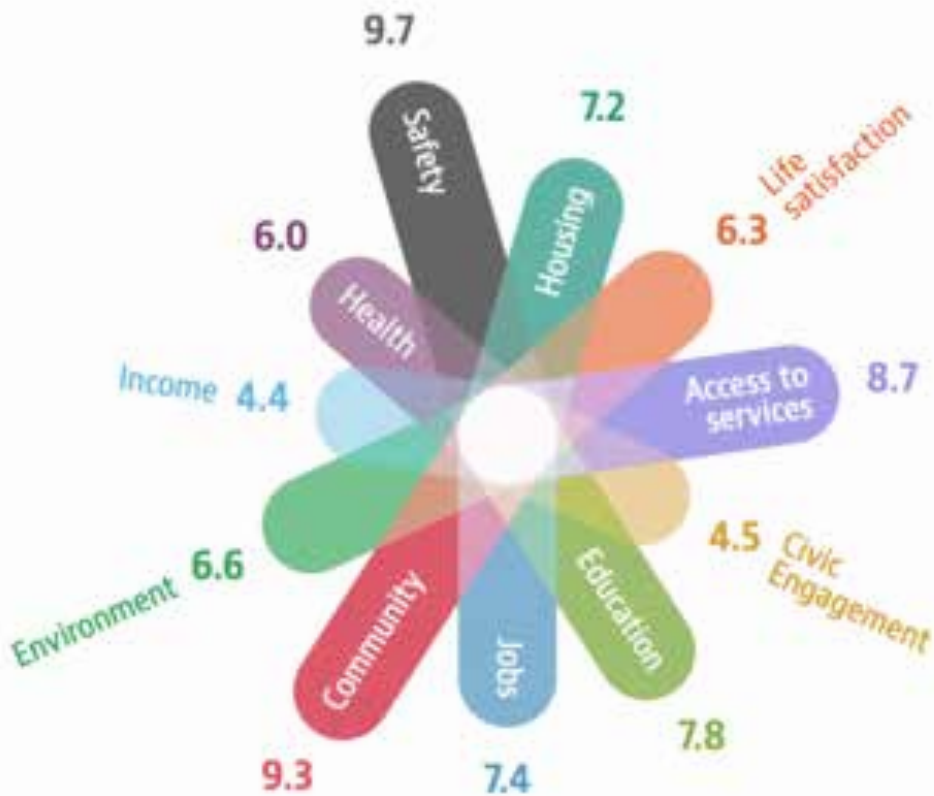
This international approach to measuring happiness could be a positive step change in the way countries and their governments assess the well-being of their nation. But Wales is ahead of the game in that it has already implemented a ground-breaking act to drive the way we do things in Wales, to be far more focused on people's well-being as a whole rather than exclusively on economic drivers.

The Well-being of Future Generations (Wales) Act requires public bodies in Wales to think about the long-term impact of their decisions, to work better with people, communities and each other, and to prevent persistent problems such as poverty, health inequalities and climate change. Both Gwynedd and Conwy are currently producing new well-being plans.

The Act is unique to Wales attracting interest from countries across the world as it offers a huge opportunity to make a long-lasting, positive change to both current and future generations.

National Parks in particular provide opportunities for improving people's happiness. There are strong and proven links between the environment and improved wellbeing as you'll see in the diagram on Page 50-51.

How is life in Wales?



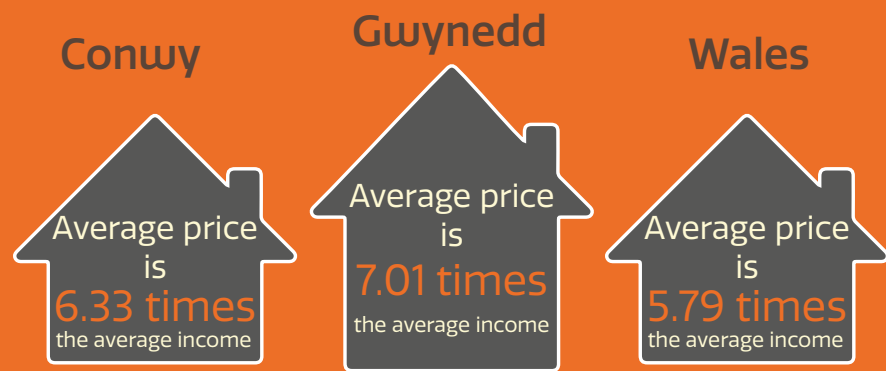
How is life around you?



OECD
**Regional
Well-Being**

<http://oecdregionalwellbeing.org>

Comparing household prices with average income



HOMEOWNERS ON AVERAGE

PAY A 22% PRICE PREMIUM TO LIVE IN A NATIONAL PARK

SO HOW DO THE UK'S NATIONAL PARKS COMPARE?

MOST EXPENSIVE



LEAST EXPENSIVE

New Forest + £115,000
South Downs + £78,000
Lake District + £55,000

Peak District + £50,600
Brecon Beacons + £50,600
Snowdonia + £34,500

Do second homes effect house prices?

This chart shows the four highest and lowest community council areas in relation to % of second homes.

% of second homes	Average House Price
Aberdyfi 39%	£292,879
Llanfihangel y Pennant 25%	£171,119
Beddgelert 24%	£235,643
Llanfair 22%	£236,500
Bala 2%	£148,645
Trawsfynydd 4%	£86,335
Bryncrug 6%	£183,000
Llanuwchllyn 7%	£131,444

The Plan for Affordable Housing



The Eryri Local Development Plan (LDP) aims to provide opportunities for affordable housing for local people. The plan seeks to ensure the least possible impact on the area's landscape whilst also providing sufficient new housing to support sustainable communities. In order to help meet the need for affordable housing for local people sites for affordable housing have been included within the LDP.

What are the impacts and value of second home ownership?

- Prices pushed beyond the reach of 'local' buyers & renters
- Displacement of 'local' buyers & renters
- Knock-on effect on services (esp. schools)
- Pressure on social services
- Reduction in cohesiveness of rural communities
- Impact on % of Welsh speakers
- Demographic change in communities i.e. retirees moving to the area

- Investment in & improvement of rural housing stock
- Introduction of new relationships & connections to rural communities
- Extending social networks
- Bridging of social capital

The planning process in the National Park

	2015/16	2016/17
No of applications registered	611	592
Percentage Determined within 8 weeks	71% (340/476)	80% (422/529)
Percentage of applications approved	89%	87%

Broadband connectivity

50.9%

households in Dwyfor, Meirionnydd and Arfon and **44.3%** of properties in Aberconwy (the two main constituencies that cover the National Park area) receive broadband connections slower than 10 Mb/s. These are some of the slowest in Wales.



3%

of Gwynedd properties have no form of broadband access - an improvement from **20%** in 2011



Access to services

The Welsh Index of Multiple Deprivation is designed to identify the areas of Wales that are the most deprived. One of the measures is access to services

17

areas (within or partly within the National Park boundary)



were within the 10% most deprived areas in Wales in terms of

Access to Services

which includes travel time to:

- Food shops
- GP surgeries
- Primary and secondary schools
- Post offices
- Public libraries
- Leisure centres
- Pharmacies
- Petrol stations





Challenges and Opportunities

From this data and research, along with the initial informal consultation work we have carried out, we can see that there are a number of key challenges and opportunities that the communities and economy of Snowdonia will face over the coming years:

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
High Quality Jobs		
<p>Failure to retain young people in the area due to perceived lack of employment opportunities and lack of affordable housing along with high property prices.</p> <p>Low average wages together with the current benefit freeze and the introduction of universal credit will have a significant impact on the lives of people.</p> <p>Given the area's relative reliance on public sector employment (25.7%) and that sector's sensitivity to political change, Brexit could bring significant additional challenges to the area in terms of employment.</p> <p>Lack of capital investment in the area.</p>	<p>Potential for increase in some jobs in the environment sector (including conservation, agriculture and forestry). Potential for growth if payments move to pillar 2 type payments and PES schemes.</p> <p>Opportunities for employment development within the Snowdonia Enterprise Zone at Trawsfynydd and Llanbedr, as well as further afield e.g. Wylfa Newydd.</p>	<ul style="list-style-type: none"> • Produce a 'green growth' strategy for the National Park. • As part of regional strategies for growth, support and promote opportunities (of an appropriate size / scale and location in line with planning policy) for young people and business start-ups in the following sectors: <ul style="list-style-type: none"> ○ Conservation ○ Forestry ○ Pillar 2 type land management and PES schemes ○ IT and tech industries ○ The circular economy ○ Energy efficiency and renewables ○ Outdoor recreation linked to the health agenda • Enabling policies to support the retention of existing employment development, new employment and business development and agricultural diversification projects.
	<p>Opportunities to offer services and products targeted at retired population ('grey pound') including tourism, online-based services and support and health treatments.</p>	<ul style="list-style-type: none"> • Support and promote sustainable opportunities for services targeting the 'grey pound'.
	<p>Opportunities for growth in the tourism sector (particularly high value / quality offering), along with links to locally produced produce.</p>	<ul style="list-style-type: none"> • Support appropriate opportunities for high value/quality offering in the tourism sector.
Communication Infrastructure and Digital Businesses		
<p>Lack of support/infrastructure for start-up ventures.</p>		<ul style="list-style-type: none"> • Work with partners to ensure that there is the infrastructure / support available in order for start-ups to thrive.
<p>Failure to capitalise on the growing IT industry (cyber world and communication technology).</p>	<p>Opportunities for growth in the IT and online sectors.</p>	<ul style="list-style-type: none"> • Promote Snowdonia as a great place for digital start-ups.
<p>Poor broadband and mobile phone connectivity restricting opportunities for establishing and developing diverse new business models, particularly post-Brexit.</p>		<ul style="list-style-type: none"> • Support and encourage visually appropriate improvements to the broadband and mobile phone network. • Develop <u>smart villages</u> – look at piloting the approach via LEADER (or post-Brexit replacement scheme). Smart Villages refers to rural areas and communities where traditional and new networks and services are enhanced by means of digital, telecommunication technologies, innovations and better use of knowledge, for the benefit of inhabitants and businesses. • Ensure any new developments to enhance communication infrastructure do not impact adversely on the landscape.

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
Sustainable Businesses		
Potential that working population will require upskilling/re-training if there is decline of some industries post-Brexit.		<ul style="list-style-type: none"> Promote, support and provide access to training and apprenticeship opportunities in growth industries – specifically sustainable/green/eco industries.
<p>Potential collapse in the light-lamb market and upland units post-Brexit.</p> <p>Potential squeeze in production margins for all businesses post-Brexit.</p> <p>Potential increased cost of living post-Brexit particularly as a result of increasing food prices.</p>	<p>Potential growth in new food/product industries post-Brexit including: local wine production, bottled water, traditional breed and specialist pig products, increased demand for poultry as red meat prices increase, small beef businesses with direct supply chains to customers, dairy products including yoghurts, French cheese and butter, forestry products.</p>	<ul style="list-style-type: none"> Support and promote opportunities for growth (of an appropriate nature to the National Park) within the agricultural sector including: <ul style="list-style-type: none"> sustainable food production growth industries short local food supply chains vertical farming systems composite systems local provenance facilities e.g. Abattoirs, chilling, processing etc. Through the LDP ensure that the setting and location of major new developments are appropriate and that they safeguard the views into and out of the National Park.
Food price increases for tourism industry as a result of Brexit puts increasing squeeze on profit margins.	Opportunities for local food producers to directly supply tourism industry, in particular with specialist products.	<ul style="list-style-type: none"> Support and grow short local food supply chains, in particular where specialist produce is being developed. Support the development of regional branding that utilises the strength of the National Park brand. Work with self-catering accommodation providers on leaflet/guidance/digital information about local food in the area.
High Quality Tourism		
Deterioration in the tourism offer due to a lack of investment and funding for visitor infrastructure such as footpaths and transport.	More staying visitors in Snowdonia compared to other National Parks results in it having the second highest spend per visitor of all UK National Parks and a general downward trend in day visitors (though slight increase in 2016). Expenditure is on the increase (5.6%) and there is also an increase in the number of people employed in tourism (7.5%).	<ul style="list-style-type: none"> Further promote Snowdonia as a destination to 'stay longer' by for example promoting the opportunities for experiencing the wide range of high quality outdoor recreation experiences over a long weekend/week.

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
Day visitors (£43.95 per head) bring comparatively lower spends than staying visitors.	<p>Serviced and non-serviced accommodation brings the highest spend per head</p> <p>(Non-serviced: £286.55 per head per stay</p> <p>£44.02 per head per day</p> <p>Serviced: £156.91 per head per stay</p> <p>£89.84 per head per day)</p> <p>Less day visitors to Snowdonia (71%) than other UK NPAs (88%).</p>	<ul style="list-style-type: none"> • Work together to: <ul style="list-style-type: none"> ○ Support development and promotion of high quality accommodation via LDP and market / promotion respectively. ○ Encourage day visitors to stay longer and / or use more local services. ○ Implement measures to increase spend per head for all visitors.
High Quality of Life and Resilient Communities		
<p>60% of local people are priced out of the property market.</p> <p>Mortgage lenders have been known to be unwilling to lend on affordable homes.</p>		<ul style="list-style-type: none"> • Continue to work together to support Rural Housing Enablers in order to identify affordable housing needs within our communities, and develop options to meet these needs. • Ensure that policies promote affordable and sustainable housing and employment opportunities through the Local Development Plan. • Work with partners to ensure the best use of affordable housing financial contributions to assist in the delivery of affordable housing. • Lobby mortgage lenders to ensure that finance for affordable homes is easily accessible.
High percentage of pre 1919 housing stock (8.3% without central heating)		<ul style="list-style-type: none"> • Encourage improved support for upgrading central heating systems to more sustainable/renewable alternatives and appropriate insulation for homes. • Promote and support improving the energy efficiency of new and traditional buildings, in an appropriate way and in line with planning policy.
	The lifestyle opportunities that Snowdonia can offer - particularly for young, active, adventurous, creative and entrepreneurial people.	<ul style="list-style-type: none"> • Promote Snowdonia as a great place for young people to work and live a great lifestyle.
Many communities are remote from services and facilities. This can lead to issues of loneliness, isolation and decline in mental and physical well-being.	Utilise retiree population for volunteering, running local public services and to provide support to mitigate against loneliness and isolation	<ul style="list-style-type: none"> • Support local community projects that encourage retiree population to help run local services. • Encourage opportunities for socialising in the natural environment. Ensure any information is segmented for specific target audiences. • Support the retention of community facilities and develop TICs to be community hubs. • Support a living language, and strengthen people's sense of social integration, by supporting and encouraging community events and groups that have links to the environment or culture of the area.

Challenges (Key Issues) and their potential impact for the next 5 years and beyond	Opportunities in the current climate and their potential impact	Proposed Way Forward How we and our partners propose to address key issues and capitalise on opportunities
Increasingly ageing population placing pressure on health and social care services	Utilise the natural environment and recreational opportunities in Snowdonia to mitigate health issues and reduce pressure on health and social care	<ul style="list-style-type: none"> • Work in partnership on well-being projects and schemes.
Language and Culture		
<p>Decline in the number of Welsh speakers.</p> <p>Welsh Government target to increase Welsh speakers to 1 million by 2050.</p>	High % of Welsh speakers compared to other areas of Wales	<ul style="list-style-type: none"> • Lead the way on ensuring that the Welsh language and culture is supported and used through events, activities, information and all of our work. • Promote the use of the Welsh language, heritage and culture through services, interpretation, education and other means. Increase awareness of the Welsh language as a living, working language. Work to re-define expectations. • Create a specific marketing and communication plan for the Welsh language as one of the National Parks special qualities. • Promote and create opportunities for non-Welsh speakers moving to the area to learn Welsh. • Create opportunities for Welsh speakers and learners to socialize and use the language.
<p>The outward migration of young people and inward migration of older people provides potential population challenges. There is a need to ensure that the culture and language continue to thrive, and that those who move to the area feel accepted and welcomed into the community.</p> <p>Visitors may have a lack of awareness and contact with the area's language and culture.</p>	There is demand, particularly from European visitors for more opportunities to experience the language and culture of the area.	<ul style="list-style-type: none"> • Work with arts and cultural organisations to embrace and celebrate language and culture through Welsh language creative and cultural projects. • Explore and use the learning from the City of Culture movement and apply this thinking within a rural context. • Consider the use of European and international languages on visitor websites in line with the main home countries of visitors. • The Eryri Local Development Plan (LDP) aims to encourage development which supports the vibrancy of the Welsh Language and protect local communities from developments that are insensitive to impact on the Welsh Language. • The Eryri LDP encourages signage by public bodies and business premises to be bilingual or Welsh only and encourages the use of Welsh place names for new developments, house and street names. • Support opportunities for visitor to be immersed in the language and culture of the area through linkage with accommodation and learning.

How the proposed way forward can help contribute to the national well-being goals

A prosperous National Park	A resilient National Park	A healthier National Park	A more equal National Park	A National Park of cohesive communities	A National Park of vibrant culture and thriving Welsh language	A globally responsible National Park
Snowdonia is contributing towards an innovative and productive low carbon society and circular economy	An innovative and sustainable approach to capitalising on the area's natural resources and historic environment whilst protecting and enhancing its special qualities	Better communication infrastructure helps reduce isolation	The thriving economy of Snowdonia enables people from all backgrounds to fulfil their potential	The viability and connectivity of communities is enhanced through support for smart villages, business start-ups and green transport solutions	By encouraging and enabling young Welsh speakers to settle in the area the Welsh language is thriving	Snowdonia acts as a best practice example of sustainable rural communities

CONSULTATION QUESTION



Have we identified the main future challenges and opportunities for the communities and economy of Snowdonia? Are you happy with our proposed way forward or do you have any ideas to add?

Our Vision for Snowdonia National Park

It is important to look to the future and try and visualise what we would like the National Park to be like in the long term future – in 2045 – 25 years from now.

Snowdonia in 2045

In the 2010-2015 National Park Management Plan a 'vision statement' was developed with stakeholders which describes our aspirations for the National Park:

By 2045 Snowdonia will continue to be a protected and evolving landscape, safeguarded and enhanced to provide a rich, varied and resilient natural environment; providing well-being benefits nationally and internationally.

National Park purposes will be delivered through a diverse and prospering economy adapted to the challenges of climate change and founded on natural resources - its landscape qualities, opportunities for learning and enjoyment, cultural and natural heritage. With thriving bilingual and inclusive communities, partnership working will have demonstrated that more can be achieved through working together.

Communities will have adopted innovative solutions in a changing world – a low carbon economy will have strengthened residents' link with the environment, providing a better standard of living and ensuring Snowdonia's reputation as an internationally renowned **National Park** and one of the nation's breathing spaces.

We feel this vision is still relevant today and therefore we're proposing to adopt this in **Cynllun Eryri** as the vision for Snowdonia National Park in 2045.

Our Vision for Snowdonia

So what does the long term vision look like in detail? We have developed a detailed vision and objectives in order to describe what success looks like. We have had discussions and co-ordinated workshops with key partners, stakeholders and local communities. In the previous section we identified what is and isn't working now and how things could change in the future. All of these elements have helped develop the detailed long term vision and objectives below.. We feel it is aspirational yet achievable.

Eryri's Health and Well-being

Opportunities to learn through our heritage and improve our physical and mental well-being and vibrant culture

High quality and diverse routes and trails provide daily and inclusive opportunities for the local population and visitors to stay physically and mentally healthy and appreciate what makes the National Park special

As a destination, Snowdonia is recognised internationally for its culture, heritage and language, stunning landscapes, warm welcome and ecotourism

Snowdonia is a leading example of how sustainable tourism can thrive in a protected landscape

Organisations & communities are working together to provide innovative & integrated solutions for sustainable parking and transport

Accurate and engaging information about Snowdonia is easily accessible for both local people and visitors and it fosters respect for the countryside and for the culture of the area

A year-round, high quality, diverse offer of activities and landscape-appropriate accommodation ensures that the pressure is spread across seasons and areas, visitors stay longer and bring further benefit to the local economy

Eryri's Environment

Caring for our natural and historic assets and stunning surroundings

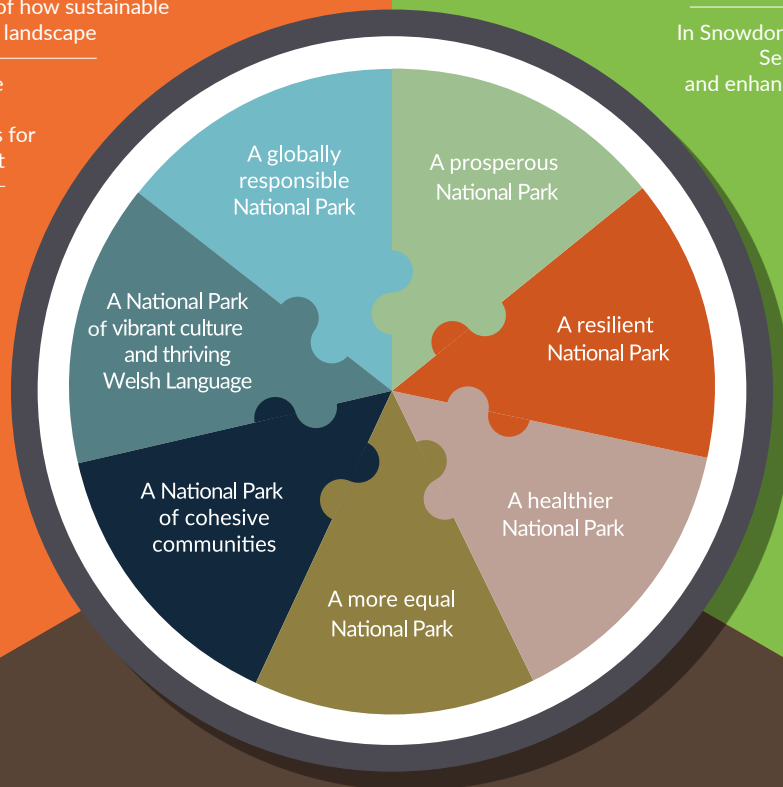
Communities, businesses and visitors play an active role in caring for the National Park's habitats, wildlife and historic environment

Snowdonia is a hub for sympathetic and appropriate community led green energy, green transport and green building projects

Snowdonia is at the forefront internationally in successfully tackling invasive species and supporting and protecting habitats, species and resilient ecosystems

In Snowdonia PES (Payment for Ecosystem Services) schemes seek to protect and enhance the area's natural resources and provide a viable income for land managers

With the support of the National Park Partnership, the conservation, agriculture and forestry sectors are working together to produce high quality produce and services from a biodiverse and beautiful protected landscape



Eryri's Communities & Economy

A great place to develop, live and work

Snowdonia is a globally leading example of how to celebrate, support and strengthen the language and culture of an area and we are addressing the challenge of the decline in Welsh speakers.

Landscape appropriate communication infrastructure is encouraged in order to allow businesses to thrive, and Cynllun Eryri is actively working to attract new digital businesses to the area

Businesses in Snowdonia are encouraged to have sustainability and social responsibility at their core. The green and ethical, environmental and sustainable local goods sectors are supported and thriving

The people of Snowdonia experience a high quality of life as a result of their strong and diverse communities and beautiful environment

Cynllun Eryri is supporting and encouraging a high quality job market and opportunities with the aim of increasing the average income of the area. As a result more talented young people and families settle in the area



Are there any of the objectives that you would like us to change? Are there any objectives missing?

How we intend to achieve the vision

Following this consultation, and after we have reviewed all the comments and input, we and our partners will begin to establish a way forward. We will work closely with partners through **Fforwm Eryri** to develop a clearly defined action plan, along with specific indicators in order to achieve the vision and deliver on the **Cynllun Eryri**.

The action plan will set out all the work we and our partners will need to do to achieve the vision, the resources required and who will lead on and be part of each project.

The indicators will set out clear and measurable targets so that we as partners can review and report annually on how we're doing, and adapt if needs be.



Do you have any comments on how we intend to achieve the long term vision for Snowdonia?

Further research and evidence gathering

Gathering all the available data together about the National Park has been a very useful process. It has given us a clear picture of the current situation. It has also shown us where there are issues, and opportunities. There are, however, gaps in the data. These have been identified, and we will work with organisations that are part of Fforwm Eryri, and those that have an educational and research remit to look at opportunities for more research into these data gaps.

The **area statements** being produced by **Natural Resources Wales** will also provide invaluable information about the National Park area. Where timescales allow, we'll integrate any new or emerging information from the area statements into **Cynllun Eryri**.

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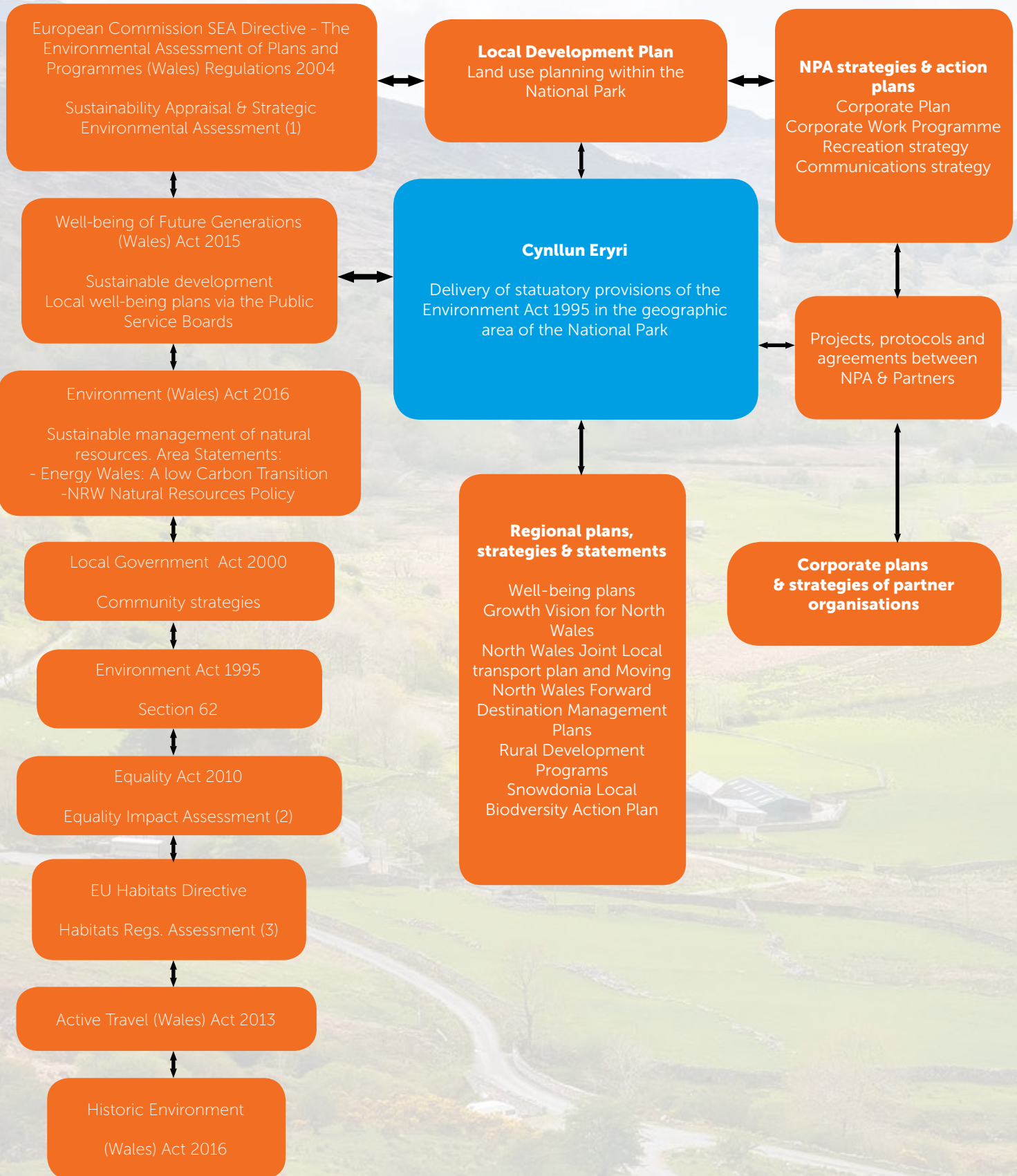
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Appendices

Appendix 1: Relationship to other policies and plans



Appendix 2: Cynllun Eryri Partners

The following organisations will be working with us to develop and deliver **Cynllun Eryri**:

- Gwynedd County Council
- Conwy Borough Council
- Natural Resources Wales
- Visit Wales
- One Voice Wales
- National Trust Wales
- Farmers Union Wales
- Fairness for the Uplands
- National Farmers Union
- Cadw
- Representative from a youth organisation (Urdd and Young Farmers)
- North Wales Outdoor Partnership
- Public Health Wales
- Representative from the utilities sector (National Grid)
- Representative for the business sector (Federation of Small Businesses)
- Snowdonia Society
- Representatives from the conservation sector
- Representatives from the education sector – Prifysgol Bangor and Grwp Llandrillo Menai
- Representatives from the tourism sector (WATO and North Wales Tourism)

Appendix 3: Objectives for nature recovery in the Nature Recovery Plan

A number of objectives have been identified within Part 1 of the Nature Recovery Plan to address the issues that are driving the decline in our biodiversity, and to support recovery.

- Objective 1: Engage and support participation and understanding to embed biodiversity throughout decision making at all levels.
- Objective 2: Safeguard species and habitats of principal importance and improve their management.
- Objective 3: Increase the resilience of our natural environment by restoring degraded habitats and habitat creation
- Objective 4: Tackle key pressures on species and habitats
- Objective 5: Improve our evidence, understanding and monitoring
- Objective 6: Put in place a framework of governance and support for delivery





