



CYNLLUN

# ERYRI

THE SNOWDONIA NATIONAL  
PARK PARTNERSHIP PLAN **2020**

THE STATUTORY MANAGEMENT PLAN FOR SNOWDONIA NATIONAL PARK





## > HOW TO READ THIS PLAN

1. To find out about what the National Park Partnership Plan is and why it exists we recommend that you read **Why we need a Plan and how it will be used** (pages 14-21)
1. To find out about the most protected values of Snowdonia National Park we recommend that you read **What makes Snowdonia Special** (pg 24-83)
1. To find out about our vision for the National Park and how we want things to look in the future we recommend you read **Where we want to get to** (pages 84-89).
1. To find out in detail about our activities over the next five years we recommend that you read **How we'll get there** (pages 90-155)
1. To find out the meaning of terms and other statutory requirements we recommend that you read the **Glossary and The legal bit** (pages 156-160)

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## >FOREWORD



Owain Wyn  
Chairman, Snowdonia National Park Authority

I am pleased to present to you the new statutory Management Plan for Snowdonia National Park Authority, as we approach our 70th anniversary celebrations in 2021.

I am writing this at a time when the COVID-19 storm is at its peak and it is difficult to foresee what lies in front of us. We have to believe that a new dawn will break soon and in the meantime, we have proofed the assumptions used as the basis for this plan to ensure that the solutions proposed are still fit for purpose.

This Management Plan introduces our long-term vision and sets out what we consider to be our priorities for the next five years and beyond. Its purpose is to outline how we and our partners together will look after and develop the area sustainably for future generations. It is a Plan that covers our environment, how people gain access to it, and how to ensure that local people get the best out of living in a National Park.

Snowdonia is an exceptional place and there is something here for us all to be proud of. For those reasons the National Park Authority has significantly changed its approach in the way it has created a plan for managing its future. Recognising the political reality we live in and the uncertain future ahead, a strong partnership has been forged through Fforwm Eryri. The thorough consultation that has taken place throughout the journey of producing this document, has given everyone with an interest in looking after the National Park the opportunity to create the best possible strategy for what we want to achieve.

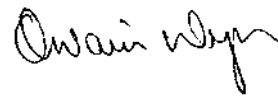
We have adopted the seven aims of the Well-being of Future Generations (Wales) Act 2015, and have sought to ensure that our policies reflect the five ways of working, while also taking into account the requirements of the Environment (Wales) Act 2016 and the Welsh Government's priorities for designated landscapes Valued and Resilient.

This document also breaks with tradition by showcasing in depth our nine Special Qualities and the reasons for why we have been designated a National Park. I firmly believe that these make Eryri an outstanding place to live, work and visit and we have put these Special Qualities at the heart of this plan making process.

Yet in considering these Special Qualities we are also aware of the major challenges that lie ahead - the climate emergency, changes to agriculture, loss of biodiversity and the effects of over-tourism to name a few. We also need to play our part in diversifying and attracting new business, encouraging our young people to stay in this area, and to protect our language, heritage and culture, spectacular scenery and our outstanding outdoor activity offer.

Given these challenges, I hope you will agree that the Forum has achieved a set of Outcomes that are fit for the future, which are ambitious yet realistic. As a group of organisations that have co-operated closely in producing this Plan, I sincerely hope that the results we seek will be at the forefront of our thinking as we move forward into action. I am convinced that this is an excellent opportunity to strive to ensure that Eryri remains exceptional.

Finally, I hope that you find the Plan interesting and engaging and that what is important to you has been addressed with solutions or improvements. We look forward to hearing your views and comments.



# ➤ INTRODUCTION

## > A PARTNERSHIP PLAN

Cynllun Eryri (pronounced “cun-thl-eeen err-uhh-ree”) reflects a change in the approach taken by the National Park Authority in creating a plan for managing Snowdonia. The plan has been developed in the true spirit of partnership.

We've worked 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 believe we can achieve great things.

## > A WORD FROM THE PARTNERSHIP

### SNOWDONIA SOCIETY

Having contributed to each stage of its development we welcome Cynllun Eryri and the ways of working which brought it into being. Now it's time to put the same open approach and energy into its implementation. Cymdeithas Eryri Snowdonia Society is ready to play its part. We will be delivering volunteering, training and events for a wide diversity of people, opening a window on the rewarding work of caring for Snowdonia and on the special qualities of the National Park which are central to this important partnership plan.

### GWYNEDD COUNCIL

Gwynedd Council has been a partner in the development of Cynllun Eryri since Fforwm Eryri was established. As one of the Park's key partners and a Local Authority covering a large part of the area, the Council has an important role in working with the Snowdonia National Park Authority to realise the aims of Cynllun Eryri and protect and celebrate the special qualities of the Park for the future. We look forward to continuing our collaboration with all partners to see this important Plan come to fruition.

### CONWY COUNTY BOROUGH COUNCIL

Conwy County Borough Council are extremely proud to be a part of Fforwm Eryri and to work closely with Snowdonia National Park Authority (SNPA). We have been part of the entire process of producing this Plan and therefore feel a sense of ownership and we look forward to working together in partnership to deliver the Action Plan. SNPA's long-term outcomes regarding the Environment, Health and Well-being and the Communities and Economy are important to everyone and very close to the hearts of our communities here in Conwy.

### PUBLIC HEALTH WALES

I commend Snowdonia National Park Authority for the energy and effort they have invested in developing Cynllun Eryri. Consulting widely with members of the public and with partner organisations throughout the process has enabled the Park to co-produce an exciting and ambitious plan that is both attractive and user-friendly, and has the potential to have a positive impact on the environmental, economic and social circumstances that contribute to the well-being of the population that live, learn, work and play within its footprint.

### WOODLAND TRUST

We all know nature is important and by working together we can ensure that the woods and trees of the National Park are protected and valued for people and wildlife alike to enjoy, long into the future. Our input into the plan has felt important and our views have been well considered and incorporated. This collaborative approach to planning is truly welcomed, so we're really looking forward to playing a part in Cynllun Eryri.

### ONE VOICE WALES

One Voice Wales shares the aims and aspirations that make up Cynllun Eryri. We appreciate the opportunity to work with the Park Authority and all other agencies who contributed to the refining of the Plan. We, as an organisation, represent the vast majority of the Park's population. The Plan's objectives will benefit residents and all visitors from near and far, and we hope it will make a significant contribution for the benefit of future generations.

## CLA

Having sat on the various Snowdonia National Park Partnership Fora and Steering Groups, representing CLA Cymru, and in my role covering the whole of Wales, I find the approach Snowdonia have to Partnership working innovative and highly beneficial in being able to secure a sustainable future for the National Park.

## CADW

This is a high-level, aspirational plan setting out clearly how the Park intends to manage the historic environment sustainably.

## NRW

Natural Resources Wales welcomes the opportunity to continue working in Partnership with Snowdonia National Park, and all of the other Partners and stakeholders involved. We have all helped shape this plan and look forward to working together to help deliver sustainable management of our fantastic natural resources in North West Wales.

## THE OUTDOOR PARTNERSHIP

The Outdoor Partnership is one of many organisations who have been part of the consultation and development phases of Cynllun Eryri. This is an excellent example of working in partnership and enabling everyone from key stakeholders and partners to local communities and residents to have their say in the sustainable management of our National Park. We look forward to playing our part in the implementation phase of Cynllun Eryri.

## > OUR PARTNERSHIP



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.



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 wellbeing 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.



The FFW 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.



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.



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



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.



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.



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.



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



Woodland Trust (Coed Cadw) is the largest woodland conservation charity in the UK. It has over 500,000 supporters. It wants to see a UK rich in native woods and trees for people and wildlife. The Trust has three key aims: i) protect ancient woodland which is rare, unique and irreplaceable, ii) restoration of damaged ancient woodland, bringing precious pieces of our natural history back to life, iii) plant native trees and woods with the aim of creating resilient landscapes for people and wildlife.

## > WHY WE NEED A PLAN AND HOW IT WILL BE USED

Cynllun Eryri (pronounced “cun-thl-een err-uhh-ree”) 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 the Park and the things that make it special for future generations, from its very northern tip where the mountains meet the sea at Penmaen-bach, to its southernmost point of Aberdyfi.

### WHY DO WE NEED A NATIONAL PARK PLAN?

The National Park is a very special place, and managing this vast geographic area (823 square metres), with the many and numerous conflicting demands upon it takes great care and attention. That is why we need this Plan. It sets out how we and our partners will work together to carefully balance these important considerations, and protect the area and its Special Qualities from harm. It sets out how we will all work together to deliver the National Park Purposes.

Although the Plan is a statutory document – a document required by law through the Environment Act of 1995 – we have written this Plan with a deep feeling of duty and passion to protect and care for Snowdonia and its communities.

### WHAT IS A NATIONAL PARK?

National Parks are special areas of our country that are protected because of their exceptional countryside, wildlife and cultural heritage. They are the natural jewels and treasures of Wales and the United Kingdom. They are our most stunning, breath-taking examples of rugged, natural beauty. They encompass our rarest and most distinctive habitats and wildlife. National Parks 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.

## 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 SANDFORD PRINCIPLE EXPLAINED

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

## THE IMPORTANCE OF THE NATIONAL PARK PLAN

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. The objectives and policies of Cynllun Eryri 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.

## WHO IS THE PLAN FOR?

The Plan covers the whole of the National Park area and is not just a Plan for the National Park Authority:

- It is a Plan for all those working in the National Park area who have an impact on the National Park purposes.
- The Plan is for all the relevant organisations that have statutory duties in relation to Snowdonia.
- The Plan provides the strategic policy framework for relevant organisations. It will enable them 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.
- It is also a Plan for relevant organisations from the voluntary and private sector, as well as land-managers, communities and businesses.

The National Park Authority has developed this Plan with the help and input of all of our partners. All of these organisations have an integral part to play in looking after Snowdonia National Park for our future generations. We will continue to closely work together to successfully deliver on the Plan.





## THE ROLE OF SNOWDONIA NATIONAL PARK AUTHORITY (SNPA)

SNPA's central role is to identify what action is needed to deliver the purposes of the National Park. This includes the legal requirement to prepare Cynllun Eryri. The SNPA is therefore the organisation responsible for driving forward the production of the plan and for bringing all the various interests together to do this.

## HOW WILL THE PLAN BE USED?

The Plan sets out a long-term vision for the area. It also sets out our priorities for the next five years which is the term of the Plan.

It will be used in the following ways:

- To bring together partners to deliver on a shared plan.
- As the basis for setting the National Park Authority's Corporate Plan, Corporate Work Program and through these, Performance Management.
- To develop National Park policies on specific topics.
- To aid in decision making.
- To draw in funding to deliver on the outcomes and actions identified.
- To monitor progress against the indicators we set.



## 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 of Future Generations (Wales) Act (2015) form the basis on which the plan has been created and how it will be delivered (see also pages 20 - 21).



### LONG-TERM

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



### INTEGRATION

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



### 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



### COLLABORATION

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



### PREVENTION

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

## > 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 Local Development Plan, as a material document to inform planning decisions within Snowdonia.

\* See page 158-159 for further information on linkages to relevant Plans, Policies and Programmes

## > HELPING DELIVER ON NATIONAL PRIORITIES

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 (Wales) Act 2016. In Wales and elsewhere in the United Kingdom, National Parks are classified by the World Conservation Union (IUCN) as Category V protected areas. This Plan is consistent with management principles for managing Category 5 areas.

NATIONAL GOALS & PRIORITIES Well-being of Future Generations (Wales) Act 2015 - goals	NATIONAL PARK PLAN OUTCOMES		
	Conservation of the environment	Understanding & enjoyment	Economic & social
A prosperous Wales	•	•	•
A resilient Wales	•		•
A healthier Wales	•	•	•
A more equal Wales		•	•
A Wales of cohesive communities		•	•
A Wales of vibrant culture and Welsh language		•	•
A globally responsible Wales	•	•	
ENVIRONMENT (WALES) ACT 2016 - NATIONAL PRIORITIES			
Delivering nature-based solutions	•	•	•
Increasing renewable energy and resource efficiency	•		•
Taking a place-based approach	•	•	•

This legislation also requires Natural Resources Wales to facilitate an Area Statement for north west Wales, based on an integrated evidence base which will play a key role in enabling co-operative action in the region.



## > HOW THIS PLAN WAS DEVELOPED

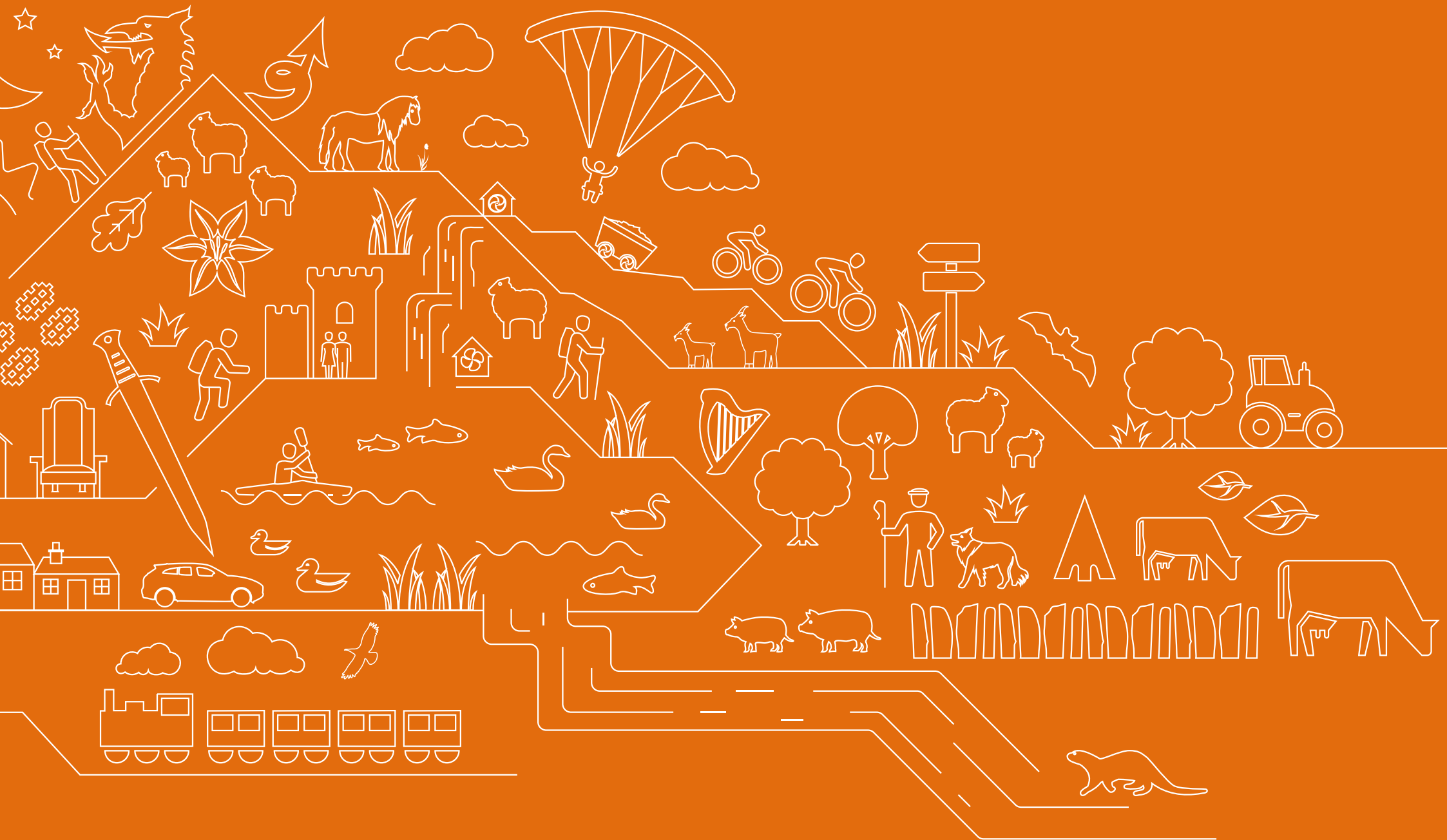
One of our core principles in creating this Plan has been to work together; to listen to people's views; and to make sure that people were able to influence what this Plan looks like. We engaged with stakeholders in a number of ways during the process of creating the plan.

We really wanted to make sure we heard the views of people living in the National Park area, and planned our consultations with this in mind.

Number of interactions with people	
Consultations	2
Expert panel events	3
Workshops	6
Number of locations visited by the roadshow	6
Surveys	2
Fforwm Eryri meetings	18
Number of views of consultation video	47,495
Reached on <b>social media</b>	235,479
<b>National and local news</b> articles	10

# >WHAT MAKES SNOWDONIA SPECIAL





## > WHAT MAKES SNOWDONIA SPECIAL?

All of the National Parks in Wales, Scotland and England have a clearly defined list of 'Special Qualities'. They set out what makes the area special and unique. The combination of these Special Qualities are the core of designation as a National Park.

In 1949, a book entitled "Snowdonia the National Park of North Wales" mentioned in its preface:

"There will be great interest in the first of Britain's National Parks and that those who already know North Wales will visit with renewed enthusiasm an area to be thus guarded as a national possession for ever. Though many of the visitors to the National Park will be interested in the fascinating fauna and flora, there will be others who will seek first to see and understand the mountains and hills themselves, and all those features which make up the background of the scenery – and the setting for both plant and animal life. Other visitors will probably find their main interest in the evidences of the long story of man's occupation of the region – whether it be hill forts, or in the great man-raised stones of ancient times, or in the castles and churches of the surrounding mediaeval villages and towns."

Roll forward seventy years and we find that those defining features are as significant today as they were then and are enshrined, amongst other things, within the area's Special Qualities of which there are nine.

1. DIVERSE LANDSCAPES

2. COMMUNITY COHESION

3. VIBRANCY OF THE WELSH LANGUAGE

4. INSPIRATION FOR THE ARTS

5. TRANQUILLITY & SOLITUDE

6. EXTENSIVE RECREATION OPPORTUNITIES

7. HISTORIC LANDSCAPES

8. RENOWNED GEOLOGY

9. INTERNATIONALLY IMPORTANT SPECIES & HABITATS

Snowdonia's nine Special Qualities help us understand what should be safeguarded and enhanced. They help 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, and they define what gives Snowdonia its unique sense of place.

More data can be found on the National Park Authority's website in the section entitled 'State of the Park Report'. This contains up to date information to demonstrate a clear and full picture of: Climate Change; Air; Water; Land; Landscape; Nature Conservation; Public Enjoyment; Tourism; Cultural Identity; Society and Economy: [www.snowdonia.gov.wales/looking-after/state-of-the-park](http://www.snowdonia.gov.wales/looking-after/state-of-the-park)

SQ NO.1

# DIVERSE LANDSCAPES



**Diverse, high quality landscapes and seascapes within a small geographic area, ranging from coast to rolling uplands to rugged mountains for which Snowdonia is famed.**

Snowdonia is comprised of a diverse mix of landscapes many of which are highly valued for their natural beauty and tranquillity. The National Park is renowned for its vast mountainous backdrops, but also offers beautiful and unspoilt valley and coastal settings.

In 2019 Snowdonia was named the most beautiful National Park in Europe.

There are very few places in the world where it is possible to experience all of these environments within such a short distance of each other.

The complex and diverse geology of Snowdonia is the initial reason for the varied landscape and nature within. This geology is a result of millions of years of continental shift, volcanoes, erosion, sedimentation, weathering and other natural powerful forces.

The imprint of the last Ice Age has created vast lakes, waterfalls, wide green valleys, bogs and wild river torrents. Oak, Ash, Rowan and Hazel woodlands are found scattered throughout the area. Upland hill farming and forestry along

with the relics of slate mining exemplify the interaction of human and landscape.

The beautiful Dyfi, Mawddach and Dwyryd estuaries along with 23 miles of sweeping coastline and sandy beaches contribute to the overall diversity of our unique and dramatic landscape which has inspired artists, scientists, residents and visitors for centuries.

# > FACTS

**9 MOUNTAIN RANGES.**

**15 PEAKS ABOVE 3000 FEET = THE WELSH 3000s.**

**23 MILES OF AWESOME SWEEPING COASTLINE.**

- › **THE NATIONAL PARK COVERS 823 SQUARE MILES OF DIVERSE LANDSCAPES, MAKING IT THE THIRD LARGEST ACROSS THE WHOLE OF THE UK.**
- › **SNOWDONIA'S CRIB GOCH HAS AN AVERAGE RAINFALL OF 4,473MM A YEAR, MAKING IT ONE OF THE WETTEST SPOTS IN THE UK. SNOWDONIA IS IN FACT THE WETTEST PLACE IN WALES WITH ON AVERAGE OVER 3000MM OF RAINFALL PER YEAR.**
- › **RHAEADR EWYNNOL (SWALLOW FALLS) AT BETWS-Y-COED HAS BEEN DRAWING VISITORS FOR HUNDREDS OF YEARS. IT IS CURRENTLY THE MOST VISITED WATERFALL IN BRITAIN WITH APPROXIMATELY ONE HUNDRED THOUSAND VISITORS EVERY YEAR.**
- › **LLYN TEGID (1.88 MILES<sup>2</sup>) IS WALES' LARGEST NATURAL LAKE AND LLYN TRAWSFYNYDD (1.85 MILES<sup>2</sup>) IS THE SECOND LARGEST LAKE IN WALES.**



# SPECIAL PLACES

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1

## NANTLLE RIDGE

Awesome views and relatively easy walking

2

## LLYN IDWAL

Where Charles Darwin was inspired in 1831

6

## CARNEDDAU

Where wild Welsh ponies still run free



3

## CASTELL Y GWYNT

Meaning 'castle of the wind'...nature's very own fortress



7

## RHAEADR DDU

Two impressive waterfalls both of the same name, one in Ganllwyd and the other in Maentwrog which cascade over 18 metres and take their name from the slab of black (Ddu) rock over which the water falls.



4

## BEDDGELERT AND ABERGLASLYN GORGE

Follow the old fishermen's path or take the Welsh Highland Train

5

## CNIGHT

Some compare it to the Matterhorn. Yodelling in Welsh...why not?

8

## THE SYCHNANT PASS

The Sychnant Pass - the northern edge of Snowdonia with views over to Conwy, Llandudno and the famous Great Orme (named after the old Norse word for sea serpent)



SQ NO.2

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COMMUNITY

COHESION



A robust sense of community identity, cohesion, continuity and inclusivity combine to give a strong 'sense of place and belonging' within Snowdonia.

To describe a sense of place, and belonging, is an elusive task, but it can perhaps be best described by the positive emotion felt of being valued by a community that has a strong sense of self. The beauty and enduring nature of Snowdonia has been carved throughout history by the combined forces of nature and human activity. Our communities have been moulded and shaped by their tough and beautiful environment, and we represent one of the last strongholds of the original post Ice Age inhabitants of the British Isles. Change and continuity have been considerable influences both from within the Park and beyond. This flux continues to be vital in defining, diversifying and strengthening the identity of our communities.

## What creates a 'sense of place' and belonging?

- A strong identity that is deeply felt by inhabitants and visitors
- Authentic human attachment and care
- The connection of the community to their environment, homeland and shared history
- The combination of characteristics that make a place and its people feel special, unique and valued

Within the Park boundaries, there are 24 small villages and 5 towns of which Bala and Dolgellau are our two principal centres. These two towns are important ancient market towns in their own right. In Snowdonia, approximately 58% of the population speak Welsh and our traditional heritage is thriving with local eisteddfodau, societies and Welsh literature groups which contribute to the success of keeping alive local traditions. Newer community activities and ways of living, will one day also become known as 'traditions'...for example our regular food fairs like the Snowdonia Market, and outdoor sporting events such as the International Snowdon Race.

Our towns and villages are places where changes have occurred over many years making them unique settlements, sharing common links from ancient Bronze Age traders to the Drovers routes of more recent history. Trade and commerce continue to be central to the activities of the area, which create new traditions often based around tourism and Snowdonia's high profile as an inspirational destination. The preparation for, and arrival of, tourists for the Spring Bank Holiday now involves many more people than the arrival of the Spring lambs or the sheep 'Gathering' in Autumn, although these traditional activities remain vital and much valued by residents and visitors alike.

# > FACTS

**58% OF RESIDENTS IN SNOWDONIA SPEAK WELSH  
VERSUS 21% IN THE WHOLE OF WALES.**

- **NEARLY 1 IN EVERY 5 PEOPLE IN SNOWDONIA ARE SELF-EMPLOYED, WHICH IS MORE THAN DOUBLE THE NATIONAL AVERAGE. MUCH OF THIS BUSINESS IS CONCENTRATED IN AGRICULTURE AND HOSPITALITY.**
- **CHURCHES AND CHAPELS WERE KEY TO COMMUNITY LIFE IN THE 18TH, 19TH AND FIRST HALF OF THE 20TH CENTURIES. Y CABAN WAS THE HUB OF THE CULTURAL LIFE FOR QUARRY WORKERS DURING THE SAME PERIOD.**
- **DURING THE INDUSTRIAL REVOLUTION OF THE 18TH AND 19TH CENTURIES, THE SLATE QUARRYING AND MINING INDUSTRIES HAD A SIGNIFICANT IMPACT ON OUR CULTURE, LANDSCAPE AND COMMUNITIES. AS DID THE LARGE SCALE DECLINE OF THESE INDUSTRIES IN THE MID TO LATTER PART OF THE 20TH CENTURY.**

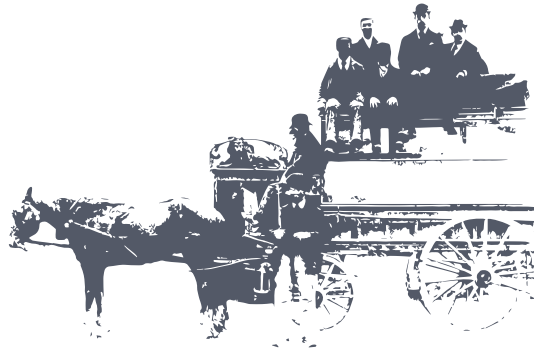
- **IN SNOWDONIA, THE HAFOD 'SUMMER FARMING' SYSTEM THAT HAD ENDURED FOR HUNDREDS OF YEARS DISINTEGRATED THROUGH THE ENCLOSURE OF THE UPLANDS AND THE TRANSFER OF COMMON LAND INTO PRIVATE OWNERSHIP. OVERALL IN WALES 20% OF THE ENTIRE LAND AREA, ALMOST ENTIRELY UPLANDS, WAS ENCLOSED FROM 1760 TO 1830. THIS HAD A SIGNIFICANT IMPACT ON THE CULTURAL AND NATURAL VALUE OF SNOWDONIA AT THAT TIME. SINCE THE 1980'S THERE HAS BEEN SOME REVERSAL OF THIS AND ARGUABLY THE MOVEMENT TOWARDS AN INTEGRATED VALUE ECONOMY.**

# SPECIAL PLACES

1

## BETWS Y COED

The leafy village of Betws y Coed is well known as the destination du jour of Victorian artists. It is also known as an historical stage coach stop on the journey from Holyhead to London.



2

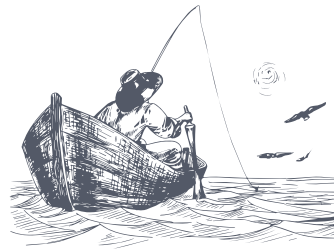
## DOLGELLAU

Dolgellau is a stunning, historical market town, largely due to its high concentration of listed buildings – around 200 of them! It has been and still is to a certain degree, the centre of Local Authority administration for the former county of Meirionnydd, now a district of Gwynedd.

3

## BALA

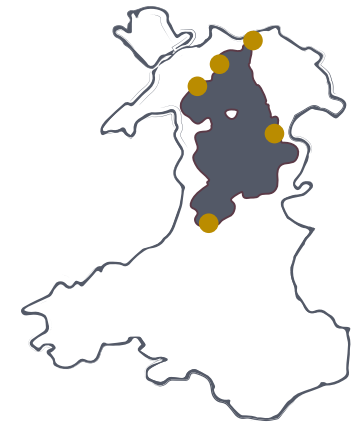
Bala is a small market town located where the River Dee flows out of Llyn Tegid. It was also once an important 18th Century woollen centre with the inhabitants knitting up to 200,000 pairs of stockings per year! Due to the town's lakeside location and associations with the growth of Welsh Calvinistic Methodism, Bala could be considered the 'Geneva of Wales'. It is also an international centre for water sports particularly sailing, canoeing and white water rafting.



4

## GATEWAY TOWNS & VILLAGES

The 'Gateway Towns & Villages' of Snowdonia, mainly lying just outside the National Park are places which often provide the 'hopping off' point for visitors - Bala, Bethesda, Conwy, Llanberis and Machynlleth to name but a few.





VIBRANCY OF

SQ NO.3

THE WELSH

LANGUAGE

**The vibrancy of Welsh is most obvious in Eryri as it continues to be the choice of language in many social and professional environments. It is evident in local place names, the wildlife and history therein and is therefore intrinsic to the uniqueness of our cultural and natural heritage.**

Snowdonia is in the ancient Kingdom of Gwynedd and is a stronghold of 'Cymraeg' Eryri means "upland" or "high place".

Welsh is one of the oldest living languages in Europe. Breton and Cornish are closely related, with Irish, Scottish Gaelic and Manx originating from the same source. It is an indigenous language of the British Isles, that has had to compete with Latin, Norman-French and English. Although having declined at moments in our history, Welsh has survived, often against all the odds, and now has protected status via Welsh Government legislation. There is a growing awareness of the benefits of a 'bilingual brain' with a wider recognition that Welsh lies at the heart of what makes Wales and Snowdonia unique and that it is a priceless asset to be nurtured for the whole of the nation.

The Welsh language, the language of legendary leaders such as Llywelyn the Great and Owain Glyndwr, has been, and continues to be, an integral part of our identity and is at the heart of everyday family life. Welsh language and culture has continued to evolve and is now an integral part of a new, inclusive, vibrant and contemporary culture, being spurred on by the arts and music, food and drink festivals, and especially by younger generations embracing the benefits of working and socialising multi-lingually.

History and culture is everywhere in Snowdonia and Welsh is spoken by 58% of our population with the percentage as high as 85% in some communities.

If you're a visitor to the area you're sure to see, hear and also get the opportunity to use the Welsh language.

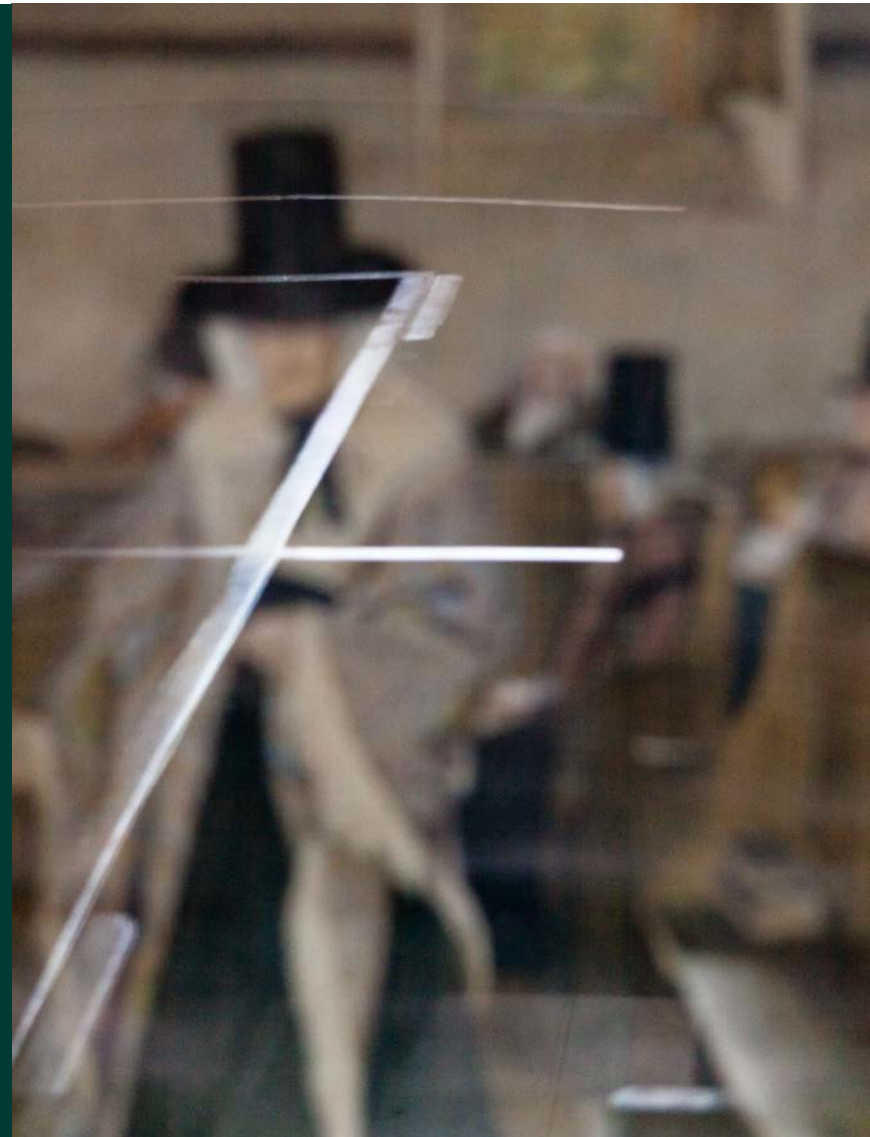




# FACTS

**WELSH IS A NATIVE LANGUAGE OF THE BRITISH ISLES  
AND ARGUABLY THE OLDEST LIVING LANGUAGE IN  
EUROPE.**

- > **WELSH IS RECOGNISED BY UNESCO AS AN INDIGENOUS LANGUAGE.**
- > **SCHOOLS IN GWYNEDD AND CONWY PREPARE CHILDREN TO LIVE IN A FULLY BILINGUAL SOCIETY.**
- > **WELSH IS SPOKEN AND TAUGHT IN PARTS OF PATAGONIA, ARGENTINA.**
- > **IN HENRY VIII'S ACT OF UNION IN 1536, WALES WAS LEGALLY INCORPORATED INTO ENGLAND, WITH ENGLISH AS ITS SOLE OFFICIAL LANGUAGE.**
- > **THE WELSH LANGUAGE ACT OF 1967 GAVE PEOPLE THE RIGHT TO PRESENT EVIDENCE IN WELSH IN WALES' COURTS AND TO HAVE OFFICIAL FORMS IN WELSH FOR THE FIRST TIME.**



- > **THERE HAS BEEN GROWTH IN WELSH-MEDIUM EDUCATION AND LEGAL REFORMS, SUCH AS THE 2011 WELSH LANGUAGE MEASURE ESTABLISHING THE OFFICIAL STATUS OF WELSH, AS WELL AS THE CURRENT CAMPAIGN TO AIM FOR ONE MILLION WELSH SPEAKERS BY 2050.**
- > **THE MABINOIGION ARE THE EARLIEST PROSE STORIES OF THE LITERATURE OF BRITAIN. THE STORIES WERE COMPILED IN MIDDLE WELSH IN THE 12TH TO 13TH CENTURIES FROM EARLIER ORAL TRADITIONS.**
- > **JRR TOLKIEN THE WORLD FAMOUS AUTHOR, FELT THE STUDY OF WELSH WAS CRUCIAL TO HIS UNDERSTANDING OF THE HISTORY OF THE BRITISH ISLES, SAYING, 'WELSH IS OF THIS SOIL, THIS ISLAND, THE SENIOR LANGUAGE OF THE MEN OF BRITAIN; WELSH IS BEAUTIFUL.' HE USED WELSH IN HIS NOVELS AS THE FOUNDATION OF ONE OF THE ELVISH LANGUAGES, SINDARIN.**

# SPECIAL PLACES

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1

The earliest written Welsh, dated at 700 AD, survives as an inscription on a memorial stone in Tywyn church on the boundary of the National Park.



2

Tŷ Mawr Wybrnant in the Gwydyr Forest, Betws y Coed was where the Bible was translated into Welsh by Bishop William Morgan 1588. This was a significant achievement since it allowed Welsh people to read the Bible in their native tongue and thus aided in the survival of the language.

3

Welsh historic place names capture the spirit of places, spark the imagination and sometimes vividly conjure everyday life, the struggles, battles and glories of times gone by.

- Moel Cynghorion = some say this derives its name from a council held upon it by Welsh chieftains
- Castell y Gwynt = Castle of the Wind
- Dinas Emrys = Merlin's Stronghold Myrddin Emrys being Merlin's full name in Welsh

4



Nant Gwyrthern is the Welsh Language Centre on the north side of the Llein Peninsula a stone's throw away from the National Park border.

5



King Arthur was mortally wounded by an arrow shot from Bwlch y Saethau on Snowdon's Watkin Path.

# INSPIRATION

SQ NO.4

# FOR THE

# ARTS



Snowdonia is a place which has inspired some of the nation's most notable culture, folklore, art, literature and music; an influence which continues across all creative pursuits to the present day.

Across all the creative disciplines, questions of style and the aesthetics of landscape and content have been set against social and cultural implications, representing this awe inspiring area of rural Wales across eras of urbanisation, industrialisation and now digitalisation.

Ancient Welsh traditions of folk singing and poetry have remained strong in Eryri since the days when bards entertained at the Princes' courts. Modern versions include events like the National Eisteddfod and locally organised festivals such as the Sesiwn Fawr in Dolgellau where Welsh and Celtic bands perform and share with a worldwide audience.

The views from our summits inspired numerous English Romantic poets of the 18th and 19th centuries, notably Shelley and Wordsworth. Of the many poets whose work reflects this powerful landscape, the best-known within Wales is Hedd Wyn, the shepherd-poet killed at Pilckem Ridge in

1917 on the first day of the Battle of Passchendaele, whilst serving with the Royal Welsh Fusiliers. He is commemorated in a film about his life, which received an Oscar-nomination in 1996 and his childhood home at Yr Ysgwrn near Trawsfynydd is also open to the public.

Equally, modern poets such as the Chief Bard, Myrddin ap Dafydd, have been influenced by Eryri's impressive topography. In Myrddin's words: "I wonder regularly in the Park, in all seasons and in all types of weather. Beauty and history interweave through the scenery and it is not under blue skies alone that Snowdonia's marvels are to be discovered. Traces of human activity and society, scraping a living and survival are a huge part of the appeal for me."





# FACTS

**THE NATIONAL EISTEDDFOD CHAIR  
WON POSTHUMOUSLY BY HEDD WYN IS  
KNOWN AS 'THE BLACK CHAIR'.**

- > **HOLLYWOOD MOVIES HAVE USED THE STUNNING SETTINGS WITHIN SNOWDONIA, INCLUDING CLASH OF THE TITANS, TOMB RAIDER, KING ARTHUR, TOMORROW NEVER DIES AND MANY MORE.**
- > **IMAGES OF SNOWDONIA HAVE BEEN SENT AROUND THE WORLD FOR MORE THAN 100 YEARS.**
- > **'MILLIONS OF IMAGES' ...DIGITAL PHOTOGRAPHY HAS REVOLUTIONISED THE WORLD. SNOWDON IS BY FAR THE MOST VISITED MOUNTAIN IN THE UK (600,000 PEOPLE PER ANNUM), AND SO THE VIEWS ARE LIKELY TO BE THE MOST PHOTOGRAPHED AND SHARED AS WELL. WHEN IT COMES TO ALL SNOWDONIA'S LANDSCAPES, THEN WE ARE TALKING TENS OF MILLIONS OF PHOTOGRAPHS EACH YEAR, MOSTLY VIA SMART PHONES. EACH CAMERA AND AMATEUR PHOTOGRAPHER, CAPTURING A SLIGHTLY DIFFERENT VIEW, LIGHT AND PERSPECTIVE.**
- > **KYFFIN WILLIAMS IS 'THE MAN WHO PAINTED IN WELSH' AND WHOSE PAINTINGS IN RECENT YEARS HAVE SOLD FOR UP TO £50K!**

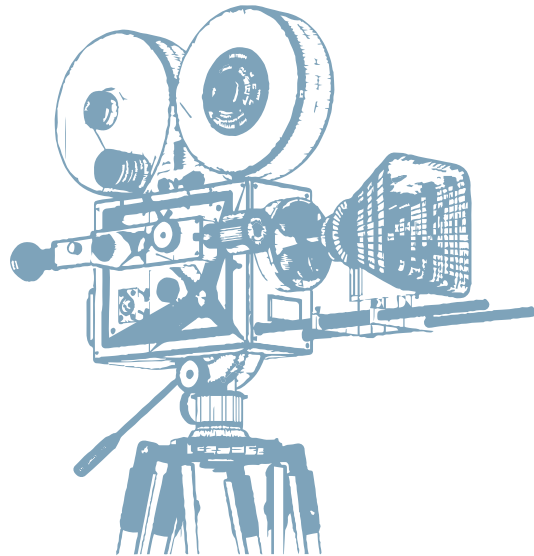
# SPECIAL PLACES

FOLLOW IN THE FOOTSTEPS OF THE GREAT DESIGNERS, ARTISTS, ACTORS AND CRAFTERS...



1

Yr Ysgwrn the childhood home of Hedd Wyn, which is now managed by the National Park.



2

Dinorwig Quarry (Llanberis) is the dramatic backdrop for many films.

3

Cae'r Gors is the birthplace of author Kate Roberts in Rhosgadfan, on the outskirts of the Park.



4

Hillside homes of the quarry workers such as Rhiw-bach, high on the slopes of Manod Mawr.

5

Y Lasynys Fawr, outside Harlech, was the home of the author, Ellis Wynne, remembered largely because of 'Visions of the Sleeping Bard', a Welsh masterpiece.



# TRANQUILITY AND SOLITUDE - PEACEFUL AREAS

SQ NO.5

The opportunity for people to understand and enjoy Snowdonia National Park actively, whilst maintaining areas of silence, tranquillity and solitude, thus promoting vital aspects of health, well-being and personal reflection.

Today many of us live in a world that thrives on being busy, productive and over scheduled. We have become normalised to living in a noisy 'always on' culture. Technology means we are constantly connected and our 'devices' are always nearby, ready to provide us with a constant source of information, entertainment and distractions. Our senses are regularly being bombarded. Naturally occurring periods of tranquillity or silence are increasingly rare and valuable.

Being alone or just having time and space to reflect, is essential for our mental health. Spending time in nature brings a whole host of further benefits. It has been proven to have a therapeutic effect as it relieves stress, it restores attention and the ability to focus. Being active in the outdoors also provides personal challenges that can lead to creative problem-solving and increased self-confidence. It provides the space for people to step back, evaluate problems clearly, resolve difficult issues and to clarify thoughts, hopes, and dreams.

Tranquillity still prevails in many parts of Eryri, both during the day, in its large, remote and rugged mountain ranges; and at night, when the vast, awe-inspiring dark skies are revealed. For us and for visitors to our area, Snowdonia provides the ultimate escape, a place to breathe and reset.

Recognition of these benefits are not new...

"Thousands of tired, nerve-shaken, over civilised people are beginning to find out that going to the mountains is going home; that wildness is a necessity". (John Muir 'Father of The National Parks' 1838-1914)

In a world that should be increasingly concerned about problem solving and sustainable productivity, then...

"It makes sense that meditation, and indeed any other state of enforced silence and solitude, can be a prerequisite to creative thought and idea generation. Art-making is often linked to the pop-psychological notion of being "in the zone" - a sort of trance-like creative state analogous to that achieved through meditation, yoga, or other focusing pursuits that link the mind and body in a state of near silence." (Emily Gosling - Creative Review 2018)

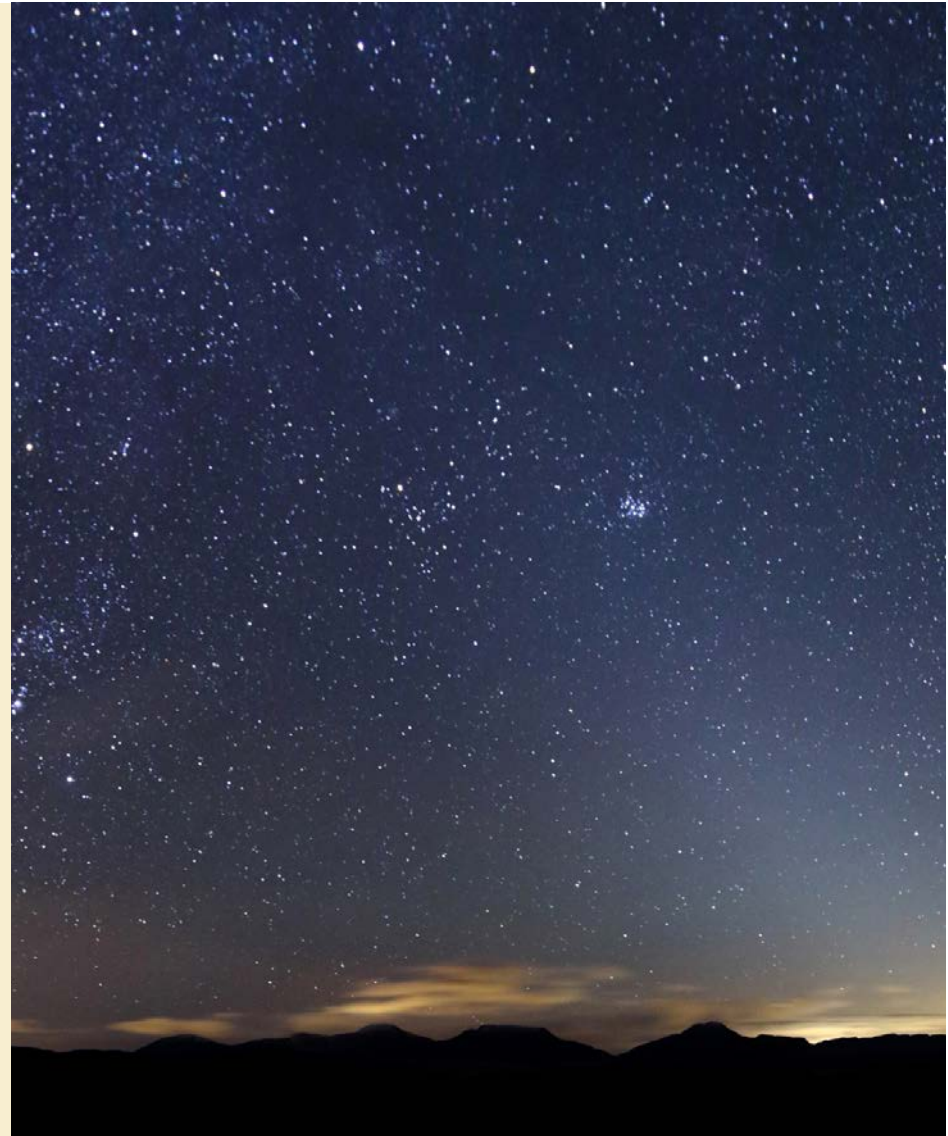
For thousands of years, pilgrims and people seeking understanding, spiritual enlightenment, safety and peace have travelled to and through Snowdonia.

# > FACTS

**SNOWDONIA IS 823 MILES<sup>2</sup> IN SIZE AND HAS A POPULATION OF APPROX. 26,000 PEOPLE.**

**GREATER LONDON IS 607 MILES<sup>2</sup> IN SIZE AND HAS A POPULATION OF APPROX. 8,500,000 PEOPLE.**

- > **SNOWDONIA IS A WORLD DARK SKIES RESERVE. THIS IS A PRESTIGIOUS AWARD GIVEN BY THE INTERNATIONAL DARK SKY ASSOCIATION TO SELECT DESTINATIONS THAT HAVE PROVEN THAT THE QUALITY OF THEIR NIGHT SKY IS OUTSTANDING AND THAT REAL EFFORTS ARE BEING MADE TO MINIMISE LIGHT POLLUTION.**
- > **SOUND POLLUTION. HERE IS AN ODD THING!... FROM A DISTANCE, A ROARING WHITE WATER RIVER AFTER HEAVY RAIN SOUNDS VERY MUCH LIKE A FAR-OFF BUSY ROAD! HOWEVER, NATURE (INCLUDING OURSELVES) ARE FAR BETTER ADAPTED TO DEAL WITH THE FORMER.**



- > **JOHANNES ITTEN AND OSKAR SCHLEMMER FROM THE WORLD FAMOUS BAUHAUS, PRACTICED MEDITATION AND INCORPORATED ITS ETHOS INTO THEIR TEACHING.**
- > **ADOBE STOCK VISUAL ASSETS LIBRARY IDENTIFIED ‘SILENCE AND SOLITUDE’ AS THE FIRST IN THEIR YEARLY VISUAL TRENDS PROGRAMME, WHICH IS BASED UPON INDUSTRY INSIGHTS AND WORK THAT IS ENGAGING CONSUMERS.**
- > **RECENT RESEARCH SUGGESTS THAT FAMILY PRACTITIONERS ACROSS THE COUNTRY ARE INCREASINGLY KEEN ON THE “MORE THAN MEDICINE” APPROACH OF SOCIAL PRESCRIBING, WHICH OFTEN INCLUDES RECOMMENDING VARIOUS OUTDOOR ACTIVITIES.**

# SPECIAL PLACES

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## NATURAL QUIET ZONE - SNOWDONIA

**WHY NOT TAKE A  
BREAK IN ERYRI.  
DITCH THE DIGITAL  
AND DETOX, SWITCH-  
OFF AND GET FULLY  
CONNECTED WITH  
NATURE.**

**SSSSHHH! DON'T  
SHARE THIS.  
DISCOVER YOUR VERY  
OWN SPECIAL PLACE.**

**1**

There are 1,497 miles of public footpaths in Snowdonia.

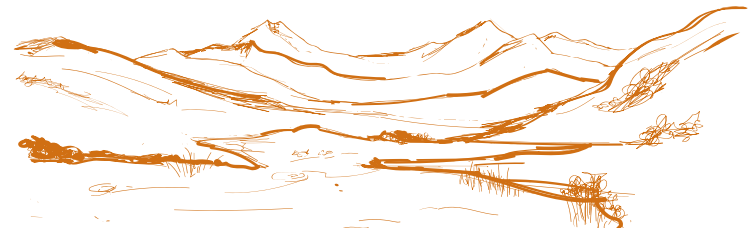


**2**

Vast areas of native woodlands, ancient trees, river valleys and lakesides to walk, think and play amongst.

**3**

Go to where the mountains meet the sea, seek big skies and wide horizons, then drink in the views.



**4**

On a quest for inner peace...follow the ancient footsteps of our ancestors along thousands of years of trails; at the end of the day look west...where the setting sun touches the sea.

SQ NO.6

# RECREATION, LEISURE AND LEARNING



Extensive opportunities for recreation,

leisure and learning for people of all ages and abilities.

The breadth of potential opportunities to get outside and active in Eryri is endless. Northern Snowdonia is well known for hill walking, mountaineering and climbing opportunities and famously, the Everest teams came here to hone their climbing skills in Snowdonia. The first recorded climbs in the UK happened in Snowdonia, by Victorian botanists in search of elusive arctic alpine flowers.

Aside from these classic activities, Snowdonia is also well known for opportunities to get energetic and adventurous within wonderful landscapes; from mountain and road biking, fell-running and ice climbing to winter walking and bouldering as well as mine exploration.

We are planning to help make activities in Snowdonia accessible to as many people as possible. One such initiative is the Snowdon Circular Route which, when complete, will be approximately 42km around the base of Snowdon. The walking route will be close to stations on the Welsh Highland Railway so that there is the option to use this multi-user path in one direction and use other transport to make a return journey. The path will bring health and well-being benefits for residents providing an additional connection between rural communities.

Snowdonia has long established itself as one of the best mountain biking destinations in the UK. Coed y Brenin is famous for its world class mountain bike trails and visitor facilities. Antur Stiniog, nestled in the heart of Snowdonia is home to six downhill and free-ride trails that range

from easy to extreme and best of all include an uplift service. Tucked away near Betws-y-Coed, Penmachno offers year-round natural riding in beautiful ancient woodland.

As well as hill and bike-based activities, we have abundant water sports, from surfing and sea kayaking, to coasteering and windsurfing, plus white-water rafting, gorge-walking, canoeing, paddle boarding and open water swimming. Llyn Tegid is a particularly important hub for water sports within the National Park.

Other slightly more relaxed pursuits, such as fishing are equally as exciting and accessible with varied and stunning reservoirs, lakes, rivers, estuaries and shores providing a wealth of coarse, fly and sea fishing opportunities. Some of the UK's best golf courses also exist around the Park, not least the famous links at Harlech and Aberdyfi designed by James Braid.

More recently around Snowdonia are man-made adrenaline fuelled activities, from the exhilarating experience of Zip-World to the incredible man-made engineering feat of Surf Snowdonia – an in-land surfing lagoon. These sites utilise the historic industrial landscape on the boundaries of the National Park.





# > FACTS

**SNOWDONIA NATIONAL PARK BOASTS 1,497 MILES OF PUBLIC FOOTPATHS.**

- > **ON A CLEAR DAY AT THE TOP OF SNOWDON YOU MAY SEE 18 LAKES, 14 SUMMITS, IRELAND, THE ISLE OF MAN AND EVEN THE LAKE DISTRICT.**
- > **COED Y BRENIN MADE ITS NAME IN THE 1990S AS BRITAIN'S FIRST PURPOSE-BUILT MOUNTAIN BIKE CENTRE... MANY OTHERS ALSO NOW COME TO ENJOY ACTIVITIES SUCH AS WALKING, TRAIL RUNNING, ORIENTEERING AND GEOCACHING.**
- > **VISIT WALES NAMED TRAWSFYNYDD LAKE AS ONE OF THE FIVE BEST FISHING LAKES IN WALES.**



# SPECIAL PLACES



1

Walk, run or cycle the length of the magnificent Mawddach Estuary from Barmouth to Dolgellau

2

Lon Gwyrfai is an excellent example of what can be achieved by creating a multi-user path with great accessibility from road and rail, connecting Rhyd Ddu and Beddgelert. This sort of facility allows everyone to enjoy the stunning views and have the opportunity to get active and close to nature in the heart of the National Park.



3

Cycle up the quieter Nantlle Valley to Rhyd Ddu and enjoy wonderful views of Snowdon from beside Llyn Nantlle as you begin your ascent into the heart of the Park.







SQ NO.7 **HISTORIC  
LANDSCAPES**

**The changing relationship between people and nature over time has produced landscapes of great beauty and variety in Eryri; a national asset that is essential both to our identity and to our individual 'sense of place' and wellbeing.**

The diversity and imprint of human activity on Snowdonia's landscape is everywhere to be seen. From the enigmatic stone monuments of the prehistoric period and the magnificent castles and abbeys of the medieval period, to vernacular representations and commonplace features like field boundaries that can often be of great age. But our landscape is more than just attractive scenery or a record of the past; it also provides a place for us to live, work and sustain ourselves, through farming, forestry, tourism and so on, processes which shape, and will continue to shape, the landscape.

The landscapes and townscapes of Snowdonia have been crafted by centuries of human activity from Neolithic times to the present day. Our vernacular architecture distinguishes us. Historical events, ways of life, traditions and beliefs are captured in monuments, sites and buildings, in the patterns of settlements and of fields, and in place names. Living links with our heritage are maintained in present-day land management practices, traditional building skills and language.

Some of the most enduring and cherished places are those built as an expression of belief such as the great burial chambers of the Neolithic in Ardudwy, the enigmatic barrows, cairns, circles and standing stones of the Bronze Age scattered across the outer rim of the mountains, the medieval churches of the countryside, and the chapels of the nineteenth century in our towns and villages.



Around these hallowed places are backdrops shaped to the needs of daily life. For at least 2000 years, the unmistakable signs of agriculture – field systems and enclosures – have been laid on the landscape almost everywhere, the earliest traces faint now but still visible alongside the network of walling added by agricultural improvers in the nineteenth century. Within the fields were habitations - the long-abandoned roundhouse settlements of the Iron Age, then from the late medieval period onwards, the farmsteads, the field barns and the cottages which are still the bedrock of settlement today.

Alongside agriculture, the landscape also bears the marks of industrial activity: the winning and working of stone and slate, the extraction of metals and minerals, and the production of woollen cloth. To meet the needs of industry new settlements sprang up, and old ones were reshaped, and new transport routes were added to the mesh of early routes dating back to prehistoric times.

The traditional buildings of Snowdonia reflect investment in times of prosperity and peace, but the landscape also contains evidence of conquest and defence, from the hill-forts of the Iron age, the forts and camps of the Romans, to the castles of Welsh princes and English kings and even to the anti-tank obstacles of World War 2 found on Fairbourne beach and Bwlch yr Oerddrws. Some of these have made their way into story: Tomen y Mur and Harlech were courts in the Mabinogi.

Generations of writers, poets and painters have found inspiration in our landscape, their work in turn adding depth to a sense of place. In the words and names of every day, too, a thousand invisible connections are made to our history that is everywhere around us.



# > FACTS

**THERE ARE 14 CONSERVATION AREAS WITHIN SNOWDONIA NATIONAL PARK WHICH HAVE BEEN DESIGNATED FOR THEIR SPECIAL ARCHITECTURAL AND HISTORIC INTEREST, INCLUDING MATERIALS USED, HISTORY, ARCHITECTURAL DETAILING, HARD AND SOFT LANDSCAPING.**

- > **AN UNESCO WORLD HERITAGE SITE EXISTS AT HARLECH, CAERNARFON, BEAUMARIS AND CONWY, COLLECTIVELY KNOWN AS THE 'CASTLES AND TOWN WALLS OF KING EDWARD IN GWYNEDD'.**
- > **MOUNTAINS WERE JUST ONE OF A NUMBER OF NATURAL FEATURES THAT WERE REVERED IN PREHISTORIC TIMES ALONG WITH CAVES, RIVERS, LAKES AND SPRINGS.**
- > **MANY OF SNOWDONIA'S HIGH MOUNTAIN SUMMITS ARE CAPPED BY GREAT CEREMONIAL AND BURIAL MOUNDS OF STONE BUILT AROUND 2500 YEARS AGO. THEY ARE THOUGHT TO BE MARKERS OF SACRED PLACES WHERE ANCESTORS AND SPIRITS DWELT IN THE LANDSCAPE. MANY CAN BE SEEN FROM THE VALLEYS FAR BENEATH THEM. THE MOUNTAINS OF NORTH SNOWDONIA EVEN TAKE THEIR NAME FROM THEM; CARNEDDAU MEANS CAIRNS.**
- > **THE WORD 'DINAS' IS A HISTORIC NAME AND REFERS TO A STRONGHOLD OR FORTIFIED PLACE.**
- > **RESEARCH BY THE DISCOVERING OLD WELSH HOUSES COMMUNITY PROJECT HAS REVEALED INHABITED HOUSES DATING BACK TO OVER 500 YEARS AGO.**

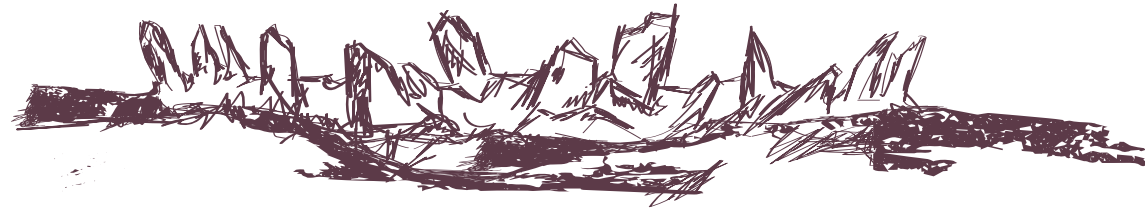
# SPECIAL PLACES

1

Extensive prehistoric settlements and fields. These early houses and land boundaries are scattered widely across Snowdonia's valley sides and its upland fringes overlooking the coast. They are among the best preserved and most complex in Europe and were built around 2000 years ago.

2

Bryn Cader Faner (Talsarnau) is one of the most beautiful Bronze Age monuments in Britain. This burial and ceremonial monument with its circle of slabs rising from a mound of stone dates to around 4000 years ago. It lies in a dramatic upland setting on an ancient route across the Rhinog mountains, connecting the coast with the valleys of the Eden (Trawsfynydd) and Dee (Bala) and beyond. On the approach walk its stones shimmer in and out of view like the rays of the rising sun.



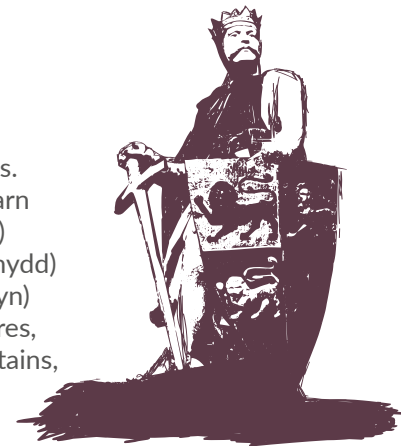
3

The Roman fort at Tomen y Mur (Trawsfynydd). With its associated features including parade ground, bathhouse, small amphitheatre and burial mounds this is an exceptionally well preserved military landscape of 77AD to 130AD. Its strategic and cultural significance persisted after abandonment; the Normans built an earth and timber campaign castle amongst its ruins and it figures as the home of Lleu Llaw Gyffes in the medieval Mabinogi legends.



4

The mountain castles of the Princes of Gwynedd. Llywelyn Fawr (1173 – 1240) became ruler of most of Wales. His castles at Dolwyddelan, Dolbadarn (Llanberis) and Castle y Bere (Tywyn) together with Cwm Prysor (Trawsfynydd) and Castell Carndochan (Llanuwchllyn) protected the important royal pastures, controlled routes through the mountains, and defended the boundaries of the ancient kingdom of Gwynedd.



SQ NO.8

# RENOWNED GEOLOGY



## Complex, varied and renowned geology, which has been vital in influencing the disciplines of geology and geography internationally.

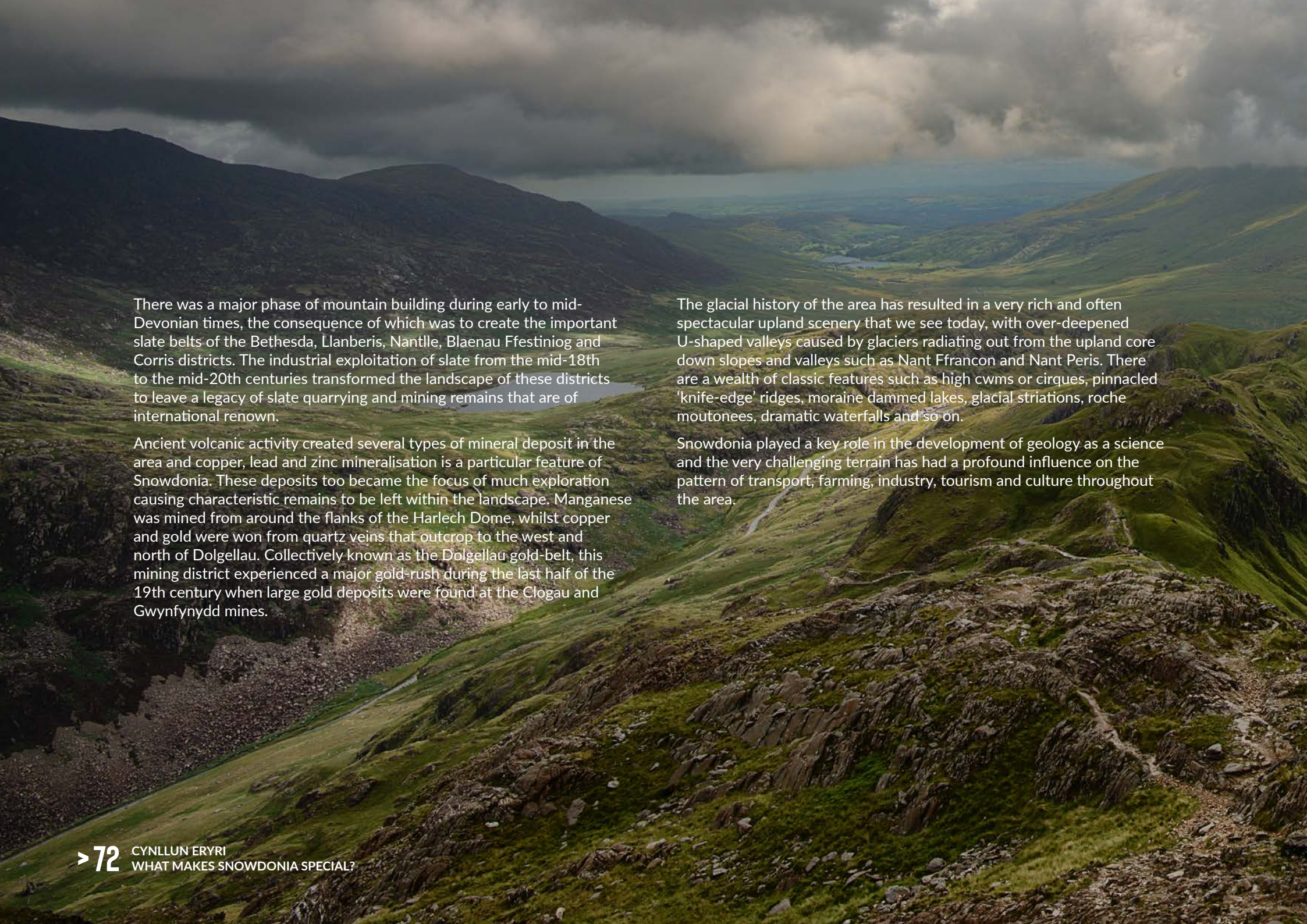
The landscape of Snowdonia and the nature and activities within, are founded on its geological history.

It is a complex detective story of colliding continents, volcanoes, mountain-building, changing sea levels and glaciations that were involved in creating Eryri as we know it today. It is difficult to completely unravel our mountain scenery, to understand how this haunting landscape came about. However, with a knowledgeable guide or even a good guide book or app, we can start to recognise clues and understand why and how the landscape developed over millennia. We can see some of the rocks created by volcanoes or sedimentary deposits. We can learn how to interpret features and signs of mountain-building and glaciations on the ground...evidence is all around when you know what to look for!

Ice Age activity has done much to shape the landscape in Snowdonia. The glaciers that were at their peak 18,000 years ago scoured out great U-shaped valleys including Llanberis and Nant Gwynant in the north and Tal y Llyn in the south.

Snowdonia presents a richly varied landscape composed of mountain peaks and ridges, deep valleys and moorland plateaux. The bedrock geology is dominated by Cambrian, Ordovician and Silurian sedimentary and volcanic rocks. A large area of Cambrian sandstones and shales, known as the Harlech Dome, underlies the Rhinogydd and extends west into Coed y Brenin and south to the foothills of Cader Idris. Coarse-grained sedimentary rocks form some of the higher peaks in the Rhinogydd and are some of the oldest rock formations in the UK.

Around the Harlech Dome, major volcanic centres developed at different intervals during the Ordovician period and these erupted vast quantities of lava and ash that are now preserved in upland areas such as Rhobell Fawr (705m) and Cader Idris (893m) in the south, and farther north around Yr Wyddfa (1085m) and the Carneddau. This volcanic activity was also accompanied by the widespread emplacement of igneous intrusions of granitic and basaltic composition that now form distinctive, erosion-resistant features throughout the landscape.



There was a major phase of mountain building during early to mid-Devonian times, the consequence of which was to create the important slate belts of the Bethesda, Llanberis, Nantlle, Blaenau Ffestiniog and Corris districts. The industrial exploitation of slate from the mid-18th to the mid-20th centuries transformed the landscape of these districts to leave a legacy of slate quarrying and mining remains that are of international renown.

Ancient volcanic activity created several types of mineral deposit in the area and copper, lead and zinc mineralisation is a particular feature of Snowdonia. These deposits too became the focus of much exploration causing characteristic remains to be left within the landscape. Manganese was mined from around the flanks of the Harlech Dome, whilst copper and gold were won from quartz veins that outcrop to the west and north of Dolgellau. Collectively known as the Dolgellau gold-belt, this mining district experienced a major gold-rush during the last half of the 19th century when large gold deposits were found at the Clogau and Gwynfynydd mines.

The glacial history of the area has resulted in a very rich and often spectacular upland scenery that we see today, with over-deepened U-shaped valleys caused by glaciers radiating out from the upland core down slopes and valleys such as Nant Ffrancon and Nant Peris. There are a wealth of classic features such as high cwms or cirques, pinnacled 'knife-edge' ridges, moraine dammed lakes, glacial striations, roche moutonees, dramatic waterfalls and so on.

Snowdonia played a key role in the development of geology as a science and the very challenging terrain has had a profound influence on the pattern of transport, farming, industry, tourism and culture throughout the area.



# > FACTS

**500 MILLION YEARS AGO SNOWDON LOOKED VERY DIFFERENT...IT WAS ON THE SEABED AS SHOWN BY FRAGMENTS OF SHELL FOSSILS THAT HAVE BEEN FOUND AT THE SUMMIT.**

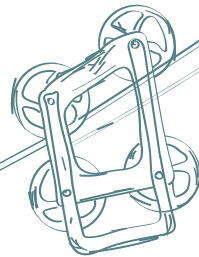
- > CRIB GOCH THE FAMOUS KNIFE EDGED RIDGE IS AN ARETE AND WAS CREATED AS TWO GLACIAL HANGING VALLEYS WERE FORMED BACK TO BACK.
- > GOLD FROM THE CLOGAU MINE NEAR DOLGELLAU HAS BEEN USED IN ROYAL WEDDING RINGS SINCE THE QUEEN MOTHER'S WEDDING IN 1923.
- > THE TINY PARTICLES THAT CREATED FIRST MUDSTONE THAT THEN MORPHED INTO SLATE THROUGH INTENSE PRESSURE FROM COLLIDING TECTONIC PLATES, WAS LIKELY DEPOSITED AT APPROXIMATELY JUST 0.1 MM PER YEAR, THAT'S AT LEAST 1 MILLION YEARS TO CREATE 100 METRES!



# SPECIAL PLACES

1

Vivian Quarry, Llanberis...when you look up at the towering quarry face, remember the 0.1mm per year deposits!



2

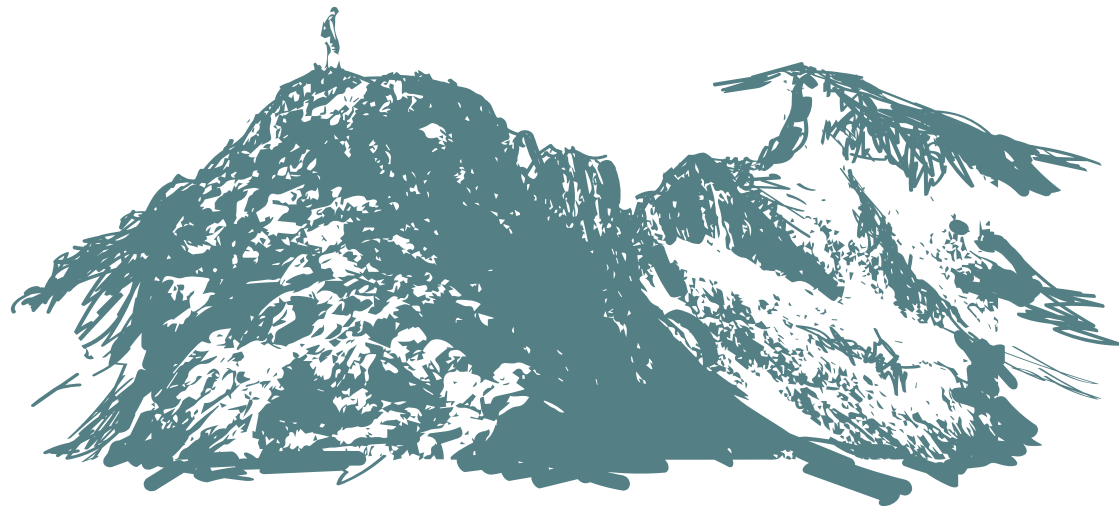
Cwm Idwal is one of the best examples of a geological glacial landscape in the UK for conservation and recreation.

3

The Snowdon Horseshoe encompasses a 'staircase' of four glacial cwms and is the centrepiece of Snowdonia's outstanding rock architecture.

4

Crib Goch is said to remind observers of the appearance of the red comb on a cockerel's head. This landscape is composed of some of the highest, and therefore youngest, sequences of Ordovician volcanic rocks which are exposed in Snowdonia today.





SQ NO.9

# INTERNATIONALLY IMPORTANT HABITATS AND SPECIES

There are 17 National Nature Reserves in Snowdonia; more than in any other National Park in England and Wales; and 56 Sites of Special Scientific Interest. The tremendous biodiversity reflects the varied landscape, geology, climate and land management. The richness of plants and animals is fundamental to the history, culture, language, economy and ongoing well-being of all people who live in and visit the area.

A multitude of land and seascapes exist within a relatively small area, and this combines to provide a variety of habitats, cross-over habitats and wildlife corridors. This multitude of fauna and flora are fed by mild, moist weather sweeping in from the Atlantic, resulting in thousands of plant and animal species.

Some species and habitats are of national and international significance, for example, those which are remnants of the last Ice-Age and provide a glimpse of semi-Arctic habitats. Snowdonia is the most southerly point in the UK for many such species. Amongst the most rare and well known plants and animals found in the high peaks, the Snowdon Lily is unique, as too is the Snowdon or Rainbow Leaf Beetle.

We have a stunning upland landscape of plateau, cliffs, and screes, criss-crossed by wooded river valleys and lakes. Heaths, alpine cliff and scree habitats are common and these support the unique group of both

rare arctic alpine higher and lower plants. These also include alpine meadow-grass, tufted saxifrage, alpine saxifrage, alpine saw-wort, alpine woodsia and alpine cinquefoil. Mosses and liverworts thrive here as a result of the relative humidity, and in the extensive areas of igneous rock scree, bryophytes and lichens, with associated plant species such as fir clubmoss, scorched rustwort and *Cornicularia narmoerica* are also found.

As well as its rivers and glacial valley lakes, we also have a considerable number of small mountain lakes scattered throughout the uplands. There are large populations of the rare floating water-plantain, which occurs in standing water and has specific requirements for survival. The area is also home to endemic eyebrights (*Euphrasia cambrica* & *E. rivularis*); these being some of the identified priority species within the Park.

The main upland cover beyond the northern peaks, consists largely of heather-dominated heathland and acid grassland, together with extensive coniferous woodland plantations. Much of this moorland includes heath, acid grassland and blanket bog and is of considerable ecological value; this is recognised in the Snowdonia, Migneint-Arenig-Dduallt, Rhinog, Cader Idris and Berwyn SSSIs.

The coniferous woodland is generally of lesser ecological value although can still be important for biodiversity, as at Coed y Brenin and the Gwydir Forest. However, deciduous 'native' woodland of much higher diversity is still also evident, particularly on lower land and valley sides. Since the 1980's in particular, conservation management has proliferated, with active reforestation of this type of woodland habitat.

A few examples of the animal species which call Snowdonia their home, include the Lesser Horseshoe Bat (*Rhinolophus hipposideros*), the Pine Marten (*Martes martes*), the Chough (*Pyrrhocorax pyrrhocorax*), the Twite (*Carduelis flavirostris*), the Curlew and the Freshwater Pearl Mussel (*Margaritifera margaritifera*).

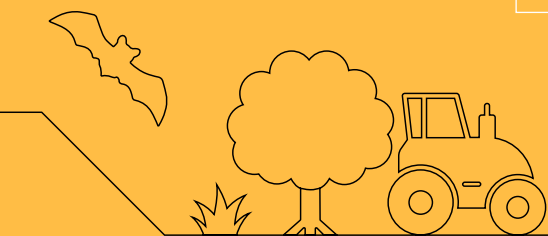
Semi-natural habitats are also extensive across many parts of Eryri, with relatively low intensive farming, often summer sheep pastures exist across many other areas. Some traditional pasture and grassland areas, which in particular have been little disturbed or "improved" by agriculture are also recognised as precious; there is increasing impetus to further protect these bio-diverse areas as well.

The range of habitats in the Park, from Local Conservation Areas, Sites of Special Scientific Interest, National Nature Reserves to Special Areas of Conservation and the Dyfi Estuary (which is a proposed World Biosphere site) are all recognised and protected nationally and internationally.



# > FACTS

**SNOWDONIA HAS BEEN RECOGNISED AS ONE OF 165  
IMPORTANT PLANT AREAS IN THE UK.**



- > APPROXIMATELY 20% OF SNOWDONIA NATIONAL PARK IS SPECIALLY DESIGNATED BY UK AND EUROPEAN LAW TO PROTECT ITS DISTINCTIVE WILDLIFE.
- > THE SNOWDON LILY IS AN ELEGANT, ARCTIC-ALPINE PLANT WHICH HAS BEAUTIFUL WHITE FLOWERS AND GRASS-LIKE LEAVES. IT IS REGULARLY RECORDED AS GROWING HIGH IN THE MOUNTAINS OF SNOWDONIA BUT HAS NOT BEEN RECORDED ANYWHERE ELSE IN THE UK.
- > 18% OF THE SNOWDONIA NATIONAL PARK IS WOODED.
- > THERE ARE TWO RAMSAR SITES AT CWM IDWAL AND LLYN TEGID, WHICH ARE WETLANDS OF INTERNATIONAL IMPORTANCE.



# SPECIAL PLACES

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1

Moel Hebog SSSI.



2

Coedydd Nantgwynant and Coedydd Aber, which include deciduous 'native' woodland areas.

3

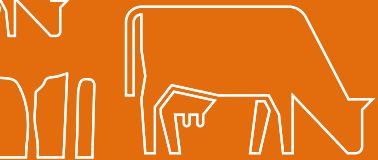
Llyn Tegid, the largest natural lake in the Park, supports several Snowdonia rarities, for example the Gwyniad, a unique sub-species of the European white fish, trapped in the lake at the end of the last Ice Age, 10,000 years ago, and the Glutinous Snail, unique to Llyn Tegid.



4

Wales has its own rainforests that are rich in a diversity of wildlife and culture. These special areas are more commonly referred to as Celtic Rainforests. Thanks to substantial funding from the EU's LIFE programme and the Welsh Government, the Snowdonia National Park Authority is leading a £7million project aimed at securing the long-term future of these majestic oak forests.





We are confident you'll agree that these Special Qualities make Snowdonia exceptional. As an inseparable blend of globally recognised tangible and intangible heritage typologies, our Special Qualities show the intrinsic link between people, their history, their environment, their landscape and their future.

Caring, protecting and enhancing these core values is not without its challenges.

We have ensured that the Special Qualities of our National Park have remained at the heart of our Partnership. You can see them in the agreed actions on pages 94-153 alongside each of the steps we are going to take over the next five years, to ensure Eryri remains exceptional.

A scenic landscape at dusk or dawn. The sky is a mix of soft blues, oranges, and yellows. In the background, there are dark, silhouetted mountains. In the foreground, a calm body of water reflects the sky and the mountains. The overall mood is peaceful and serene.

**> WHERE WE WANT TO GET TO**

This Plan has been written with  
delivering effectively at the forefront  
of our minds.

The Vision, Outcomes, Polices, Actions  
and Indicators you'll find in this Plan  
are closely interlinked.



## > OUR LONG TERM VISION FOR SNOWDONIA

### EXCEPTIONAL ERYRI

A culturally rich National Park with a thriving green economy, world class visitor experience and a major contributor to the well-being of our nation.

By 2045 Snowdonia will continue to be a protected and evolving landscape, safeguarded and enhanced to provide a rich, varied and resilient natural and historic environment; providing wellbeing 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.

### LONG-TERM OUTCOMES FOR SNOWDONIA

Our headline long-term outcomes are closely linked to the National Park purposes:

- Eryri's environment: We are successfully caring for our natural and historic assets and stunning surroundings.
- Eryri's health and well-being: Eryri provides a wealth of opportunities to learn and discover and at the same time improve our nation's well-being.
- Eryri's communities and economy: A great place to live and work.

Through each of these, our Special Qualities remain at the heart of all that we do.

## > CYNLLUN ERYRI

### THE NATIONAL PARK PARTNERSHIP PLAN FOR SNOWDONIA

This Plan has been developed through a series of in-depth consultations with all those who have an interest or concern for the National Park. It represents what businesses, communities and organisations feel is important.

Our in depth-discussion and consultations have produced a series of 'outcomes', which set out how we want things to turn out in the future. Underneath these outcomes sit related policies and actions. These are the steps we will take to achieve the outcomes. As a Partnership we have discussed and agreed these actions and who will deliver them. We believe this will ensure the best possible success of this Partnership Plan.

So what does the long term vision look like in detail? We have had discussions and co-ordinated workshops with key partners, stakeholders and local communities. We have identified what is and isn't working now and how things could change in the future. All of these elements have helped us to understand what success looks like. We feel the detailed long term vision and objectives which follow are aspirational yet achievable.

## > KEY OUTCOMES

# THE MAIN CHANGES WE WANT TO SEE AS A RESULT OF CYNLLUN ERYRI



Wellbeing of Future Generations Act (2015) Wales

## ERYRI'S ENVIRONMENT

Long-term outcome: We are successfully caring for our natural and historic assets and stunning surroundings.

- A1. Sustainable Tourism principles are achieved.
- A2. Biodiversity is being maintained and enhanced, whilst the resilience of ecosystems is increased.
- A3. We are prepared for the impacts of climate change and are reducing our carbon footprint.
- A4. Snowdonia is at the forefront internationally in successfully tackling invasive species, pests and diseases that impact on native species.
- A5. Communities, businesses and visitors play an active role in caring for the National Park's landscapes, habitats, wildlife and cultural heritage.
- A6. Snowdonia is a leading example in Wales of how to care for and champion cultural heritage and the historic environment.
- A7. Our Special Qualities are well protected.

## NATIONAL PARK PURPOSES AND DUTY

**PURPOSE 1: CONSERVE AND ENHANCE THE NATURAL BEAUTY, WILDLIFE AND CULTURAL HERITAGE OF THE NATIONAL PARK**

## ERYRI'S HEALTH AND WELL-BEING

Long-term outcome: Eryri provides a wealth of opportunities to learn and discover and at the same time, improve our nation's well-being

B1. The National Park is having a positive impact on well-being.

B2. Residents and visitors can access a variety of routes in the National Park aimed to improve physical and mental health.

B3. Our Special Qualities are widely recognised and understood.

B4. Sustainable options for transport and parking are achieved.

B5. Our visitor facilities are high quality and landscape sensitive.

### NATIONAL PARK PURPOSES AND DUTY

**PURPOSE 2: PROMOTE OPPORTUNITIES FOR THE UNDERSTANDING AND ENJOYMENT OF THE SPECIAL QUALITIES OF THE NATIONAL PARK BY THE PUBLIC**

## ERYRI'S COMMUNITIES AND ECONOMY

Long-term outcome: Eryri is a great place to live, develop and work

C1. The language, culture and heritage of Snowdonia is being celebrated, supported and strengthened.

C2. Jobs and opportunities encourage people to remain in the area.

C3. Innovative solutions relating to affordable housing to buy and rent in the area are being implemented

C4. Local communities are supported to thrive in all aspects of well-being

### NATIONAL PARK PURPOSES AND DUTY

**DUTY IN CARRYING OUT PURPOSE 1 AND 2: SEEK TO FOSTER THE ECONOMIC AND SOCIAL WELL-BEING OF LOCAL COMMUNITIES WITHIN THE NATIONAL PARK**

# › THE SPECIFICS



A photograph of a traditional stone house at night. The house has a dark, gabled roof with a prominent chimney. The walls are made of rough-hewn stone. Several windows are visible, some with white frames. A bright red door is illuminated from within, casting a warm glow. The house is surrounded by a low stone wall and a wooden fence. The sky is dark with many stars visible. The overall mood is serene and quiet.

## > HOW WE'LL GET THERE: WHAT WE'RE GOING TO DO TO ACHIEVE THE VISION

Here you'll find the detail of what we and our Partners have agreed to do, divided under our headline long-term outcomes which are closely linked to the National Park purposes.

## > ERYRI'S ENVIRONMENT

### WE ARE SUCCESSFULLY CARING FOR OUR NATURAL AND HISTORIC ASSETS AND STUNNING SURROUNDINGS

#### Where are we now?

- 96% of the cultural landscape of Eryri has been graded by LANDMAP as high or of outstanding quality.
- 94% of the geological landscape of Eryri has been graded as high or of outstanding quality.
- There are 47 RIGS (Regionally Important Geodiversity Sites) in the National Park.
- 18% of the National Park is covered by woodland.
- An area the size of 400 rugby fields has been cleared of *Rhododendron ponticum*.
- Upland peat in the National Park is a huge carbon store (17 million tonnes), and 30% of Wales' peatland is in Snowdonia.

#### BUT

- Only 17.8% of SSSI units within Snowdonia are under appropriate management, this has fallen from 23.7% in 2012.
- Visitor numbers have increased by 15% in the past 5 years which is placing increasing pressures on the landscape and environment of the National Park.
- It is estimated that the cost of controlling all of the invasive *Rhododendron* in the Park is £10 million.
- 33.3% of the woodland cover in the National Park is native.
- 98.8% of the SAC and SPA units in Snowdonia are in need of action.
- 16% of the National Park's listed buildings are at risk.

## Where do we want to be by 2025?

- Sustainable Tourism principles are achieved.
- Biodiversity is being maintained and enhanced, whilst the resilience of ecosystems is increased.
- We are prepared for the impacts of climate change and are reducing our carbon footprint.
- Snowdonia is at the forefront internationally in successfully tackling invasive species, pests and diseases that impact on native species.
- Communities, businesses and visitors play an active role in caring for the National Park's landscapes, habitats, wildlife and cultural heritage.
- Snowdonia is a leading example in Wales of how to care for and champion cultural heritage and the historic environment.
- Our Special Qualities are well protected.

Below you will find each of these outcomes explained in more detail through policies, actions, how we will measure our work and who will be taking these ideas forward...

## SUSTAINABLE TOURISM

Welcoming visitors to our beautiful part of the world has been our lifeblood for centuries. Nevertheless, recent increases in visitors to the National Park are having a significant impact on the environment in popular areas such as Snowdon, the Ogwen Valley and Llyn Tegid. This includes path erosion, cairn proliferation, litter, traffic and parking problems, and over-crowding.

Cynllun Eryri aims to reduce any negative impacts of visitors on the environment through a series of measures aimed at tackling the root causes. Firstly, a set of guiding principles will be developed and implemented that define what is sustainable in relation to visitor management. These guiding principles will include thresholds beyond which an area management plan for an affected area will be required – such as the Snowdon Partnership Plan. We will explore and implement new ways of funding mitigation measures to achieve an aspirational sustainable tourism offer.

### OUTCOME A1

**SUSTAINABLE TOURISM PRINCIPLES ARE ACHIEVED.**

**\* SEE PAGE 157 FOR THE UN DEFINITION OF SUSTAINABLE TOURISM**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A1.1. Develop guiding principles and thresholds in relation to visitor impacts on the environment and landscape. The principles will define when further action in the form of an area based management plan is required.</b>	1, 4, 5, 6 & 9	<ul style="list-style-type: none"> <li>&gt; Develop a heat map</li> <li>&gt; Look at best practice examples from other areas</li> <li>&gt; Define thresholds and principles</li> <li>&gt; Select trial areas to pilot the approach</li> <li>&gt; Where there is environmental capacity and community led desire for an increase in visitors, explore options of redistribution of visitors from areas suffering from overcapacity</li> </ul>	SNPA Natural Resources Wales (NRW) Fforwm Eryri Gwynedd Council Conwy County Borough Council	<p>By the end of 2021 a heat map will be produced, thresholds and principles will be defined.</p> <p>A rationale, methodology and results will be presented in a findings report.</p> <p>Strategies will be established based on agreed guiding principles.</p>
<b>A1.2. Ensure that uplands paths are well maintained to manage the impacts of erosion and prioritise work based on the number of footpath users.</b>	6	<ul style="list-style-type: none"> <li>&gt; Establish a multi-organisation working group to coordinate management</li> <li>&gt; Maintain funding and explore new sources (e.g. donations)</li> <li>&gt; Increase the use of volunteers for maintenance work</li> <li>&gt; Build a local contractor base for more skilled work</li> </ul>	SNPA National Trust NRW Snowdonia Society Conwy County Borough Council Gwynedd Council Volunteer Groups Ramblers Cymru	<p>Annual assessments of progress will occur, baselines will be established and sources of funding will be quantified.</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A1.3. Take pragmatic and proactive action to reduce litter.</b>	1 & 6	<ul style="list-style-type: none"> <li>&gt; Research a move towards use of more sustainable packaging in our retail outlets</li> <li>&gt; Research a move to 'plastic free zones' in Snowdonia and identify feasible alternatives</li> <li>&gt; Explore the possibility of developing the first free water-refill village/region in the National Park</li> <li>&gt; Work with existing litter reduction campaigns and implement messages on a local scale</li> <li>&gt; Continue to work in partnership and with volunteers to keep the National Park free of litter</li> <li>&gt; See also A1.5</li> </ul>	<p>SNPA Snowdonia Society Gwynedd Council Conwy County Borough Council NRW Keep Wales Tidy National Trust Plas y Brenin</p>	<p>Feasibility studies will identify barriers and procedures necessary for far-reaching behavioural change approaches.</p> <p>Throughout the term of the Plan, local litter reduction campaigns will be successfully launched and their effects will be monitored.</p> <p>Carry out perception studies to measure people's opinion of litter in the area.</p>
<b>A1.4. Reduce the impacts of parking and transport on the environment and landscape</b>	6	<ul style="list-style-type: none"> <li>&gt; Review public transport and parking in the Snowdon and Ogwen areas to provide and implement recommendations</li> <li>&gt; Establish and agree terms of reference for a transport and parking working group for Snowdonia</li> <li>&gt; Work with Partners to trial greener solutions to public transport</li> <li>&gt; Work with landowners to identify landscape sensitive overflow car parking, in line with LDP policies and as part of traffic management plans</li> <li>&gt; Improve information on sustainable transport options for visitors</li> <li>&gt; See also policy A3.1</li> </ul>	<p>SNPA Gwynedd Council Conwy County Borough Council Transport for Wales North Wales Economic Ambition Board Welsh Government</p>	<p>A working group will be established by 2022.</p> <p>Recommendations from the Snowdon Partnership's comprehensive Review of Parking and Transport, will be widened to cover the entire National Park area.</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A1.5: Reduce any negative impacts of recreational activities.</b>	6	<ul style="list-style-type: none"> <li>&gt; Work with relevant partners to ensure a co-ordinated approach for sustainable management of organised events</li> <li>&gt; Work within national partnerships to share good practice</li> <li>&gt; Maintain and implement a Recreation Strategy to sustainably manage any potential conflict between users</li> <li>&gt; Address illegal or damaging off-roading activities by working with legitimate user groups and North Wales Police and Rural Crimes Unit, to encourage sustainable use of the network</li> <li>&gt; Unauthorised access and camping is being addressed to prevent deterioration of protected areas</li> <li>&gt; See also Outcome B5</li> <li>&gt; Facilitate good working relationships between users and land managers e.g. highlight the dangers of dogs off leads and other inappropriate activities</li> <li>&gt; Promotion of Marine Code, and monitor effectiveness.</li> </ul>	<p>SNPA NRW Gwynedd Council Conwy County Borough Council National Trust Snowdonia Society SAC Pen Llŷn a'r Sarnau (PLAS) Conwy &amp; Gwynedd Safety Advisory Groups</p>	<p>By the end of 2020 an update of the 'Guidance for Organised, Competitive, Recreational and Charitable events in the Snowdonia National Park' will be available on SNPA website, with input of relevant partners.</p> <p>Partners are working together to address illegal activities and processes will have been triggered to consider options for SAC sites with qualifying features recorded as 'unfavourable' due to impacts of recreation.</p>

## BIODIVERSITY

We are proud to protect important rare species and many designated areas of conservation within Eryri. Yet the ongoing decline in biodiversity, not just in the National Park but across the UK and globally, is taking its toll. Major contributing factors include climate change, invasive species and some land management practices.

Snowdonia National Park Authority is already working closely with many partner organisations to implement a range of projects in this field such as: Dark Skies Reserve Status, Sustainable Management Scheme (SMS) Afon Eden, SMS Uwch Gwyrfai, SMS Welsh Peatlands, Buzz Eryri, Cynllun Deorfa Eryri, National Grid Plans and the Rhododendron Partnership as well as 3 major new projects the Carneddau Landscape Partnership (until 2024) LIFE Afon Ddyfrdwy (until 2025) and LIFE Celtic Rainforests project (until 2025). As the National Park Authority owns only 0.5% of the land that it protects, the Authority will work with all stakeholders to co-ordinate an ambitious public goods scheme with an emphasis on maintaining, restoring and expanding habitats, species, historic environment features and wider public goods.

### OUTCOME A2

**BIODIVERSITY IS BEING MAINTAINED AND ENHANCED, WHILST THE RESILIENCE OF ECOSYSTEMS IS INCREASED.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A2.1. Co-ordinate an ambitious public goods scheme that focuses on maintaining, restoring and expanding habitats, species, historic environment features and wider public goods.</b>	1, 6, 7, 8 & 9	<ul style="list-style-type: none"> <li>&gt; Bring stakeholders together to build a consensus</li> <li>&gt; Define the public goods of Snowdonia</li> <li>&gt; Produce an ambition statement</li> <li>&gt; Carry out a major land mapping process for the current picture of all habitats within the National Park</li> <li>&gt; Research land-use and patterns of change in order to better improve decision making</li> <li>&gt; Assess what has and hasn't worked in previous land management schemes</li> <li>&gt; Create and refine a public goods scheme</li> <li>&gt; Define the role of partners in implementing the scheme</li> <li>&gt; Up-skill the local workforce in order to successfully deliver the scheme</li> </ul>	<p>Welsh Government and all Partners</p> <p><i>Dependent upon outcomes of Sustainable Farming and Our Land consultation and Brexit negotiations</i></p>	<p>By 2025 we aim to create a forum and shared ambition statement. We will have produced an asset register of public goods, with land mapping. We will consider current and previous land management practices, assessing their strengths to create and refine a public goods scheme that the Partnership are confident delivering.</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A2.2. Biodiversity decline is being addressed through maintenance, restoration, expansion and connectivity activities.</b>	1, 4, 7, 8 & 9	<ul style="list-style-type: none"> <li>&gt; Funding opportunities are maximised to ensure investment reaches Local Biodiversity Action Plan, and Section 7 habitats and species targets</li> <li>&gt; Work in Partnership to agree appropriate grazing regimes where they are essential to maintain / restore qualifying features of SAC, SPA and Ramsar sites to a favourable conservation status e.g. Eryri SAC as a priority area</li> <li>&gt; Co-ordinate the production of a Nature Recovery Action Plan (NRAP) for Eryri to include the most recent data and specific biodiversity targets.</li> <li>&gt; Interpretation activities encourage the understanding and safeguarding of biodiversity amongst local communities and visitors</li> <li>&gt; Establish a Local Nature Partnership to lead on Biodiversity issues for Eryri</li> </ul>	<p>SNPA</p> <p>NRW</p> <p>Welsh Government</p> <p>All relevant Partners</p>	<p>Throughout the Plan designated projects will be seen through to completion and reported upon as appropriate, targeting the management requirements of protected sites and Section 7 species and habitats. Where possible, Land Management Agreements will be in place by 2025.</p> <p>The recruitment of a Biodiversity officer will have occurred by 2020 as a focal point for interpretation activities, working alongside specific project officers.</p> <p>By 2022 a Local Nature Partnership will have been established and an NRAP will have been produced through a Park wide Partnership.</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A2.3: Ensure that water quality and the marine environment are maintained and enhanced</b>	1 & 9	<ul style="list-style-type: none"> <li>&gt; Improve water quality through monitoring, enforcement, education and improved land management practices</li> <li>&gt; Use the planning system to protect water quality</li> <li>&gt; Support local groups working to improve water quality e.g. Tir Afon project and the work of Pen Llŷn a'r Sarnau Special Area of Conservation</li> <li>&gt; Continue to support and advise LIFE and HLF projects improving fresh water and marine sites within the National Park</li> </ul>	<p>NRW</p> <p>Dwr Cymru</p> <p>Pen Llŷn a'r Sarnau SAC (PLAS)</p> <p>SNPA</p> <p>Welsh Government</p>	Our Afon Eden project is seen through to completion and the Water Framework Directive (WFD) status is maintained and improved across the Park. By end of 2020 the LDP will contain text relating to water quality in new developments.
<b>A2.4: Restore, expand and improve the resilience and species mixture of native tree species and woodlands</b>	1 & 9	<ul style="list-style-type: none"> <li>&gt; Map ancient trees and woodlands</li> <li>&gt; Continue to develop appropriate planting plans in the Park</li> <li>&gt; Reconnect fragmented areas of woodland</li> <li>&gt; Expand native tree cover on National Park owned land</li> <li>&gt; Explore the viability of establishing a native arboretum</li> <li>&gt; Encourage optimal management of existing woodland to safeguard its ecological condition</li> </ul>	<p>SNPA</p> <p>Woodland Trust</p> <p>Coed Cymru</p> <p>Farming Unions</p> <p>NRW</p> <p>Gwynedd Council</p> <p>Conwy County Borough Council</p> <p>RSPB</p> <p>Welsh Water</p> <p>Welsh Government</p>	<p>Through a variety of planned projects over the next five years, the eligibility and suitability of sites will be scrutinized and reported upon.</p> <p>Planting plans will be developed.</p> <p>LIFE Celtic Rainforests project will lead on many of these goals until 2025.</p> <p>A review to critically analyse methods will take place by end of 2025.</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A2.5: Ensure that any management related proposals have no adverse effect on the integrity of European site(s), SSSIs, and protected features of other areas.</b>	1 & 9	<ul style="list-style-type: none"> <li>&gt; All projects - either alone or in combination with other plans and projects - are subject to assessment in light of the relevant legislative framework which applies</li> </ul>	All Partners	Any potential for adverse characteristics and impacts upon protected areas within the National Park from generic management related activities will be subject to a full assessment once details are available and before any work commences.

## CLIMATE CHANGE

Climate change models predict that Snowdonia will experience higher instances of drought and heat in the summer, mirrored by more extreme rainfall and stormier, milder winters. These changes may alter the National Park's ability to sustain some of its Special Qualities.

A Climate Emergency has been declared by Welsh Government, who have also committed to achieve a carbon neutral public sector by 2030. We must all re-evaluate the way we live and work. Cynllun Eryri sets out our goals to help reduce carbon emissions and displacement attributed to the area, but to also plan mitigation measures for the impacts of climate change.

### OUTCOME A3

**WE ARE PREPARED FOR THE IMPACTS OF CLIMATE CHANGE AND ARE REDUCING OUR CARBON FOOTPRINT.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A3.1. Reduce the carbon emissions of Snowdonia National Park</b>	1, 6, 8 & 9	<ul style="list-style-type: none"> <li>&gt; Contribute proactively towards the WG emission reduction delivery plan</li> <li>&gt; Install electric vehicle charging points at strategic locations within the National Park</li> <li>&gt; Implement greener transport and travel measures to reduce carbon emissions.</li> <li>&gt; Encourage community-based solutions.</li> <li>&gt; Promote and support improving the energy efficiency in new and traditional buildings in line with planning policy</li> <li>&gt; Partners to assess the sustainability of major buildings within the National Park</li> <li>&gt; Continue to support appropriately scaled and located community owned green energy schemes - in line with the LDP</li> <li>&gt; Establish baselines for future emission target setting</li> </ul>	<p>SNPA</p> <p>Gwynedd Council</p> <p>Conwy County Borough Council</p> <p>Community Energy</p> <p>Cyd Ynni</p> <p>National Trust</p> <p>Snowdonia Society</p> <p>Menter Mon</p> <p>Grwp Cynefin</p> <p>Adra</p> <p>Datblygiadau Egni Gwledig (DEG)</p> <p>Centre for Ecology and Hydrology (CEH)</p> <p>Aberystwyth University</p>	<p>Baselines for future carbon emission measurements will be established by 2023, based on target setting advice from Welsh Government.</p> <p>By the end of the Plan we will have successfully contributed to the Welsh Government emission reduction plan, have installed further electric charging points and monitored the number of homes upgrading to renewable alternatives through Planning applications.</p> <p>See also policy B4.1 for transport solutions</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A3.2. Safeguard and increase the amount of carbon stored in Snowdonia</b>	8 & 9	<ul style="list-style-type: none"> <li>&gt; Continue to utilise and enhance natural carbon sinks within the National Park</li> <li>&gt; Reduce, and where possible reverse, the erosion and degradation of peatlands, including by grip blocking in the uplands and restoration of lowland agricultural peats</li> <li>&gt; Ensure a long term commitment to well managed and diverse woodland</li> <li>&gt; Explore carbon offsetting and opportunities for financial support for carbon offsetting</li> <li>&gt; Encourage the maintenance of permanent grassland and avoid soil disturbance</li> </ul>	SNPA NRW National Trust Countryside Land Alliance (CLA) National Farmers Union (NFU) Farmers' Union of Wales (FUW)	<p>By the end of 2022, we will have increased the number of Peatland Code and trees and woodland Carbon Code projects supported.</p> <p>Throughout the Plan, SNPA will monitor peatland restoration actions, ensure woodland planting in appropriate sites and the condition of existing woodland is monitored and hedgerow habitats enhanced, as well as working in Partnership to advise on appropriate grazing regimes.</p>
<b>A3.3. Implement climate change mitigation measures</b>	ALL	<ul style="list-style-type: none"> <li>&gt; Explore the feasibility of implementing a Climate Vulnerability Index (CVI) approach to natural and cultural heritage assets of the National Park</li> <li>&gt; Ensure that upland paths are maintained to a sufficient standard to withstand the increased frequency of storm events through Policy A1.2</li> </ul>	SNPA All relevant partners	<p>By the end of 2021 we will work with other Designated Landscapes already using a CVI approach, to map assets and produce a feasibility study within the National Park. Our upland paths will be consistently monitored for new or upgraded specifications</p>

## INVASIVE SPECIES

Invasive non-native species (INNS) are a global issue. They are a major cause of extinctions and degradation of habitats. With the expected temperature rises due to Climate Change, invasive species may well become more of a problem. These significant challenges may be increased by the political impact of Brexit.

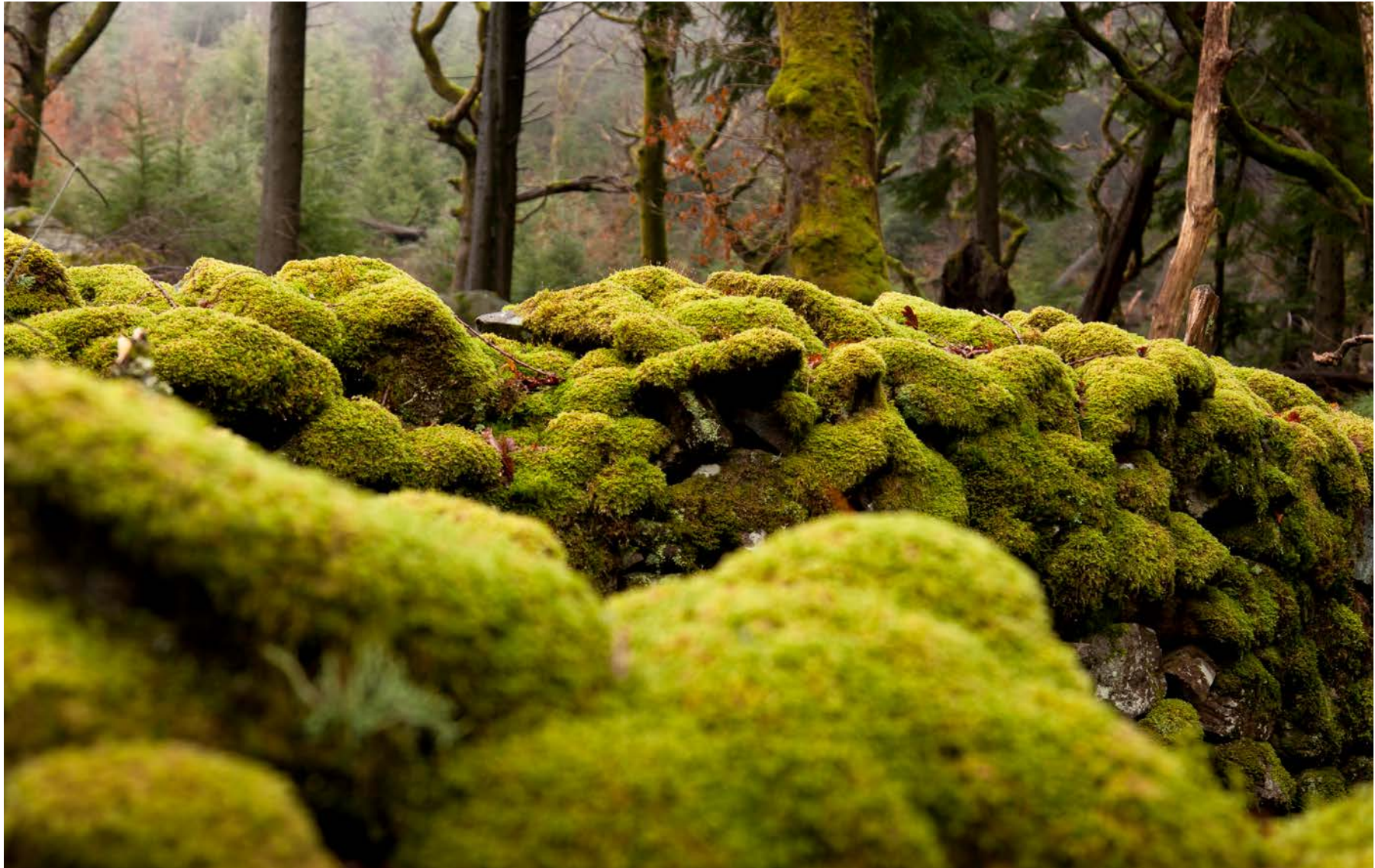
New surveys and partnerships working to tackle these issues provide a guiding light to protection of the precious habitats and species apparent in our area. Cynllun Eryri outlines how these will be advanced and strengthened over the next 5 years.

### OUTCOME A4

**SNOWDONIA IS AT THE FOREFRONT INTERNATIONALLY IN SUCCESSFULLY TACKLING INVASIVE SPECIES, PESTS AND DISEASES THAT IMPACT ON NATIVE SPECIES.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A4.1. Raise awareness with the public on how they can take action to prevent the establishment and spread of invasive species</b>	5 & 9	<ul style="list-style-type: none"> <li>&gt; Ensure that volunteer and community activities that tackle invasive species understand the varying nature of problems, fostering meaningful action</li> <li>&gt; Monitor and record the location and expanse of invasive species</li> <li>&gt; Raise public awareness of terrestrial, freshwater and marine invasive non-native species (INNS) and their impacts</li> </ul>	SNPA NRW National Trust Snowdonia Society Prifysgol Bangor PLAS Coed Cadw North Wales Wildlife Trust Aberystwyth University Cofnod Wales Working Group on Invasive Non-native Species	A reduction in the number and geographical coverage of invasive species is recorded.  Educational events will have taken place with identified groups and feedback surveys will be monitored for improvements in delivery.

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A4.2. Continue to expand current Partnership actions to control and reduce the extent of invasive species</b>	5 & 9	<ul style="list-style-type: none"> <li>&gt; Continue the <i>Rhododendron ponticum</i> Partnership work by implementing the Partnership Plan</li> <li>&gt; Work with partners in tackling the spread of Rhododendron, Himalayan Balsam and Japanese Knotweed as well as others which are prioritised and/or arise</li> <li>&gt; Ensure that reporting mechanisms for any potential threats are clear and robust</li> </ul>	SNPA NRW National Trust Snowdonia Society Gwynedd Council Conwy County Borough Council CLA NFU FUW Welsh Government Woodland Trust	<p>Throughout the term of the Plan we will sustain our Partnership approaches and ensure that coverage of invasive species are reduced.</p> <p>Guidance from Management measures for widely spread Invasive Alien Species by DEFRA will be closely followed, as well as updating the public through website and educational campaigns if/and when cases arise.</p> <p>A review to critically analyse methods will take place by end of 2025.</p>
<b>A4.3. Expand on actions to tackle pests and diseases that impact on native species</b>	5 & 9	<ul style="list-style-type: none"> <li>&gt; Support the Pen Llŷn a'r Sarnau marine biosecurity plan</li> <li>&gt; Support Natural Resource Wales in their work to prevent the spread of diseases which are present or arise</li> </ul>	ACA PLAS NRW Welsh Government SNPA Coed Cymru Woodland Trust Farming Unions	<p>By working in Partnership we will see reduced outbreaks/ plant health notices issued.</p> <p>A review to critically analyse methods will take place by end of 2025.</p>



## ENGAGING PEOPLE IN THE PROTECTION OF THE ENVIRONMENT

We are here as a Partnership to look after Snowdonia. Without effectively engaging people in why this is important, we will not succeed. We cannot do this on our own. The success of our mission lies in our ability to connect with our target audiences. To engage in such a way that they are moved to action - to help us look after the precious Special Qualities of this National Park. Our Plan shows how we intend to do this even better over the next five years.

### OUTCOME A5

**COMMUNITIES, BUSINESSES AND VISITORS PLAY AN ACTIVE ROLE IN CARING FOR THE NATIONAL PARK'S LANDSCAPES, HABITATS, WILDLIFE AND CULTURAL HERITAGE.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A5.1. Seek opportunities for local communities, schools, hard to reach and disadvantaged groups to engage with, and learn about, Eryri's environment and cultural heritage, and how they can help care for it.</b>	2, 5 & 9	<ul style="list-style-type: none"> <li>&gt; Evaluate the opportunities we have for local communities, schools, hard to reach and disadvantaged groups and expand the offer</li> <li>&gt; Raise awareness of the impacts of erosion and what walkers can do to help</li> <li>&gt; Engage with businesses and communities on how they can help reduce the impact of lighting on the night sky and biodiversity</li> </ul>	SNPA National Trust Outdoor Partnership NRW Snowdonia Society Ramblers Cymru Conwy County Borough Council Gwynedd Council Welsh Council for Voluntary Action (WCVA) County Voluntary Councils (CVC) Betsi Cadwaladar University Health Board (BCUHB)	By the end of 2021 we will have established a baseline of engagement with each group, and worked with our Volunteer Co-ordinator and Dark Skies Officer to expand the reach of the National Park in each area.  A review will take place before 2025 to evaluate success.

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A5.2. Support, promote and deliver volunteering opportunities that help protect and enhance the environment and cultural heritage</b>	2, 5 & 7	<ul style="list-style-type: none"> <li>&gt; Continue to develop and expand the Young Rangers scheme</li> <li>&gt; Investigate links with schools locally to offer Welsh Baccalaureate opportunities for Key Stages 4 &amp; 5 and volunteering elements of DoE Award Scheme</li> <li>&gt; Investigate links with return to work schemes to further increase opportunities for residents' contact with the Park</li> </ul>	SNPA Outdoor Partnership National Trust NRW Snowdonia Society	SNPA's Wardens and Volunteer Co-ordinator will lead on these elements reporting back to our Authority on an annual basis to measure progress.  A rise in volunteer numbers will be recorded.
<b>A5.3. Deliver measures under Outcome B3 that - through information, marketing and branding - further engage stakeholders in caring for the National Parks' environment.</b>	8 & 9	<ul style="list-style-type: none"> <li>&gt; See actions under Outcome B3</li> </ul>	See Outcome B3	See Outcome B3

## CULTURAL HERITAGE AND THE HISTORIC ENVIRONMENT

The cultural heritage and identity of Snowdonia are as notable as the landscape and biodiversity. Our cultural heritage has evolved over centuries of human interactions with the land by way of farming, quarrying, and mining as well as its intangible associations through legends, stories and distinctive names.

Cynllun Eryri seeks to aid a deeper understanding, and further protection of these assets at the heart of our way of life.

### OUTCOME A6

**SNOWDONIA IS A LEADING EXAMPLE IN WALES OF HOW TO CARE FOR AND CHAMPION CULTURAL HERITAGE AND THE HISTORIC ENVIRONMENT.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A6.1. Support the repair and restoration of listed buildings</b>	8	<ul style="list-style-type: none"> <li>&gt; Research available sources of funding that support repair and restoration, historical character &amp; local history</li> <li>&gt; Use Cadw's 5-yearly condition survey of listed buildings to provide targeted funding for buildings at risk</li> <li>&gt; Work with partners to support and develop traditional skills locally, which in turn will help improve the condition of historic buildings</li> <li>&gt; The Carneddau Partnership will deliver on its nine main project themes encompassing the natural and cultural heritage of the region</li> <li>&gt; Explore the feasibility of implementing a Climate Vulnerability Index methodology to natural and cultural heritage assets of the National Park as per policy A3.2</li> </ul>	<p>SNPA Cadw National Trust National Slate Museum Gwynedd Council Conwy County Borough Council Local history and archaeological groups North West Wales Slate Landscape World Heritage Nomination Partnership Steering Group and related partners</p>	<p>We will ensure that there is a reduction in the number of listed buildings at risk based on Cadw's condition survey, whilst working with our Partners to develop a strategy for traditional skills workshops.</p> <p>Specific projects will consider the sympathetic reuse and interpretation of designated sections of our historic environment.</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A6.2. Support owners of Scheduled Monuments to better safeguard them</b>	8	<ul style="list-style-type: none"> <li>&gt; Work with partners to ensure suitable sources of funding are available</li> <li>&gt; Using Cadw's database on the state of scheduled monuments, work with partners to establish prioritised work programmes to improve condition (and where appropriate) access and interpretation of scheduled monuments.</li> </ul>	SNPA Cadw National Trust Gwynedd Council Local history and archaeological groups	Throughout the Plan we will ensure that the existing database has been utilised to prioritise funding and dedicated work programmes.
<b>A6.3. Develop and implement landscape scale projects which benefit the historic environment</b>	8	<ul style="list-style-type: none"> <li>&gt; Develop projects that improve access to the historic environment, sense of place and designated conservation areas within the National Park</li> <li>&gt; Continue to develop projects that enhance urban character within the National Park</li> <li>&gt; Collaborate on key priorities and joint projects relating to Harlech in the 'Castles and Town Walls of King Edward in Gwynedd' World Heritage site Management Plan</li> <li>&gt; Collaborate on key priorities relating to the National Park in the nomination of the 'Slate Industry of North Wales Cultural Landscape' to the World Heritage List</li> </ul>	SNPA National Trust Cadw Gwynedd Council Conwy County Borough Council Local history and archaeological groups	<p>By 2021 we will have established a Cultural Heritage Strategy Monitoring Framework, and completed the second phase of the Dolgellau Townscape Heritage Initiative.</p> <p>We will also ensure that we are collaborating on key priorities relating to World Heritage within the National Park and on its borders.</p> <p>The Carneddau Partnership will deliver on its nine main project themes encompassing the natural and cultural heritage of the region.</p>

## LANDSCAPE AND TRANQUILLITY

The natural beauty and tranquillity of Snowdonia are enshrined in its Special Qualities. The present day landscape has been formed by millennia of natural processes and human influence and is a living, breathing landscape. Pressures such as recreation, climate change, inappropriate infrastructure and development all have the potential to damage the area's notable characteristics.

Cynllun Eryri seeks to both safeguard and enrich the landscape and tranquillity of the area through a series of proactive measures.

### OUTCOME A7

**OUR SPECIAL QUALITIES ARE WELL PROTECTED.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A7.1. Through the Local Development Plan improve the appropriate setting and location of development in the landscape</b>	1 & 5	<ul style="list-style-type: none"> <li>▶ Ensure that the nature, location and siting, height, form and scale of the development is compatible with the capacity and character of the site and locality within which it is located</li> <li>▶ Protect designated and proposed World Heritage sites e.g. North West Wales Slate Landscape</li> <li>▶ Use Supplementary Planning Guidance: Landscapes and Seascapes of Eryri, Supplementary Planning Guidance: Landscape Sensitivity and Capacity Assessment and the LANDMAP resource to assess the landscape impact of planning applications</li> <li>▶ Appoint a Landscape Architect to assist Development Management officers in assessing landscape impact of planning applications</li> </ul>	SNPA	<p>A Landscape Architect will be appointed by the end of 2020.</p> <p>Guidelines will be in the LDP and monitored annually, being used to assess planning applications.</p>
<b>A7.2. Through the Local Development Plan, ensure that major new developments safeguard views into and out of the National Park</b>	1 & 5	<ul style="list-style-type: none"> <li>▶ Ensure that any major development proposals are subject to rigorous examination and include an assessment of the impact on National Park purposes</li> <li>▶ Consider the landscape and visual impact of proposals close to the National Park boundary and how these may impact on National Park purposes, including views into, and out of, the National Park</li> </ul>	SNPA	<p>Guidelines will be in the LDP and SNPA will be working in partnership with neighbouring authorities to ensure these are being implemented.</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
A7.3. The Local Development Plan contains clear guidance for inappropriate major infrastructure development such as above ground power cables within the boundary, and where possible encourages the undergrounding of inappropriately located existing lines	1 & 5	<ul style="list-style-type: none"> <li>› The LDP includes a policy which resists inappropriate major development within the National Park</li> <li>› Encourage the undergrounding of overhead lines</li> <li>› Continue to work in partnership with the National Grid to reduce the visual impact of overhead lines within the National Park</li> <li>› The Authority will permit telecommunications developments provided that they do not significantly harm the visual amenity and landscape character of the area</li> <li>› Encourage telecommunications operators to mitigate and/or reduce impacts of existing transmission lines - use landscape sensitive communication infrastructure</li> <li>› The Authority encourages: <ul style="list-style-type: none"> <li>› the use of environmentally acceptable sites,</li> <li>› sharing an existing site, mast, tower or other structures and</li> <li>› sharing an existing or planned underground channel with another utility</li> </ul> </li> <li>› The mast, antennae and any ancillary structures are expected to be well designed and represent the best practicable environmental option</li> </ul>	SNPA	Guidelines will be in the LDP for landscape improvement of existing and new developments.

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>A7.4. Through the Local Development Plan, ensure that lighting in new developments takes account of the International Dark Sky Reserve status and Protect and enhance Regionally Important Geological and Geomorphic Sites (RIGS) and general geodiversity</b>	1, 5 & 8	<ul style="list-style-type: none"> <li>▶ Through the LDP and Supplementary Planning Guidance on obtrusive lighting, ensure that proposals do not adversely affect the Dark Sky Reserve</li> <li>▶ Implement LDP policies that ensure development proposals do not adversely affect RIGS</li> </ul>	SNPA	Guidelines are within the LDP.
<b>A7.5. Foster greater understanding of the Special Quality of tranquillity and solitude</b>	1 & 5	<ul style="list-style-type: none"> <li>▶ Research and apply a new methodology of measuring tranquillity within the National Park</li> <li>▶ Define tranquillity as applied to Snowdonia National Park by including in visitor and residents survey to ascertain the experience of tranquillity in Eryri.</li> <li>▶ Continue to liaise with the MOD to encourage reductions in the number of low flying activities taking place over Snowdonia</li> </ul>	SNPA	<p>New methodologies will have been considered and included in the mapping and protection of this Special Quality.</p> <p>A definition of tranquillity and an understanding of users experience of this Special Quality will be achieved through a user survey.</p> <p>Liaison meetings with the MOD will have occurred regularly</p>
<b>A7.6 Establish a risk register for the tangible and intangible assets of the National Park</b>	All	<ul style="list-style-type: none"> <li>▶ Undertake a risk register exercise cross-referencing with Policy A3.3, ensuring preparedness and mitigation measures are anticipated.</li> <li>▶ With input from key partners consider learnings from the COVID 19 pandemic.</li> </ul>	SNPA	By 2022 a risk register for tangible and intangible heritage assets of the National Park will have been produced.

## > ERYRI'S HEALTH AND WELL-BEING

OPPORTUNITIES TO LEARN AND DISCOVER, AND AT THE SAME TIME IMPROVE OUR WELL-BEING.

### Where are we now?

- 80.5% of people living in Eryri are classed as being in good health (compared to 77.7% for Wales as a whole).
- 75% of people visit Snowdonia National Park to enjoy the landscape, countryside or beaches.
- Practical volunteering schemes such as those co-ordinated by the Snowdonia Society encourage those who may not ordinarily access the Park, to do so.
- Nearly 700, 000 of the local population are within easy reach of the National Park so there are significant opportunities to utilise the National Park environment to help improve the health of the north Wales population.
- The National Park Authority's website had nearly 2 million page views in the last year with 1.3 million of those being unique page views.
- In 2018-19 National Park volunteers carried out 1952 days of volunteer work and 905 volunteers helped carry out projects to care for the National Park.

### BUT

- 53% of adults in Gwynedd and Conwy are classed as overweight or obese.
- North Wales has an admission rate for young people with mental health disorders which is 30% higher than the rest of Wales.
- Some communities in the National Park are remote from services and facilities which can lead to issues of loneliness, isolation and a decline in mental and physical well-being.
- Snowdonia has on average an ageing population in comparison to the rest of Wales.
- Visitors to the area often confuse 'Snowdon' and 'Snowdonia'.
- Parking, transport and facilities at key sites in the National Park have been oversubscribed over the last 5 years, placing significant pressure on our residents.

## Where do we want to be by 2025?

- The National Park is having a positive impact on the well-being of our nation.
- Residents and visitors can access a variety of routes in the National Park aimed to improve physical and mental health.
- Our Special Qualities are widely recognised and understood.
- Sustainable options for parking and transport are achieved.
- Our visitor facilities are high quality and landscape sensitive

Below you will find each of these outcomes explained in more detail through policies, actions, how we will measure our work and who will be taking these ideas forward...

## WELL-BEING

Wales has already implemented a ground-breaking piece of legislation to drive the way we do things, which is focused on people's well-being as a whole. National Parks in particular provide opportunities for improving people's physical and mental health.

Cynllun Eryri ensures that the physical and mental well-being of our communities and the wider population are improved through greater use of the natural and historic environment.

### OUTCOME B1

**THE NATIONAL PARK IS HAVING A POSITIVE IMPACT ON WELL-BEING.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>B1.1: Expand work with partners, health services and Public Service Boards through social prescribing schemes</b>	2 & 5	<ul style="list-style-type: none"> <li>&gt; Identify target audiences</li> <li>&gt; Gather data on the barriers these audiences face and opportunities to address these barriers in a lasting way</li> <li>&gt; Identify and promote existing schemes within the National Park</li> <li>&gt; Establish new social prescribing schemes (along with a referral system) within and around the National Park for the target audiences, based on best practice and research results</li> </ul>	SNPA Let's Get Moving North Wales Public Health Wales Outdoor Partnership National Trust NRW Sports Wales Ramblers Cymru Bangor University	By the end of 2020 we will have completed the necessary research and identified schemes to promote widely across the Park. By the end of the Plan we intend to have established social prescribing schemes on a trial basis, with the National Park as a partner to at least one major schemeworking towards a formal well being strategy.

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>B1.2: Promote and enable a diverse range of activities that improve people's well-being</b>	2 & 5	<ul style="list-style-type: none"> <li>› Develop an online resource relating to activities and routes within the National Park targeted and tailored to the audiences identified under Policy B1.1</li> <li>› Ensure adequate provision for access to inland waters for water based activities, particularly in light of future legislative changes</li> <li>› Continue to expand volunteer opportunities within the National Park that include both physical and cultural activities (see also policy A5.2)</li> <li>› Develop volunteering opportunities for disabled people</li> <li>› Facilitate activities within the National Park that enhance understanding of the Special Qualities for disabled people and disadvantaged groups</li> <li>› Encourage opportunities for socialising in the natural environment</li> </ul>	SNPA NRW National Trust Outdoor Partnership WCVA Public Health Wales Outdoor Partnership Gwynedd Council Art Council Wales Menter Iai National Slate Museum Gwynedd Archaeological Trust Sports Wales	<p>By the end of 2021, resources will be available through the National Park website.</p> <p>By 2025 SNPA's Volunteer Co-ordinator will report on the increased provision of volunteer opportunities and evidence of relevant schemes and projects will exist.</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>Policy B1.3: Plan a community based project exploring the long, reciprocal relationship between the people of Eryri and the land</b>	ALL	<ul style="list-style-type: none"> <li>&gt; Gather a group of experts in the field to mind map possible ways to approach this project</li> <li>&gt; Build upon the work of the Carneddau Landscape Partnership's Oral History Project</li> <li>&gt; Facilitate workshops with a variety of community representatives to consider the best ways to express these inherent connections</li> <li>&gt; Support and advise (as required) in the development of the project to its conclusion, as decided by local residents</li> </ul>	<p>SNPA</p> <p>All relevant partners and community members</p>	<p>By 2021 we will ensure that a mind mapping session has occurred and connections have been made with relevant community representatives.</p> <p>For the 70<sup>th</sup> anniversary of the designation of Snowdonia National Park, workshops will have occurred and the project will have been launched and is being facilitated to its conclusion.</p>

## > ACCESS

The population of Eryri is on average healthier and more active than the population of Wales as a whole; however, it is also clear that some people are being deprived of opportunities to enjoy and learn about Snowdonia's Special Qualities because of physical impairment or social disadvantage. We aim to improve and promote the accessibility of routes within the National Park so that all people are able to enjoy and appreciate what makes Eryri exceptional.

### OUTCOME B2

**RESIDENTS AND VISITORS CAN ACCESS A VARIETY OF ROUTES IN THE NATIONAL PARK AIMED TO IMPROVE PHYSICAL AND MENTAL HEALTH.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>B2.1. Create a plan and focus resources on promoting, developing and maintaining well-marked long distance trails, accessible trails, multi user trails (particularly cycling trails and mountain bike routes), promoted routes and links and loops between towns and villages</b>	5 & 6	<ul style="list-style-type: none"> <li>&gt; Identify the target audiences for routes and trails in line with policy B1.1</li> <li>&gt; Review the Recreation Strategy for the National Park and ensure that it delivers on Outcome B2 and includes national standards for signage, furniture and accessibility</li> <li>&gt; Increase the total length of accessible trails by removing barriers to enable access for all wherever possible, and provide least restrictive options in relation to furniture</li> <li>&gt; 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</li> <li>&gt; Based on the results, create a map plan for the development of trails, including exploring options across the National Park in areas such as Bala-Traws, Bala - Dolgellau (subject to compliance with action A2.5) and identify how access for disabled people can be improved at the most popular sites within the National Park</li> <li>&gt; Identify and pursue funding to deliver on the plan</li> <li>&gt; Support long distance routes already in existence such as Snowdonia Slate Trail, Cambrian Way, Taith Ardudwy, Pilgrims Way, Snowdon Circular, North Wales path, Wales Coast path etc</li> </ul>	<p>SNPA</p> <p>Gwynedd Council</p> <p>Conwy County Borough Council</p> <p>National Trust</p> <p>NRW</p> <p>Local Access Forums</p> <p>Snowdonia Society</p> <p>BHS</p>	The action plan in 'Overview of actions' column will be implemented over the next 5 years so that all actions are complete by 2025.

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<p><b>B2.2. Ensure that Right of Way work is effectively prioritised and that responsibilities and standards are clear, with the SNPA focusing its resources and funding on multi-user trails and upland paths</b></p>	6	<ul style="list-style-type: none"> <li>▶ Create a priorities and maintenance plan to ensure that resources are effectively managed and targeted to deliver</li> <li>▶ Continue to implement and regularly review the Service Level Agreement with Conwy Council. Agree and implement a MOU with Gwynedd Council</li> <li>▶ Ensure that all partners delivering RoW work within the National Park are signed up to the standards set out in the access strategy under Policy B2.1</li> </ul>	<p>SNPA Gwynedd Council Conwy County Borough Council National Trust NRW Ramblers Cymru</p>	<p>By the end of 2021, the Maintenance Plan will be produced and implemented. Agreements will be in place with Gwynedd Council.</p> <p>By the end of 2022, the standards document will be in place and signed by identified partners.</p> <p>GIS surveys will provide measureable data for the Conwy RoW network.</p>
<p><b>B2.3. Improve access opportunities for disabled people and socially excluded groups</b></p> <p>See also policy B2.1</p>	5 & 6	<ul style="list-style-type: none"> <li>▶ Gather research on the barriers faced by the public, including disabled people, those of lower socio economic backgrounds and other excluded groups in accessing the National Park</li> <li>▶ Develop actions under Policy B2.1 to improve access opportunities for disabled people and excluded groups</li> <li>▶ Work with target groups and relevant charities in the early design phase of major access projects</li> </ul>	<p>SNPA NRW National Trust Gwynedd Council Conwy County Borough Council Sport Wales</p>	<p>By the end of 2025, the research will have been completed.</p> <p>We will ensure measurable increases in available provisions by the term end of the Plan.</p>



## INFORMATION AND UNDERSTANDING

Snowdonia is the third most well-known National Park Authority in the UK, and visitors are increasing by 2.4% every year. Nevertheless, there exists a general confusion over Snowdon and Snowdonia, and visitors' understanding of the outstanding cultural and historic Special Qualities of the Park is limited.

To celebrate the things that make Eryri exceptional, the Plan outlines a strategy to promote understanding and appreciation of this inspirational place as a whole, and through every season.

### OUTCOME B3

**OUR SPECIAL QUALITIES ARE WIDELY RECOGNISED.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>B3.1. Develop a brand marketing strategy for Snowdonia based on the Special Qualities that is consistently implemented across the public and private sector</b>	ALL	<ul style="list-style-type: none"> <li>&gt; Using local understanding and knowledge, build a strong and clear picture of the National Park's cultural and historic identity</li> <li>&gt; Following the development of principles for Visitor Management (see Policy A1.1), develop a marketing/brand strategy for Snowdonia based on promotion and protection of its Special Qualities. The strategy should consider: Visit Wales' 'Wales brand'; target audiences and emerging markets; addressing overcapacity and environmental impact at popular locations; emphasising eco and green credentials, quiet enjoyment; benefits of the environment to well-being; and promotion of local culture, Welsh language, food and drink</li> <li>&gt; Create a Cultural Heritage and Interpretation Plan for the National Park in line with marketing brand (above)</li> <li>&gt; Develop opportunities for enhancing the visitor experience by linking with historic and cultural aspects e.g. World Heritage sites, slate trails, mountaineering history and promoting Welsh place names and the Welsh language</li> <li>&gt; Develop information and resources that celebrate sites notable in Welsh literature and culture, and encourage respect and understanding for the Welsh language</li> </ul> <p style="text-align: right;"><i>continued...</i></p>	<p>SNPA National Trust Gwynedd Council Conwy County Borough Council National Trust Cadw Arts Council Menter Iaith National Slate Museum Gwynedd Archaeological Trust (GAT)</p>	<p>By the end of 2021, we will have worked with our partners to create a new marketing and brand strategy based on local knowledge, and will develop a new interpretation strategy based on this.</p> <p>Using a newly designed website and images, a number of projects will be undertaken to strengthen historic, cultural and literary aspects of the area.</p> <p>A review of the new brand will take place by 2025.</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
		<p>...continued from previous</p> <ul style="list-style-type: none"> <li>&gt; Explore the possibility of launching an annual competition for 'Snowdonia Culture Capital' (using lessons from the City of Culture model). The winning town/village will receive funding to promote and organise cultural activities for the year</li> <li>&gt; SNPA to improve and modernise its website in line with the new marketing and brand strategy</li> <li>&gt; Commission new photos of the area to reflect the principles of the new marketing and branding strategy: rich media videos; drone footage; gpx files of trails etc.</li> </ul>		
<b>B3.2. Encourage visitors to come at different times of year and to different areas in order to ease pressure during the peak season and help businesses with seasonality issues</b>	ALL	<ul style="list-style-type: none"> <li>&gt; Promote winter season and 'autumn colours' season. Use seasonal images on websites</li> <li>&gt; Work with partners to develop opportunities in relation to the "Wales Way"</li> <li>&gt; Use existing examples to consider a thematic itinerary approach to promote the Special Qualities of Snowdonia</li> </ul>	SNPA Gwynedd Council Conwy County Borough Council Visit Wales NRW National Trust Visit Wales Plas y Brenin Snowdonia Active	These innovative ideas will be in place by the end of 2021

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>B3.3. Using the brand marketing strategy as a foundation, develop a shared plan with partners on the information we provide to visitors, with an emphasis on the Special Qualities and behavioural change.</b>	ALL	<ul style="list-style-type: none"> <li>&gt; Identify the target audiences for information and behaviour change</li> <li>&gt; Identify what type and format of information is most effective, as well as what languages are most in demand</li> <li>&gt; Develop a shared plan to include how we deliver information pre, during and post visit, as well as a rationalisation of the mix and use of modern and traditional means of providing information.</li> <li>&gt; Improve information on recreation opportunities targeted at specific groups in line with the brand strategy and information plan, and fill any pre-existing gaps in information</li> <li>&gt; Work with tourism businesses to promote information and understanding about the Park in line with the brand strategy and information plan e.g. through an ambassador scheme</li> </ul>	SNPA National Trust Visit Wales Gwynedd Council Conwy County Borough Council Outdoor Partnership Sports Wales Snowdonia Active GAT NRW All partners	<p>By the end of 2020, target audiences will have been identified as part of the new website production.</p> <p>A pilot ambassador scheme will have been established and lessons learned will be applied across the National Park.</p> <p>The branding strategy will inform the shared Plan and improvement of information provision by the end of 2022.</p> <p>A review of the new brand will take place by 2025.</p>

## PARKING AND TRANSPORT

Transport in remote and rural areas can be challenging, especially at busy sites such as Ogwen and Snowdon where parking has become a significant issue. This can have major impacts on communities, road safety, the landscape and the visitor experience.

Through using the pilot project begun by the Snowdon Partnership, innovative solutions will be applied across the National Park to ensure a joined up, holistic methodology through robust, co-operative approaches.

### OUTCOME B4

**SUSTAINABLE OPTIONS FOR PARKING AND TRANSPORT ARE ACHIEVED.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>B4.1. Improve the sustainability and availability of transport for visitors and residents and address parking problems</b>	1 & 6	<ul style="list-style-type: none"> <li>&gt; Review public transport systems in popular areas to ensure it meets the demands and needs of residents and visitors</li> <li>&gt; Establish committed partnerships to ensure that there is adequate revenue to sustain the public transport requirement</li> <li>&gt; Use public transport as a means of delivering information to visitors</li> <li>&gt; Improve working relationships with businesses, social enterprises, communities and landowners, encouraging community based solutions</li> <li>&gt; Ensure that public transport routes are clearly linked with promoted trails and routes</li> <li>&gt; Support Active Travel measures as detailed in Welsh Government legislation</li> </ul>	<p>SNPA</p> <p>Gwynedd Council</p> <p>Conwy County Borough Council</p> <p>Transport for Wales</p> <p>All landowning partners</p> <p>North Wales Economic Ambition Board</p> <p>Welsh Government</p>	<p>Work with all recommendations from the 2020 Yr Wyddfa and Ogwen parking and transport review to implement measures across the National Park. Review and adapt measures as necessary by 2025.</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>B4.2. Explore and implement opportunities to encourage greener transport</b>	1 & 6	<ul style="list-style-type: none"> <li>&gt; Assess the environmental impacts of visitors in relation to carbon emissions to encourage a move towards greener technologies for travel such as electric cars, buses and bikes</li> <li>&gt; Improve information and marketing in relation to how people get to the park and travel around, ensuring that the most sustainable options are promoted and highlighted</li> <li>&gt; Utilise smart technology to encourage behaviour change (e.g. Enterprise Scheme)</li> <li>&gt; As per Policy A3.1 install EV charging points at strategic travel and visitor points in the National Park</li> </ul>	SNPA NRW National Trust Gwynedd Council Conwy County Borough Council Visit Wales Partneriaeth Ogwen	<p>Work with all recommendations from the 2020 Yr Wyddfa and Ogwen parking and transport review to implement measures across the National Park. Review and adapt measures as necessary by 2025.</p> <p>A new way of measuring visitor contribution and impact on the area will be in place by 2021 and will assess environmental factors.</p>

## SNOWDONIA AS A DESTINATION

Tourism in the National Park is highly seasonal with 20% of visitors coming in the month of August alone. Current facilities can't cope with increasing numbers, with a recent visitor survey revealing that 1 in 3 rated car parks and toilets as 'poor' in the most densely visited areas of the Park. Although many people plan their visit beforehand on-line, a significant proportion are also very likely to visit Information Centres whilst on their visit.

Cynllun Eryri explores the opportunities to rethink the 'tourist season', and consider the Park as a year-round, high quality destination through original approaches, and clear monitoring, based around our Special Qualities.

### OUTCOME B5

**OUR VISITOR FACILITIES ARE HIGH QUALITY AND LANDSCAPE SENSITIVE.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>B5.1. Visitor facilities are sufficiently funded and invested in to achieve and exceed the expectations of visitors</b>	ALL	<ul style="list-style-type: none"> <li>▶ Assess the visitor facilities (centres, toilets etc) within the National Park and identify priorities for improvement</li> <li>▶ Through a visitor survey, monitor opinions on facilities and act on any recommendations</li> <li>▶ Assess the possibility and sustainability of expanding Information and Visitor Centres to be community/well-being hubs</li> </ul>	SNPA NRW National Trust Gwynedd Council Conwy County Borough Council Visit Wales North Wales Economic Ambition Board Snowdonia Society	<p>By the end of 2021, the results of the facilities assessment will have been produced, and a feasibility study into expanding the role of visitor centres will be complete.</p> <p>Results of the visitor survey will influence future priorities.</p>
<b>B5.2. Support activities that complement the Special Qualities of Snowdonia - in particular tranquillity - and that encourage visitors to switch to visiting during the autumn and winter in order to address seasonality and pressures in high season</b>	ALL	<ul style="list-style-type: none"> <li>▶ Support and promote activities and initiatives relating to the Dark Skies Reserve status</li> <li>▶ Support and promote initiatives relating to winter tourism</li> <li>▶ Improve and promote opportunities for access to the historic environment and wider cultural heritage</li> </ul>	SNPA Gwynedd Council Conwy County Borough Council National Trust Visit Wales NRW Cadw	<p>Our Dark Skies Officer works to promote understanding of this important element of Snowdonia, reporting on an annual basis. By the end of 2021, our Cultural Heritage and Interpretation Strategy will include promotion of the historic environment linked to seasonality (see also policy B3.1).</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>B5.3. High quality, landscape appropriate accommodation, meets the expectations and demand of visitors and is helping increase spend per head</b>	ALL	<ul style="list-style-type: none"> <li>› Carry out research into the demand and gaps in relation to high quality visitor accommodation including that of affordable accommodation</li> <li>› Work in partnership with Gwynedd Council to develop the Council's Destination Management Plan</li> <li>› Via the Local Development Plan, support the development and promotion of high quality, landscape appropriate, visitor accommodation to meet the demands of the market</li> </ul>	<p>SNPA</p> <p>Gwynedd Council</p> <p>Conwy County Borough Council</p>	By the end of 2020 research will have been carried out and the LDP will contain this guidance.

## > ERYRI'S COMMUNITIES AND ECONOMY

### A GREAT PLACE TO DEVELOP, LIVE AND WORK

#### Where are we now?

- 58.6% of Snowdonia's population speak Welsh – in some communities this is as high as 80%
- The estimated spend per visitor for Snowdonia is the 2<sup>nd</sup> highest of all the UK National Parks
- Snowdonia has a lower rate of unemployment than the national average (3.1% compared with 4.3% nationally)
- Nearly one in five people are self-employed which is more than double the national average
- 38% of jobs in Snowdonia are linked to the environment
- There are many opportunities to include more people in local services, socialising in nature, and providing community hubs and activities

#### BUT

- Dwyfor Meirionnydd has the lowest annual median wage in the UK
- House prices are currently 6 times the average income in Conwy and 7 times the average income in Gwynedd
- Broadband connectivity across the Park has increased dramatically over the last five years, but is still amongst the slowest in Wales
- 17 areas within or partly within the National Park boundary are in the 10% most deprived areas in Wales in terms of access to services
- It is estimated that Snowdonia's population will shrink by 6.6% by 2030
- The 2011 census showed that there had been a 3.5% decrease in the use of Welsh in Snowdonia since 2001

## Where do we want to be by 2025?

- The language, culture and heritage of Snowdonia is being celebrated, supported and strengthened.
- Jobs and opportunities encourage people to remain in the area.
- We are implementing solutions for affordable housing to buy and rent.
- Local communities are supported to thrive in all aspects of well-being.

Below you will find each of these outcomes explained in more detail through policies, actions, how we will measure our work and who will be taking these ideas forward...

## LANGUAGE AND CULTURE

The National Park hosts one of the most prominent Welsh speaking communities in Wales. Many of us use Welsh as our working language and as one of our Special Qualities, our Partnership promotes and includes those who already speak, are learning or who want to learn the language. Nevertheless, census data reveals a decline of 3.5% in those who identify as Welsh speakers.

Various factors are affecting this including the out migration of Welsh speakers, the in migration of non-Welsh speakers a lack of buildings or events within the community that enable people to come together, access to a bi-lingual education, a prosperous economy which encourages people to remain in their communities and employer recognition and support of the language.

Cynllun Eryri outlines measures that we in the Partnership will take to try to halt this trend, and promote and encourage the use of this fundamental indicator of our culture, encouraging the transmission of the language from one generation to the next.

### OUTCOME C1

**THE LANGUAGE, CULTURE AND HERITAGE OF SNOWDONIA IS BEING CELEBRATED, SUPPORTED AND STRENGTHENED.**

**\*ALL ACTIONS UNDER OUTCOMES C1 - C3 ARE INNATELY LINKED TOGETHER.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>C1.1. Promote understanding, enjoyment and protection of the Welsh language and culture</b>	2, 3 & 4	<ul style="list-style-type: none"> <li>&gt; Support and promote local community events, groups and creative projects that have links to the Welsh language and culture</li> <li>&gt; Create opportunities for young people to be ambassadors for the language and culture of the area</li> <li>&gt; Lead by example in ensuring that the Welsh language, culture and heritage is promoted and used in events, activities and information</li> <li>&gt; Implement measures in the Local Development Plan and related Supplementary Planning Guidance which encourages new developments to maintain or enhance the development of the Welsh language</li> <li>&gt; Develop and implement a communication plan to improve visitor awareness of the Welsh language and culture</li> <li>&gt; Ensure that the Welsh language plays a leading role in any projects, activities or schemes arising from policy A5.1, A5.2, A6.1, B1.1, B1.2, B1.3, C4.1 and C4.2, whether through teaching about the language, leading by example and/or promoting use through providing opportunities to socialise in Welsh.</li> </ul>	<p>SNPA</p> <p>Gwynedd Council</p> <p>Conwy County Borough Council</p>	<p>We will ensure that these groups are feeding into policy B3.1 when it is established, that a Communication Plan is implemented by the end of 2021 and that guidelines are in the LDP and are monitored annually.</p> <p>An evaluation of these actions will take place by 2025.</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>C1.2. Provide opportunities for Welsh learners in the area</b>	3	<ul style="list-style-type: none"> <li>&gt; Promote and support initiatives to encourage people moving to the area to learn Welsh</li> <li>&gt; Create opportunities for Welsh learners and speakers to socialise and use the language, particularly through volunteer opportunities as in Policies A5.2 and B1.2</li> <li>&gt; As part of Policy B3.1 and B3.3 provide training for businesses in the Welsh language and culture</li> </ul>	<p>SNPA Gwynedd Council Conwy County Borough Council NRW Public Health Wales Outdoor Partnership Sports Wales</p>	<p>By the end of 2020 a pilot Ambassador scheme will have been established for the Snowdon Partnership Plan. We aim to develop this to encompass the entire National Park area by 2021.</p> <p>We will monitor the uptake of Welsh learners in volunteer activities offered by all Partners to measure progress.</p>
<b>C1.3. Protect Welsh place names</b>	3	<ul style="list-style-type: none"> <li>&gt; Implement measures in the Local Development Plan that encourage the use of Welsh place names for new or renovated businesses, developments, houses and street names</li> <li>&gt; Implement measures in the Local Development Plan that encourage the use of bilingual signs</li> <li>&gt; Link to UNESCOs Indigenous Languages programme to promote the local names of the National Park and its most recognisable assets</li> </ul>	<p>Welsh Language Commissioner and the Future Generations Commissioner Menter Iaith SNPA Cadw Royal Commission on the Ancient and Historical Monuments of Wales (RCAHMW)</p>	<p>We will ensure that guidelines are in the LDP and that Supplementary Planning Guidance exists to promote these elements.</p>

## INFRASTRUCTURE AND BUSINESS

'Diversifying' is one of the hottest terms around in current business planning. Reconsidering how we all do things is essential for sustainability and to meet the needs of the modern world. Although the IT and online sectors are huge areas of growth, poor broadband and mobile phone connectivity can restrict opportunities for establishing and developing new business models in Eryri. This will be particularly relevant post-Brexit, and in the meantime is ensuring that people are more likely to leave the area for employment in modern work places.

Cynllun Eryri outlines an ambitious set of actions, exploiting some of the current political trends to promote a necessary skills base and the technological infrastructure to deliver for our residents.

### OUTCOME C2

**JOBS AND OPPORTUNITIES ENCOURAGE PEOPLE TO REMAIN IN THE AREA.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>C2.1. Communication infrastructure in the area is being improved for businesses and communities in a way that does not compromise the landscape</b>	2, 3, 4, 5 & 6	<ul style="list-style-type: none"> <li>&gt; Support partners to deliver innovative and landscape sensitive initiatives to improve broadband, mobile data and internet infrastructure in rural areas</li> <li>&gt; Support initiatives within the regional growth strategies that improve digital connectivity whilst protecting the landscape</li> <li>&gt; Work with Gwynedd Council to develop further proposals for creating high value jobs across a range of areas.</li> </ul>	<p>SNPA</p> <p>Local Action Groups Conwy and Gwynedd</p> <p>Gwynedd Council</p> <p>Conwy County Borough Council</p> <p>North Wales Economic Ambition Board</p> <p>Creative North Wales</p> <p>Mantell Gwynedd</p> <p>Conwy and Denbighshire PSB</p>	<p>Digital connectivity across Eryri is significantly improved.</p> <p>Free wifi offerings linked to community centres and hubs will be available.</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>C2.2. Support and promote training, employment and business opportunities related to - or complementing - the National Parks 1st purpose and Special Qualities including environment related sectors</b>	ALL	<ul style="list-style-type: none"> <li>&gt; Support and promote opportunities for land managers to take part in public goods schemes as set out in policy A2.1</li> <li>&gt; Encourage and support the development of businesses and skills relating to delivery of public-goods schemes</li> <li>&gt; Support environment and Special Quality related initiatives with the regional growth strategies</li> <li>&gt; Work with the economic development departments within the local councils to develop opportunities through the Snowdonia Enterprise Zone, the Welsh Slate Landscape World Heritage nomination or other employment creation and high quality jobs</li> <li>&gt; Support projects that aim to shorten the local food supply chain</li> <li>&gt; Work with our partners to support farmers responding to the changes brought about by Brexit, both in terms of market change and the payment regimes.</li> <li>&gt; Support the development of resources and skills for the repair and maintenance of historic buildings and features, including capacity building programmes as per Policy A6.1</li> <li>&gt; Explore opportunities for developing a framework for collaboration in the development of whole-estate plans, by researching successful implementation in other protected areas</li> </ul>	<p>SNPA Gwynedd Council Conwy County Borough Council Menter Mon Grwp Cynefin Gwynedd Archaeological Trust National Slate Museum Menter Iaiith Gwynedd Employment and Skills group Arloesi Gwynedd Wledig All relevant Partners</p>	<p>We aim to see the number of businesses related to the public goods scheme rising. Through promotion and sharing of good practice, this will have a cumulative impact.</p> <p>The number of initiatives supported by our various Partners will have increased and new potential frameworks have been evaluated and reported upon.</p> <p>Our core partnerships will include greater representation from the business and tourism sectors.</p>

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>C2.3. Support and promote training, employment and business opportunities relating or complementing the National Park's second purpose and Special Qualities, and the health and well-being theme</b>	All	<ul style="list-style-type: none"> <li>&gt; Support public goods schemes as set out in policy A2.1</li> <li>&gt; Work with the economic development departments within the local authorities to develop opportunities through Snowdonia Enterprise Zone and strategies creating other employment</li> <li>&gt; Support opportunities in the tourism sector that are high value, high quality and considerate of protecting the National Parks environment</li> <li>&gt; Increase the number of Welsh speaking outdoor instructors in the sector</li> <li>&gt; Support outdoor recreation initiatives linked to improving people's well-being</li> <li>&gt; Develop a campaign to encourage IT and tech businesses to establish in the area</li> </ul>	<p>SNPA</p> <p>Gwynedd Council</p> <p>Conwy County Borough Council</p> <p>Outdoor Partnership</p> <p>Menter Mon</p> <p>Grwp Cynefin</p> <p>Menter Iaith</p> <p>Arloesi Gwynedd Wledig</p> <p>Mantell Gwynedd</p> <p>All relevant Partners</p>	<p>Throughout the Plan we will ensure that: meetings are set and attended to develop new opportunities, that relevant guidelines are in the LDP and that schemes and projects exist. A campaign for further attracting IT and tech business to the area will have begun, and the number of Welsh speaking outdoor instructors will rise from 20 to 30%.</p> <p>Our core partnerships will include greater representation from the business and tourism sectors.</p>

## A HIGH QUALITY OF LIFE

Eryri offers a huge variety of opportunities in terms of lifestyle options. It is an inspiring environment fostering creativity, activity, entrepreneurial skills and adventure, yet currently 60% of local people are priced out of the property market. As a Partnership and through the Local Development Plan we intend to implement policies which provide opportunities for people and families to build their home in Eryri.

### OUTCOME C3

**WE ARE IMPLEMENTING SOLUTIONS FOR AFFORDABLE HOUSING TO BUY AND RENT.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>C3.1. Work with partners to address underlying issues and develop innovative solutions to delivering affordable housing that meets local needs</b>	2	<ul style="list-style-type: none"> <li>&gt; Work with rural housing enablers to identify affordable housing needs within our communities</li> <li>&gt; Work to influence changes to legislation so that change of use of a dwelling into a holiday home requires planning permission</li> <li>&gt; Lobby mortgage lenders to ensure that finance for affordable homes is readily available</li> <li>&gt; Work with partners to ensure the best use of affordable housing financial contributions, to assist in the delivery of affordable housing</li> <li>&gt; A detailed analysis of availability of affordable homes within the National Park has influenced planning policies in the LDP</li> <li>&gt; Support work to identify empty premises to be developed for business or housing use</li> <li>&gt; Encourage mixed tenure housing</li> </ul>	<p>SNPA</p> <p>Gwynedd Council</p> <p>Conwy County Borough Council</p> <p>Grwp Cynefin</p>	By the end of 2020 details will be included in the LDP and evaluated regularly in the annual monitoring of the LDP report.

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>C3.2. Through the LDP create policies that encourage affordable housing</b>	2	<ul style="list-style-type: none"> <li>► To meet the affordable housing target of 375 (average 25 affordable housing units per annum) over the LDP period of 2016-2031</li> </ul>	SNPA Welsh Government Conwy County Borough Council Gwynedd Council Grwp Cynefin Adra Local Rural Housing Enabler services	The LDP annual monitoring report will measure progress throughout the term of the Plan.  The LDP undergoes constant review and targets are officially updated on a five-yearly cycle.
<b>C3.3. Through the LDP create policies that encourage sustainable homes</b>	2	<ul style="list-style-type: none"> <li>► Policies encourage sustainable design and sustainable development of housing</li> </ul>	SNPA Conwy County Borough Council Gwynedd Council	The LDP annual monitoring report will measure progress throughout the term of the Plan.

## CONNECTED COMMUNITIES

Community cohesion is one of the Special Qualities of the National Park and creates a unique sense of place here like no other. Within our towns and villages you will find numerous examples of community owned enterprises and a strong sense of identity and belonging. The well-being of Future Generations (Wales) Act explains that cohesive and connected communities are an important part of individual well-being.

Community 'anchor' organisations are important in that they understand local needs and have a long-term commitment to the area they serve. Cynllun Eryri aims to nurture and promote these important elements to build even stronger links between the National Park and its residents.


### OUTCOME C4

**LOCAL COMMUNITIES ARE SUPPORTED TO THRIVE IN ALL ASPECTS OF WELL-BEING.**

What we'll do to achieve this	Special Qualities	Overview of actions	Who?	How we'll measure success
<b>C4.1. Increase opportunities for dialogue between the National Park and community based organisations</b>	2	<ul style="list-style-type: none"> <li>&gt; Develop a charter that sets out the arrangements between the SNPA and Community and Town Councils, in relation to how we work together to develop activities of mutual benefit</li> <li>&gt; Explore the idea of appointing National Park Ambassadors in each community council, beginning with the area covered by the pilot Ambassador Scheme in Policy B3.3</li> </ul>	<p>SNPA Community and Town Councils Un Llais Cymru</p>	<p>By the end of 2021, a Charter will be established and the lessons from the pilot Ambassador scheme will be implemented.</p> <p>We will review these actions by 2025.</p>
<b>C4.2 Work with communities to further enhance understanding of the Special Qualities of the National Park</b>	2	<ul style="list-style-type: none"> <li>&gt; Identify the main communities affected by the National Park designation but that fall outside the boundary, and work closely with these communities to achieve National Park objectives</li> <li>&gt; Support the upskilling of communities wishing to develop projects which protect and enhance Snowdonia's special qualities as per Outcome B3</li> <li>&gt; Work with community based organisations to develop Warden Area Plans, based on local needs and priorities</li> <li>&gt; Work with Conwy and Gwynedd councils to identify further opportunities for joint working</li> </ul>	<p>SNPA Gwynedd and Conwy LAG groups Community and Town Councils on periphery of the National Park Mantell Gwynedd Un Llais Cymru Conwy and Denbighshire PSB</p>	<p>Throughout the Plan we will ensure that schemes are supported through the Community and Volunteer Fund.</p> <p>Warden Area Plans are co-produced with community input.</p> <p>We will review these actions by 2025.</p>

A dramatic landscape featuring large, weathered logs and rocks. The logs are covered in bright green moss and are positioned diagonally across the frame. The background shows a hazy, mountainous landscape under a cloudy sky. The overall mood is somber and contemplative.

**>WHAT HAPPENS NEXT?**



Over the next 5 years we will work with our Partners to deliver on this ambitious action plan, keeping our core purposes and Special Qualities at the centre of everything we do. We will measure success annually and reassess the Plan fully in 2025. This doesn't mean that we won't be flexible to change and strive for excellence even if some of our indicators are met early. Safeguarding and promoting exceptional Eryri is our daily mission.

### How can you get involved?

You can help us to care for and nurture the Special Qualities of this outstanding National Park in many ways, even actions such as picking up litter you may spot on the mountains, or sharing information with others about our goals, or volunteering in some of the projects outlined here, or even by donating to our various fundraising campaigns. We recognise that we can't do everything and be everywhere – with your help and commitment we can continue to keep Eryri exceptional.

- If you have a project you'd like to promote – tell us.
- If you have feedback – share it.
- If you have enjoyed reading this Plan – tell others.
- If you see something in Eryri you believe should be actioned – do it.

Thank you for reading and for caring as much as we do.

# GLOSSARY

<b>Cynllun Eryri</b>	The statutory Management Plan for Snowdonia National Park
<b>Environment Act 1995</b>	The Environment Act 1995 made fundamental changes to the system of care and control of National Parks implementing a series of recommendations and reports
<b>Environment (Wales) Act (2016)</b>	An Act of the National Assembly for Wales to promote sustainable management of natural resources
<b>Intangible heritage</b>	Heritage that is embodied in people rather than in objects e.g. traditions, skills, oral histories
<b>Partnership</b>	A partnership is an arrangement where parties agree to cooperate to advance their mutual interests
<b>Public goods</b>	Public goods are the outcomes and benefits from land management that cannot be provided by commercial markets, including air, soil and water quality, biodiversity, landscape, public access, mitigation of flood risk and a reduction in greenhouse gas emissions
<b>Ramsar</b>	Areas recognised in the Ramsar Convention on Wetlands of International Importance
<b>SAC</b>	Special Areas of Conservation as defined in the European Union's Habitats Directive (92/43/EEC). SACs complement SPAs and together form a network of protected sites across the European Union called Natura 2000

<b>Sandford Principle</b>	To help National Park Authorities make decisions between conservation and recreation, the National Parks Policy Review Committee made a recommendation in 1974, which is now known as the ‘Sandford Principle’, named after Lord Sandford who was chair of the committee
<b>Snowdon Partnership Plan</b>	A specific, shared Partnership plan for the future of Yr Wyddfa (Snowdon) see: <a href="http://www.snowdonpartnership.co.uk">www.snowdonpartnership.co.uk</a>
<b>SPA</b>	A Special Protection Area is a designation under the European Union Directive on the Conservation of Wild Birds (see SAC above also)
<b>Special Qualities</b>	The combination of distinctive features of each National Park that led to these areas being designated to be protected
<b>SSSI</b>	Site of Special Scientific Interest
<b>Statutory</b>	Required by law
<b>Sustainable Tourism</b>	Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities. <i>United Nations’ World Tourism Organization (UNWTO)</i>
<b>Well being</b>	A state of being comfortable, healthy or happy
<b>Well-being of Future Generations (Wales) Act (2015)</b>	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

# THE LEGAL BIT

## Sustainability Appraisal

The Plan has undergone a rigorous appraisal process designed to ensure it delivers sustainable development. Producing a Sustainability Appraisal for Management Plans is a requirement of UK legislation. The process has ensured that all aims, objectives and actions work together to deliver positive change and highlights the inter-relationship between different aspects of the Plan.

## Strategic Environmental Assessment

The European directive on Strategic Environment Assessment also applies to National Park Management plans. It is designed to ensure that relevant plans, policies and programmes are assessed to identify potentially significant effects on the environment.

Both the Strategic Appraisal and Strategic Environmental Assessment were conducted as one exercise to ensure full correlation between the two.

A copy of this report can be accessed at: <https://www.snowdonia.gov.wales/authority/working-in-partnership/cynlluneryri>

## Habitats Regulation Assessment

A Habitats Regulation Assessment is a requirement of EU Directive 92/43/EEC. It aims to protect some 220 habitats and approximately 1,000 species listed under European designations. The Plan has been assessed to ensure that all objectives offer protection and/or enhancement to noted species and habitats. As no irreconcilable issues were raised during previous stages of policy development, no further assessment has been needed.

A copy of this report can be accessed at: <https://www.snowdonia.gov.wales/authority/working-in-partnership/cynlluneryri>

The National Park Authority is required by the Equality Act 2010 and the Public Sector Equality Duties to make arrangements in order to assess the likely impact of proposed policies and practices on our ability to comply with the general duty.

For each new policy or practice (or revision of an existing policy or practice) the authority assesses the likely impact for its effect on people who share protected characteristics by undertaking an initial screening assessment. If the policy or practice is considered likely to have an impact, a full Equality Impact Assessment will be undertaken and an assessment report will be produced.

Even though the Welsh language is not considered a protected characteristic under the legislation, the Authority believes that the people of Wales should not suffer any discrimination because of either their use of the Welsh language or their wish to communicate through the medium of Welsh. This is especially relevant within Snowdonia National Park boundary, where 59% of the population are Welsh speakers.

Our Initial screening assessment took place in November 2019 by a sub-group of the Authority, and was considered as not necessary for a full assessment.

A copy of this report can be accessed at: <https://www.snowdonia.gov.wales/authority/working-in-partnership/cynlluneryri>

## Relationship to other Plans, Policies and Programmes

The Plan is intended to complement the plans, policies and programmes of partner organisations, whilst leading on subjects relevant to National Park designation. Documents given consideration whilst preparing the Plan range from international treaties to national and local policies. A full list of the plans, policies and programmes is available in Appendix C of the Strategic Environmental Assessment.

In addition to these, Cynllun Eryri takes into consideration the United Nations 2030 Agenda and its 17 Sustainable Development Goals. Through our Action Plan we believe we are contributing to reach all 17 Goals – read them here for more detail: <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

Other information directly relevant to the Plan is included in the:

#### **State of the Park Report (SoPR)**

Provides baseline data used to inform development of the Plan and other work within the National Park. It is reviewed and updated every 5 years and as the last full report was prepared in 2016 a complete revised set of data will be available in 2021. There are other specific updates as and when they are carried out beforehand. This information is available here: <https://www.snowdonia.gov.wales/authority/publications/state-of-the-park-report>

#### **Recreation Strategy for Snowdonia National Park**

Establishes the medium and long-term objectives for outdoor recreation in the National Park within the strategic framework outlined in this Plan. It was first published in 2012 and is currently being updated and will be available here by the end of 2020: [www.snowdonia.gov.wales/authority/publications/recreation-strategy](http://www.snowdonia.gov.wales/authority/publications/recreation-strategy)

#### **Communication and Awareness Strategy**

This explains how the Authority will provide effective internal and external communication and easy access to information and services in an open and transparent manner, thereby increasing awareness of the Authority's work.

#### **Snowdonia National Park Authority Corporate Plan**

The National Park Management Plan is the single most important policy document for each National Park.

It is used as the basis for setting the National Park Authority's Corporate Plan, including our Well-being Objectives and ways of working in realising the Vision.

It influences our Corporate Work Programme with detailed actions of what each service will be doing to deliver the Corporate Plan. Through this our individual Performance Management indicators are also established.

#### **A Strategy for Promoting the Welsh Language 2016 – 2021**

As the primary language in many social and professional environments within the Park, Welsh has been identified as a very special quality of Snowdonia National Park which the authority has a duty to protect as well as promote through all aspects of its work. As a special quality it has been included in the Snowdonia National Park Management Plan to ensure that it continues to be a vibrant part of our everyday life.

This Strategy identifies priority areas in which the Authority can target its work, which is based around areas identified in the Welsh Government's Welsh Language Strategy. The Strategy also explains how the Authority will undertake the huge task of trying to reach our challenging target, which is:

'Ensuring an increase of 2% of Snowdonia National Park's population which can speak Welsh by 2021'.

**The Strategy is available here:** <https://www.snowdonia.gov.wales/authority/publications/welsh-language>

## A More Equal Wales: Commencing the Socio-Economic Duty 2021

Although this duty does not officially come into force until 31 March 2021, Cynllun Eryri has been proofed to consider how the strategic decisions within, may help to reduce the inequalities associated with socio-economic disadvantage.

Furthermore, the process for producing Cynllun Eryri has followed the key principles and overall aim of this duty which will be to:

- Take account of evidence and potential impact.
- Through consultation and engagement, understand the views and needs of those impacted by the decision, particularly those who suffer socio-economic disadvantage.
- Welcome challenge and scrutiny.
- Drive a change in the way that decisions are made and the way that decision makers operate.

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