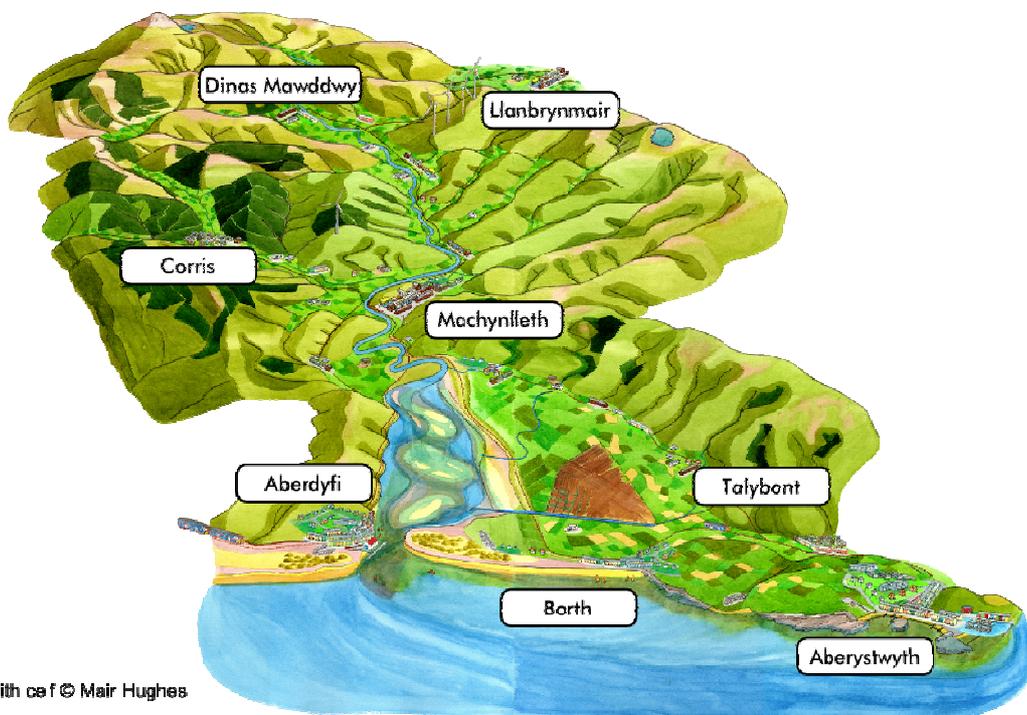


Biosffer Dyfi Biosphere

gwerth y byd - world class by nature



Tourism Plan 2014 – 2017



gwaith cof © Mair Hughes

The goal of this Plan is for the area to become a world class sustainable destination by 2017

Version 3 – 14 February 2014, to replace 13/12/2013 version

	Index	Page
Strategy	Introduction & purpose	3
	Coordination	3
	Situation analysis	4
	Positioning & markets	5
	Goal	6
	Objectives	6
Action Plan	How to read the Tables	7
	Summary of anticipated outputs	7
Table 1	Product development	8
Table 2	People and place	12
Table 3	Promotion	16
	Progress, indicators, monitoring & review	18
	Glossary - explanation of acronyms & names	19
Appendix 1:	Destination Dyfi working group Terms of Reference	
Appendix 2:	Related tourism plans	
Appendix 3:	Visitor survey information compared	
Appendix 4:	Summary of visitor research 2006	
Appendix 5:	Dyfi Biosphere Tourism statistics - summary	
Appendix 6:	Faces of the Biosphere description/invitation	
Appendix 7:	References	

Introduction and purpose

Visit Wales and the Mid Wales regional Tourism Strategy have identified a number of geographical areas where focussed and coordinated attention can expand the tourism economy. Increasingly, public sector support for tourism will be directed through these “destinations”, IF they have realistic development, management and marketing plans that are overseen by an engaged partnership of private and public sector interests.

In Mid Wales, Snowdonia/Gwynedd, Ceredigion, the Brecon Beacons, the Dyfi Biosphere and the Cambrian Mountains all have been designated as “destinations”. In addition, connections within mid and northern Powys are being strengthened, aiming to improve the tourism product and connect smaller clusters of businesses.

The Dyfi Biosphere consists of the Dyfi valley and Aberystwyth, and is well placed to link in to the higher profile neighbouring and overlapping tourism brands. Its international accolade (a UNESCO ‘Biosphere Reserve’ – the first in Wales) – recognises the area’s internationally important habitats, its bilingual heritage, and its people’s efforts to make a positive contribution to a more sustainable world.

Places and institutions inspiring an appreciation of heritage and environment include Ynyslas (Dyfi National Nature Reserve), the RSPB reserve at Ynys-hir, the Dyfi Osprey Project at Cors Dyfi, Dyfi Furnace, the Centre for Alternative Technology, the National Library of Wales, Ceredigion Museum, Machynlleth as the ancient capital of Wales and its links to Owain Glyndŵr and a good Rights of Way network.

The destination plan helps identify the needs of visitors and ways of meeting them, and provides a list of projects to focus on. Also, it can be used as supporting evidence in funding applications.

Coordination

This plan forms an important part of the broader 2014-2019 Coordination Plan of the Dyfi Biosphere Partnership. It is managed by a working group of the Partnership called Destination Dyfi Biosphere. This brings together representatives of the trade (through the Dyfi Biosphere Tourism Association) and the public sector support bodies. The terms of reference are in Appendix 1. Ecodyfi coordinates this group and develops some of the activities, although the funding that permits this is not secure beyond 31 March 2014.

The plan includes key activities being led by the Dyfi Biosphere Tourism Association and has regard to the plans of smaller scale community groupings. As described in Appendix 2, it helps deliver the tourism strategies and plans at local authority, Mid Wales and Wales levels, especially *Partnership for Growth* – the Welsh Government’s 2013-2020 tourism strategy. Collaboration with adjacent destinations is strengthening, facilitated by Tourism Partnership Mid Wales.

Situation analysis

The 2013 *Powys Visitor Survey* found that “the Dyfi Valley attracts a very high proportion of older, repeat visitors, who are important for the stability of the local tourism economy. However, this sub-area appears not to be attracting new visitors compared to the other sub-regions of Powys, so this may be an area to address.” The report shows some very striking differences to the rest of Powys, but the small sample size (44) limits confidence in its conclusions. For example, “The vast majority (93%) of visitors to the Dyfi Valley are repeat visitors, which is extremely high compared to the average for the rest of Powys (57%).” The interviews were carried out in Machynlleth, so are unlikely to reflect the situation in the coastal towns and villages.

Appendix 3 compares some of these recent results with the face to face research (see Appendix 4) carried out in Machynlleth, Corris, Aberdyfi and Dinas Mawddwy in 2006.

The 2013 *Powys Visitor Survey* identifies the South East of England as a target for growth, which accords with *Partnership for Growth*: “The GB domestic market is the primary market for Wales and will remain the main focus for marketing activity during this strategic period. It accounts for 92% of all staying visitor trips and 84% of staying visitor spend. ...we appear to have significant scope to grow [our] share of holiday visitors from London and the South-East and the East Midlands.” However, the traditional core market should not be ignored; approximately one third of staying visitors are from the West Midlands.

The survey finds that the “Dyfi Valley attracts a notably high proportion of ‘Older Cultural Explorer Couples’ (25% of its UK staying profile) compared to the rest of Powys (9%).” Despite the area’s pride in its mountain biking and walking options, “only 16% of those visiting Dyfi Valley say they are there to take part in outdoor activities.”

The largest number of bed spaces is in self-catering accommodation, particularly in caravan/holiday home parks. These are clustered mostly in Ynyslas/Borth/Clarach, in Derwenlas/Machynlleth/Penegoes and in Aberdyfi, with others in the upper Dyfi valley. Aberystwyth University drives a considerable volume of overnight and conference business.

The 2013 *Powys Visitor Survey* says that visitors to the Dyfi Valley rate Wales overall as a place to visit especially highly, awarding an average of 9.8 out of 10, which fits with the high proportion of repeat visitors.

The area is very fortunate in having the Cambrian Lines, providing both rail access from Shrewsbury and delightful railway journeys along the coast in both directions from Machynlleth. Bus services can be treated as ways to see the countryside as well. Provision is good on the Aberystwyth-Dolgellau corridor, but less frequent on East-West routes. While the future seems bright for rail service provision locally, bus operators face big challenges as public expenditure cuts bite.

Direct tourism expenditure in the Dyfi Biosphere has been estimated crudely at around £76.7M during 2012, consisting of £29.2M from 1.03M day visits and £47.5M from 287,000 staying visits (see Appendices 5, 6 and 7). For comparison, using a different methodology, Land Use Consultants estimated that the total value of tourism to the Cambrian Mountains economy in 2006 was £32.6M, as reported in the Cambrian Mountains Destination Partnership's Action Plan for 2014 – 2017.

Positioning and markets

We want to position the area as a beacon amongst Wales' destinations; a relatively small area focussing on progress towards sustainability, and with an international accolade unique in Wales. This is our aspiration, but our marketing messages should use different words, focussing on the great assets and selling the experience - with how we approach it coming across more subtly. We will emphasise the unique and memorable experiences visitors get from the quality and authenticity of their visit - the places they stay and visit, the things they do, see, hear, smell, eat and drink, and the people they meet. So the Goal in this plan is "internal" to the local tourism industry.

Arwel Jones' 2006 Ecotourism Tourism Plan for the Dyfi Valley recommended "...the gradual development of a particularly responsible type of lifestyle tourism, with an emphasis on such aspects as good living and eating, sustainable transport and the encouragement of local purchasing and social enterprise. [Those] operators achieving exceptional and world standard levels of environmental excellencewould provide both inspiration and guidance for the ongoing 'greening' of tourism businesses in the area, [and] confirm the Dyfi Valley's commitment to environmental living and associated tourism."

The main theme for the Dyfi Biosphere should be green and rural cultural tourism, with eco holidays as its premier product. That core offer includes sensitive enjoyment of the countryside (including walking, cycling and nature watching), our cultural heritage and some specific product elements such as the Centre for Alternative Technology and sustainable travel options - maybe even staying in a tree house or tipi or getting involved in activities related to sustainability or learning - but there is a host of compatible elements that need to be developed and promoted alongside these, including mountain biking, other outdoor and artistic activities, faith and genealogical tourism, Owain Glyndŵr and King Arthur.

This approach, the Mid Wales Tourism Strategy and the situation analysis above indicate that attention should be given to the following markets:

- ✓ The large, traditional holiday market of a week or more in main season; often families; mostly self-catering (especially caravans); many from the West Midlands;
- ✓ Others who tend to know the area, including staying with friends and relatives;

And to the following priority markets for growth:

- ✓ Higher spending couples (but not only couples); short stay; over a longer season; including those looking for rural, authentic and responsible holidays with walking, nature watching and a cultural dimension;

- ✓ Activity breaks, including mountain biking;
- ✓ Individuals who are looking for something a bit different, including festivals & events, hands-on experiences and “green” breaks.

Residents of London and the South-East and of Wales will be important components of these latter three segments

Most of these people can be described as independent travellers, who will be interested in day trips as well as staying visits, when within reach. The business/conference market is important in Aberystwyth. The education market is relevant as well. The area is not set up very well to service the group travel trade, with the exception of residential study centres and “tea-stops”, so this has the lowest priority in this plan.

Goal

<p style="text-align: center;">The goal of this Plan is for the area to become a world class sustainable destination by 2017</p>

Objectives (delivering the focus of *Partnership for Growth* as shown in brackets)

1. To offer more to visitors, having regard to quality and to the core eco offer, including making the most of what the area already has (*Product development*)
2. To strengthen the quality and distinctiveness of the public realm and the authenticity of visitor experiences (*People development & Place building*)
3. To manage individual businesses and the overall visitor destination more sustainably and cohesively (*People development*)
4. To increase the numbers of visitors and their value to the local economy (*Promotion & Profitable performance*)

The term “public realm” means places and facilities that are available for everyone to see and use, including streets, rights of way, publicly accessible open spaces and beaches, views and landmarks. In this document it includes facilities such as benches, litter bins and toilets. This plan aims to increase the ‘sense of place’ (local distinctiveness) of every aspect of the visitor experience.

Action Plan

Many of the activities in the plan work towards more than one Objective. Nevertheless, they have been grouped into Tables, according to the most relevant Objective(s), as follows:

Table 1: Focus on product development – Objective 1

Table 2: Focus on people and place – Objectives 2 and 3

Table 3: Focus on promotion – Objective 4

In each Table, the activities are grouped into sections according to the results anticipated, as shown in the summary of outputs, below.

Each section of the table starts by listing activities that are achievable in the short term (2015), have resources committed or are particularly significant. These high priority activities are highlighted, as they are in the Summary table below.

The second part of each section lists activities that are more aspirational. The intention is to move them into high priority status in due course, following work to define who will do what, when and with what resources. They are in smaller text.

Summary of outputs anticipated from the activities

Action Plan Table		Anticipated results/outputs	Number of outputs from high priority activities	Additional outputs if aspirational activities delivered as well
1	Product development	Attractions & accommodation upgraded	3	2
		New products developed	8	5
		Development/research activities carried out	2	3
		Sustainable transport options improved	0	2
2	People development & Place building	Activities to improve public realm, sense of place and brand visibility	2	3
		Enhancements to information provision & interpretation	3	2
		Training & awareness schemes or sessions	1	1
		Activities to strengthen destination management	3	1
		Activities to strengthen green credentials	1	1
3	Promotion	Improved internet-based resources	6	1
		Use of print	1	0
		Public Relations activities	2	0

TABLE 1 - PRODUCT DEVELOPMENT

Mainly aimed at **Objective 1:** To offer more to visitors, having regard to quality and to the core eco offer, including making the most of what the area already has

Attractions & accommodation upgraded:				
Reference	Activity	Desired outcomes	Lead & other delivery partners	Status; timing; resources
1a	Complete 360 Observatory and interpretation at Cors Dyfi / Dyfi Osprey Project	Enhanced experience; more visitors; higher awareness of Biosphere as well as of Cors Dyfi	Montgomeryshire Wildlife Trust	Underway; Easter 2014; Heritage Lottery Fund, Communities and Nature through ERDF
1b	Upgrade visitor centre attraction at CAT; initial action - Zero Carbon Britain Discovery Trail	Enhanced experience; visitor numbers rising	Centre for Alternative Technology	Fundraising; 2015 target (40 th birthday of visitor centre) Easter 2014 for Trail
1c	Farm Open Days with interpretation & owl webcam	Expanded client base; extend season	Dyfi Donkeys	Underway; from April 2014
1d	Introduce play facilities by Dyfi Furnace car park	Enhanced experience	Ysgubor-y-Coed Community Council	Fundraising; 2014/15
1e	Extend Corris Railway to Tan-y-Coed	More use, of longer railway	Corris Railway Society	Planning & fundraising; uncertain

New products developed:				
Reference	Activity	Desired outcomes	Lead & other delivery partners	Status; timing; resources
1f	Develop smartphone-based activities, citizen science & “games”	Visitors feel involved by uploading & viewing environmental information	COBWEB consortium	Planning; demonstrator phase 2015; EC research grant
1g	Create faith interpretation trail in north Ceredigion & ‘Peaceful Places’ hub at Llandre Church	Churches & chapels open more; new product	Llandre Heritage	Underway; 2014; Heritage Lottery Fund, ERDF & donors
1h	Package network of sites with Biosphere information and Faces (see 2k), as ‘Biosphere Ways’ linked by public & active transport	More people finding out what the Biosphere is, and exploring it	DBTA	Planning; late 2014; start with website; progress depends on coordination funds – see 2m
1i	Coordinate & promote an events programme, especially wildlife-related	Enhanced awareness of wildlife; more event participants	DBTA with Natural Mid Wales	Under discussion; 2014; depends on coordination funds – see 2m
1j	Promote rail journeys & Borth Museum as attractions	More travellers	Cambrian Railways Partnership	On-going
1k	Enhancement, interpretation & promotion of specific paths	Better countryside access & appreciation	Natural Resources Wales (Darganfod Dyfi)	Underway; 2014; Communities and Nature through ERDF

1l	Develop led walks programme; publish walks from visitor sites & bus/train stops	More use of reliable Rights of Way	Ecodyfi, Cambrian Railways Partnership, Ramblers Association, Local Authorities, SNPA	Aspects underway; 2014; extent depends on coordination funds (see 2m) and resources to implement Local Authority Rights of Way Improvement Plans
1m	Guided Donkey Treks	Capture new client base; unique visitor experience	Dyfi Donkeys	Planning; Pilot on 29 September 2014
1n	Define & promote a "Taste Dyfi Biosphere" group of businesses	Profile for local food & drink offer; more business, including for Aberystwyth Farmers' Market	ecodyfi	Planning; 2014/15; depends on coordination funds – see 2m
1o	Identify, develop & jointly promote learning breaks: Welsh language, conservation, heritage, crafts, wildlife watching, genealogy	Accommodation & activity providers collaborating; packages branded as Dyfi Biosphere	DBTA, CAT, Machynlleth Tabernacle Trust, Montgomeryshire Wildlife Trust, Ceredigion Museum, National Library of Wales, Aberystwyth University	Develop 2014, promote 2015; depends on coordination funds – see 2m
1p	Develop visitor aspects of Cambrian Wildwood	Hands-on experiences; income stream	Wales Wildland Foundation	Long term
1q	Incorporate geo-caching into Dyfi Biosphere experiences	Visits by enthusiasts	Ecodyfi for Biosphere website	Under discussion; late 2014; depends on coordination funds – see 2m
1r	Explore feasibility of improving & promoting access to ancient heritage e.g. wells, cairns	Accessible standing stones etc. better protected & mapped & visited more	Ecodyfi with volunteers	Under discussion; late 2014; depends on coordination funds – see 2m

Development/research activities carried out:				
Refer-ence	Activity	Desired outcomes	Lead & other delivery partners	Status; timing; resources
1s	Explore appetite for Walkers are Welcome status, walks festival and directory of facilities near Glyndŵr's Way and Wales Coast Path	Recognition of Machynlleth as walking hub connecting Glyndŵr's Way and Wales Coast Path; more walkers using the area	DBTA, Natural Resources Wales, Aberystwyth University, Ramblers Association	Under discussion; start 4 th March 2014; progress depends on coordination funds – see 2m
1t	Visitor satisfaction/profile research	Better understanding of market & visitor response to area	Aberystwyth University, DBTA	Funding dependent; 2014 if possible
1u	Develop database & foster collaboration - outdoor activities	Outdoor activity providers collaborating with other providers to bring more custom	DBTA with Dyfi Mountain Biking, Singletrack Adventures, Outward Bound & Dyfi Active	Under discussion; 2014; depends on coordination funds – see 2m
1v	Develop database & foster collaboration – festivals & events	Cross marketing	DBTA with Aberystwyth University, Dyfi Enduro & Comedy Festival	Under discussion; 2014; depends on coordination funds – see 2m
1w	Develop database & foster collaboration – arts tourism, including Ceredigion Art Trail	Arts residencies, improved access to art	DBTA, CAT, Machynlleth Tabernacle Trust, Aberystwyth Arts Centre, LlanD	Under discussion; 2014; depends on coordination funds – see 2m

Sustainable transport options improved:				
Reference	Activity	Desired outcomes	Lead & other delivery partners	Status; timing; resources
1x	Secure hourly rail service	Increased rail use	Welsh Government	Implementation Group established 2013
1y	Bus pull-in at Morben Isaf to serve Cors Dyfi / Ospreys	Increase in public transport visitors	TraCC with Local Authorities	Lobbying required; uncertain

TABLE 2 – PEOPLE AND PLACE

Mainly aimed at **Objective 2:** To strengthen the quality and distinctiveness of the public realm and the authenticity of visitor experiences
Objective 3: To manage individual businesses and the overall visitor destination more sustainably and cohesively

Activities to improve public realm, sense of place and brand visibility:				
Reference	Activity	Desired outcomes	Lead & other delivery partners	Status; timing; resources
2a	Create action plan to improve public realm, starting with Machynlleth, drawing on student audits	Better signage, appearance & facilities; better orientation and impression; sufficient public toilets	Ecodyfi, Town, Community & County Councils, SNPA	Planning; target first measures for Easter 2014; implementation funding not secured

2b	Install flags at businesses	Enhanced brand awareness	DBTA	Underway; Easter 2014; members to purchase
2c	'Welcome to' & 'This is' Biosphere signage	Enhanced brand awareness	Communications Group	Under discussion; funds not identified
2d	Encourage more use of Welsh language e.g. signs & customer greetings in shops	Enhanced sense of place	DBTA, Cered, Menter Maldwyn, businesses	On-going
2e	Participate in proposed Criad Cambria & Gwynedd visitor gifting schemes	Income stream to specific activities; stronger visitor connections	DBTA, Cambrian Mountains Initiative, Gwynedd Council	Planning; Gwynedd/Snowdonia fundraising to set up administration structure; 2014/15
Enhancements to information provision & interpretation:				
Refer-ence	Activity	Desired outcomes	Lead & other delivery partners	Status; timing; resources
2f	Install community-level signage/interpretation outdoor panels, based around Dyfi Biosphere interpretive map	Enhanced brand awareness, sense of place & stay-time	Ecodyfi for Powys & N. Ceredigion	Underway; 2014; in hand (Cronfa Eleri)
			Cwmni Nod Glas & Corris Marketing Gp.	Underway for Dinas Mawddwy & Corris; 2014; in hand (RDP)
2g	Install Biosphere information inside businesses & community spaces	Enhanced brand awareness, sense of place & stay-time	Ecodyfi with DBTA	Underway; Easter 2014; funds in hand
2h	Update information promptly at bus stops	Increased confidence & use of buses	Local Authorities	On-going
2i	Install Biosphere interpretation at Aberdyfi TIC	Enhanced brand awareness, sense of place & stay-time	SNPA, Aberdyfi Community Council	Under discussion; interim presence Easter 2014; rest is funding dependent

2j	Publish Biosphere travel guide	Easier access to public transport information; increased use	Ecodyfi, TraCC, operators	Under discussion; needs £1200 per edition
Training & awareness schemes or sessions:				
Refer-ence	Activity	Desired outcomes	Lead & other delivery partners	Status; timing; resources
2k	Recruit/induct more enthusiast/ambassador Faces of the Biosphere – see Appendix 6 - and create Information Points at businesses	Network of people communicating brand to visitors; better visitor information provision	DBTA, shops, ecodyfi, Powys County Council, Aberystwyth University	Faces underway; 2 more sessions by summer 2014; Medrwn/TPMW
				Information Points under discussion; priority for Machynlleth; Powys CC to assist
2l	Customise & use a customer care training programme	Better visitor interactions; more repeat business	DBTA	Under discussion
Activities to strengthen destination management:				
Refer-ence	Activity	Desired outcomes	Lead & other delivery partners	Status; timing; resources
2m	Secure funds for coordination & development of the destination	Named organisation with capacity to coordinate plan development	Destination Dyfi Biosphere	Fundraising; funds secure only until 31 March 2014

2n	Recruit more members to Tourism Association & strengthen connections with community clusters, activity providers & institutions	Stronger association leading to more effective collaborative activity	DBTA	On-going; use AGM event 4 th March 2014
2o	Establish procedures to monitor progress on activities – see section following these Tables	Shared understanding of progress towards the goal of this plan; peer pressure to motivate partners	All delivery partners	On-going
2p	Establish system to use attractions' visitor statistics for monitoring	Increased understanding of performance of local visitor economy	DBTA	Under discussion
Activities to strengthen green credentials:				
Refer-ence	Activity	Desired outcomes	Lead & other delivery partners	Status; timing; resources
2q	Encourage sign up to Green Tourism Business Scheme	Visitors assured of credentials	DBTA	On-going
2r	Establish Awards for good sustainable practice	Profile for winners and the area; incentive to improve	Destination Dyfi Biosphere	Under discussion

TABLE 3 - PROMOTION

Mainly aimed at **Objective 4: To increase the numbers of visitors and their value to the local economy**

Improved internet-based resources:

Refer-ence	Activity	Desired outcomes	Lead & other delivery partners	Status; timing; resources
3a	Improve Biosphere website for visitors; make better use of Green Traveller; Visit Mid Wales (tagged features & itineraries); Explore Mid Wales & County websites; feature walks & free places to go e.g. Llandre Poetry Trail, Penglais Nature Park	Enhanced information; more web traffic	Ecodyfi, COBWEB partners, Mid Wales Tourism, local authorities	Underway; 'destination' on Visitmidwales by Easter 2014
3b	Reciprocal promotion between Charter signatories & Biosphere	More web traffic	DBTA, ecodyfi	On-going
3c	Use social media more	Higher profile	Ecodyfi, all	On-going
3d	Use sense of place palette derived from Faces sessions	Specific & story-centred messaging	DBTA/ecodyfi	Planning; 2014/15
3e	Put non-car options first in How to get Here information	Normalisation and use of public transport	Businesses	On-going; no cost

3f	Develop the Train Stay Save initiative	More use of train to reach destination; short breaks from Midlands	Arriva Trains Wales	Underway; April 2014; in hand
3g	Create marketing resource for education market	More business	Biosphere Education Group?	Under discussion
Use of print:				
Refer-ence	Activity	Desired outcomes	Lead & other delivery partners	Status; timing; resources
3h	Evaluate the need for a visitor facing leaflet and a post-arrival brochure		DBTA, DB Communications Group	Under discussion; decision by Summer 2014; money not secured
Public Relations activities:				
Refer-ence	Activity	Desired outcomes	Lead & other delivery partners	Status; timing; resources
3i	Regular contact with destination PR contractors	Higher profile; more visitors	DBTA	On-going
3j	Make more use of familiarisation trips for journalists	More media coverage; higher profile	DBTA with Mid Wales Tourism	On-going

Progress, indicators, monitoring and review

- a. The coordinating group, Destination Dyfi Biosphere, will ask the delivery partners named in the Tables to report succinctly on progress from time to time, so that the column called 'Status, timing & resources' can be updated. This mechanism implies the need for:
 - A. Willingness by delivery partners to be open, collaborative and communicative, truly taking responsibility for relevant activities in this plan;
 - B. Capacity in Destination Dyfi Biosphere to request and process information.
 The group will consider setting up a monitoring spreadsheet along the lines of the one used in the Brecon Beacons.

- b. We have been unable to identify quantitative performance indicators for the visitor economy as a whole, at the scale of the Dyfi Biosphere, although an attempt is made in Appendix 5, and activity 2p above proposes using attractions' visitor statistics as a proxy for visitor numbers. Destination Dyfi Biosphere will consider adapting the methodology used by Land Use Consultants in trying to measure the visitor economy in the Cambrian Mountains.

- c. We expect to review the plan at the end of 2015 against the outputs of each activity and against following criteria, which are derived from the 2006 'Ecotourism Development Plan for the Dyfi Valley':

	Objective	Qualitative indicator (narrative)
1	To offer more to visitors, having regard to quality and to the core eco offer, including making the most of what the area already has	Product development & delivery, with...
		Strong & distinctive branding, supported by...
2	To strengthen the quality and distinctiveness of the public realm and the authenticity of visitor experiences	On-the-ground infrastructure and information/interpretation provision,
3	To manage individual businesses and the overall visitor destination more sustainably and cohesively	A degree of accreditation & quality control,
		Enthusiastic buy-in by the tourist trade,
		Working in true partnership with the public sector, in...
		A responsive co-ordination & management system, backed by...
4	To increase the numbers of visitors and their value to the local economy	Effective, and cost-effective, promotion.

Glossary

- ❖ Cadw – The official guardian of the built heritage of Wales
- ❖ CAT - Centre for Alternative Technology
- ❖ Cambrian Mountains Initiative – a partnership aiming to help sustain traditional Welsh upland farms and rural communities
- ❖ CC – County Council
- ❖ Cered – the Ceredigion Welsh language initiative
- ❖ Corris Marketing Group – a regeneration initiative accessing Gwynedd RDP funding
- ❖ Cronfa Eleri – a fund to promote indigenous community, educational and cultural life in the area surrounding Mynydd Gorddu
- ❖ COBWEB – Citizen Observatory Web – a European research project concerning citizen science, with the Dyfi Biosphere as its first pilot area
- ❖ Cwmni Nod Glas – regeneration company for Mawddwy area, not distributing profits
- ❖ DB Communications Group – a working group of the Dyfi Biosphere Partnership
- ❖ DBEG – Dyfi Biosphere Education Group
- ❖ DBTA – Dyfi Biosphere Tourism Association – a trade membership body
- ❖ ERDF - European Regional Development Fund
- ❖ LlanD – Living Landscapes Dyfi – the arts network for the Dyfi Biosphere
- ❖ Machynlleth Business Forum - a facebook group formed to promote and enhance life in Machynlleth
- ❖ Menter Maldwyn - the Montgomeryshire Welsh language initiative
- ❖ Natural Mid Wales - a new forum for promoting wildlife and nature tourism in Mid Wales
- ❖ Natural Resources Wales – successor body to Countryside Council for Wales, Forestry Commission Wales and Environment Agency Wales, from April 2013
- ❖ RDP – Rural Development Plan – a European funding instrument, managed through the Welsh Government
- ❖ RSPB – Royal Society for the Protection of Birds
- ❖ SNPA – Snowdonia National Park Authority
- ❖ TIC – Tourist Information Centre
- ❖ TPMW - Tourism Partnership Mid Wales
- ❖ TraCC – Trafnidiaeth Canolbarth Cymru brings together the highways and public transport functions of the three local authorities to provide specific regional solutions to local integrated transport issues

Coordinated by Andy Rowland with financial support from TPMW, Natural Resources Wales and SNPA

Andy.rowland@ecodyfi.org.uk

01654 703965

Y Plas, Machynlleth SY20 8ER

Biosffer Dyfi Biosphere

gwerth y byd - world class by nature

