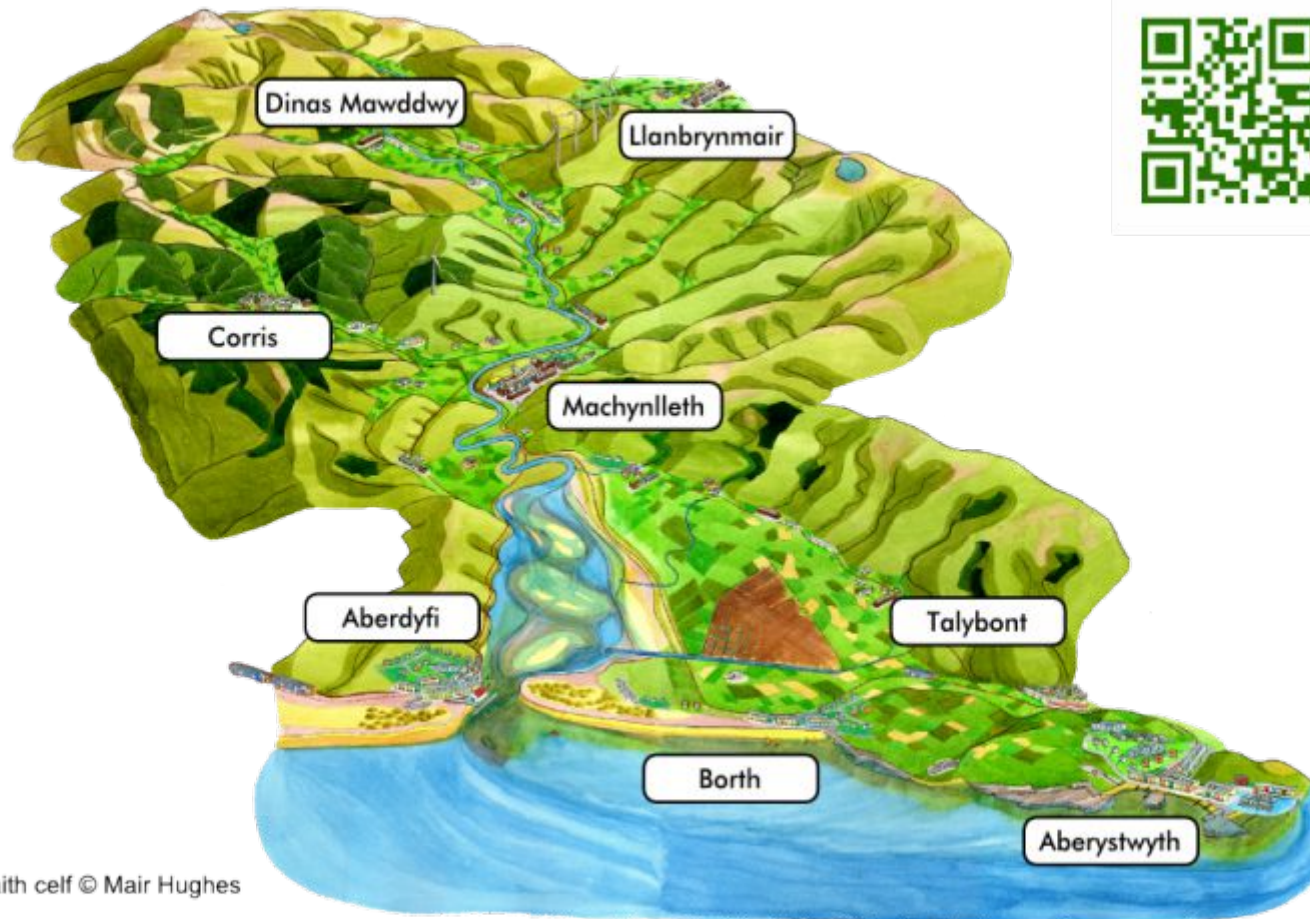


# Biosffer Dyfi Biosphere

*gwerth y byd - world class by nature*



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## **Introduction**

This plan is a living document, adopted by the Dyfi Biosphere communications group in January 2014, on behalf of the Dyfi Biosphere Partnership for the period until March 2015 – a revised version will be required for the period from April 2015 onwards. This scheme will apply to all groups working under the name "Dyfi Biosphere" and is intended to refer to and support these groups' communications. By identifying the where the messages of different groups overlap, it can strengthen the overall message.

## **What is the Dyfi Biosphere – Vision and Objectives**

The Dyfi Biosphere is an area with status through partnership, working towards the following vision:

The Dyfi Biosphere will be known and respected internationally, nationally and locally for the diversity of its natural beauty, heritage and wildlife, and its people's efforts to make a positive contribution to a more sustainable world. It **will be a self confident, healthy, caring and bilingual community, supported by a strong locally-based economy.**"

### ***The Dyfi Biosphere's Objectives***

1. To keep and improve the area as a great place to live, work and bring up children – and to create more opportunities for them to stay here
2. To place a greater value on our natural environment and on Welsh language culture
3. To increase activity in nature conservation through voluntary means
4. To encourage discussion, agreement and co-ordination between people and organisations with different values and priorities
5. To develop a more self-reliant local economy; less dependent on fossil fuel, with growth driven by local knowledge and resources
6. To develop a more sustainable area; with residents and visitors choosing locally-produced goods more often and reducing our impact on the world
7. To use the Biosphere 'brand' to promote the quality of local agricultural & other products and tourism experiences
8. To ensure education and training in sustainable development, as well as research in the natural and social sciences, in support of the Biosphere vision
9. To take advantage of help and advice from UNESCO and other Biosphere Reserves across the world

### **Key messages**

There is a need to focus on 3-5 key message at any one time. Here are initial suggestions for 2014-2015:

1. The Dyfi Biosphere is an area which includes places where people live and work (e.g. Aberystwyth, Machynlleth). *You are in the Dyfi Biosphere!*
2. The Dyfi Biosphere is one of a global family of "Biosphere Reserves" with recognition from UNESCO
3. There is a vision for the area
4. The Dyfi Biosphere area offers green, cultural experiences for visitors
5. Strong ecosystems can be part of better land management, benefiting nature, communities and farmers

### ***Key message 1. Defining the Area***

The scope of the area is a key message in itself. It is most easily conveyed visually. The following maps are currently available:

- Interpretation map – not accurate geographically, but it conveys the shape of the Dyfi catchment, the landscape and the main towns and villages
- Google map that shows the outline Dyfi Biosphere area:
- The "zonation map" prepared as part of the application to UNESCO. **Avoid** the use of this map – only to be used for a technical or audience when explaining the **history** of the application.
- Map prepared by the former CCW, showing the area on an Ordnance Survey map background.

Where it is not possible to show a map, the size of the area should be emphasized – avoid using terms referring to the Dyfi Valley etc. alone, which could be interpreted to refer to a smaller area – the following are acceptable for example "The Dyfi Biosphere area extends from Aberdyfi to Llanbrynmair, and from Llanymawddwy to Aberystwyth." or "Our area here in the Dyfi Valley, Aberystwyth and surroundings has been recognized by UNESCO as a Biosphere Reserve ".

The surface area of the Dyfi Biosphere is approximately 72,000 hectares.

### ***Key Message 2. The UNESCO Family***

- There area received the (new) status in 2009

- It's one of 621 (figure changes every May) Biosphere Reserves under UNESCO's Man and the Biosphere scheme

### ***Key Message 3. Vision – notes***

This vision statement Dyfi Biosphere in its final form:

**"The Dyfi Biosphere will be known and respected internationally, nationally and locally for the diversity of its natural beauty, heritage and wildlife, and its people's efforts to make a positive contribution to a more sustainable world. It will be a self confident, healthy, caring and bilingual community, supported by a strong locally-based economy."**

Here is some clarification / further interpretation of some words in the Vision:

- "recognised and respected internationally..." status under the Man and Biosphere programme, part of UNESCO, the same body that denotes world heritage sites etc. The Dyfi Biosphere includes sites of international significance; SACs including a marine SAC, SPAs and a RAMSAR site.
- "Recognized and respected... nationally "There are 34 Areas of Special Scientific Interest in the area as well as the Dyfi NNR.
- "Recognized and respected... locally " - An area where people appreciate and respect the environment.
- "Natural beauty" coast, mountains, landscape
- accessible habitats (e.g. Woodlands...) as well as protected areas and "iconic" species such as ospreys.
- "its people's efforts to make a positive contribution to a more sustainable world" including networks, individuals, and organizations such as CAT, and related research done here by Aberystwyth University and others.

### ***Key message 4 – Visitor experience***

(Cf. *Dyfi Biosphere Destination Plan*, especially. Section 4. *Positioning and markets*)

## ***Key message 5 – Ecosystem services***

The message is being further developed as part of projects involving land use.

### **Audiences**

The target audience includes (i) residents of the area (ii) visitors (iii) organizations, companies and other stakeholders. The thematic groups and other groups working under the name Dyfi Biosphere also form an internal audience.

#### **Local Residents**

According to the 2011 census, there are 26,000 people living within the Dyfi Biosphere area, which includes parts of the local authority areas of Gwynedd, Powys and Ceredigion. Of this population,

- 41% could speak Welsh (with up to 60% in parts of the Dyfi Valley).
- over half live in Aberystwyth and its suburbs (Penparcau, but not Llanbadarn, lies within the boundary), including a significant number of university students.
- a relatively high percentage work in agriculture, woodland and fishing..
- there is a faction with an interest in environmental sustainability – CAT, Dulas ltd. and other relevant enterprises are located in the area.

The following are also intermediaries for contacting local people:

- Local Businesses
- Groups and voluntary organizations in the area

- Education institutions in the area: 16 primary schools, 3 secondary schools, Aberystwyth University, Coleg Ceredigion, CAT. Young people living in the area also attend Coleg Meirion Dwyfor, Coleg Powys, and schools in Tywyn.

### **Visitors**

Visitors from other parts of Wales, as well as the rest of the UK and beyond, make an important contribution to the local economy. There are no detailed, up to date figures available, but it is estimated that there around 2.15 million day visits each year, with 3,800 overnight stays.

### **Organisations, companies and other relevant bodies**

The following organizations have an official relationship the Dyfi Biosphere as members of the Dyfi Biosphere Partnership. It is therefore a priority to ensure that they transmit Dyfi Biosphere messages internally and externally:

- Natural Resources Wales
- Snowdonia National Park
- Powys County Council
- Gwynedd Council
- Gwynedd County Council
- Welsh Government
- **ecodyfi**
- TPMW
- The 13 Community Councils and 2 Town Councils within the area (although only 3 are represented at any one time)

- FUW and the NFU

Projects and organizations that have used the Dyfi Biosphere status / brand in their work:

- Montgomeryshire Wildlife Trust
- CAT
- COBWEB, led by University of Edinburgh.

As a UNESCO designated site, a relationship with the following is also important:

- The UK-MAB Committee, which coordinates UK Biosphere Reserves
- The UK National Committee for UNESCO
- EuroMAB, the network of biosphere reserves in Europe and North America
- Other UNESCO Designations in Wales
- Other Biosphere Reserves: specifically Urdaibai, Basque Country, where there is a suggestion to create a formal link.



## Targeting messages

The following table relates the messages to different audiences

	Local people – general	Farmers	Community / voluntary groups	Local Businesses	Visitors	Bodies and organizations
1. The extent of the area	A					F
2. The UNESCO Family						
3. Vision			C	D		G
4. Visitor Experience					E	
5. Ecosystem Services		B				

Our ultimate goal is that everyone understands what the Dyfi Biosphere is, so each message applies to all audiences. However, efforts will need to focus on communicating messages to the most relevant audiences (green / yellow), and in particular on the 7 communication priorities A-G (green).

## Action plan

The plan below outlines the various activities

Tool	Key messages	Target audience	Resources	Timetable	Lead
Interpretation map, installed at a number of sites	1	Local residents, visitors	£4,000 to hand (design and installation in Powys)  £3,790 from Cronfa Eleri to work with communities and install in North Ceredigion  Agreement needed with other locations. Funding required to install in Gwynedd.	Ongoing, 2013-14	Ecodyfi; site managers (RSPB, CADW, businesses)
General Brochure	1,2,3	Local people, organizations		Printed, 2013	ecodyfi
biosfferdyfi.org.uk website	1, 2, 3, 4	All	Long term: full £ 5k + custom website  Short term: Drupal website development (RCF hours, assistance by Cobweb)		ecodyfi, EDINA
Car stickers	B	Local residents		2013 (1000 for distribution)	
Merchandise – mugs,	B	Visitors		Through tourism project,	

badges		(already interested), supporters		November 2013. Commercially – 2014	
Stickers in businesses	1	Businesses, locals, tourists			
Flags for businesses	1	Locals, visitors, businesses	15 to be ordered - a total cost of about £ 500 (businesses to pay)	2014	ecodyfi, DBTA
Flags in prominent places, e.g. Aberystwyth Promenade, public bodies' buildings	1	Locals, visitors	(Research needed)		
Dyfi Biosphere information at business and community premises	1, 3, 4	Locals, visitors, businesses, groups	£??? posters to be ordered	2013	ecodyfi, DBTA
Facebook Page	(All)	Local people, businesses		created in 2012	ecodyfi
Twitter Stream	(All)	Local people, organizations		created in 2012	ecodyfi
Newsletters	(All)	Local people (self-selecting), relevant bodies		Currently sporadic	

		and organizations			
Contact with the local Papurau Bro (Dail Dysynni, Blewyn Glas, Papur Pawb, y Tincer, yr Angor)	1, 2, 3, 5	Local people, Welsh speakers			
Presence on road signs	1, 4	Locals, visitors			
Holding a prominent public event	3				
Dyfi Biosphere Charter – benefits	1	Businesses and associations			ecodyfi
Dyfi Biosphere Charter	3, 4	Customers, members of associations			ecodyfi
Tourist-facing brochure	4	Prospective visitors			ecodyfi, DBTA

## Branding

The Dyfi Biosphere brand should reflect not only the work of the Partnership and projects that work under the name “Dyfi Biosphere,” but also the nature and values of the area more generally.

## Values

The following concepts informed the competition to create the logo, but they have not been tested recently or been made known widely: balance, space, natural, alternative, beauty, inspiration, cultural diversity & vibrancy, connecting with nature, invitation to experience, real. These values have not been tested recently, nor have they been disseminated widely. They were developed from the Mid Wales tourism branding.

## Visual identity

Any publicity material should be prepared with due care – it should convey a professional image without appearing corporate in nature. The following visually form part of the public-facing Dyfi Biosphere brand:

- The pennant, that can be used alone, or as part of the logo (see below)
- A colour palette based on the colours of the logo, yellow (# FFD320), blue (# 00709E), green (# 277600FF), and colours derived from these, on a white background.
- The "Futura Book" font
- Dyfi Biosphere logo: The logo has the following 3 elements:
  - The bilingual title "Dyfi Biosphere Biosphere"
  - The bilingual strapline "gwerth y byd – world class by nature"
  - The pennant/estuary/footprints emblem.

These elements should not be separated, as they work together in a specific relationship. Preferably, the logo should be reproduced on a white background, without a box, if possible. If there is no alternative to a coloured background, use the version with its own box / white background.

- Monochrome version: in monochrome printing, the special monochrome version of the pennant or logo should be used.

- Alternative UNESCO logo: the "UNESCO" logo for the Dyfi Biosphere, designed by the UK Commission for UNESCO, follows the normal pattern of biosphere reserve logos. NB there is no permission to use the UNESCO "Parthenon" logo by itself under any circumstances. Only the Dyfi Biosphere Partnership are allowed to use the Dyfi Biosphere UNESCO logo – it is used occasionally to emphasize the area's UNESCO status, e.g. on reports.

## **Endorsements and permissions**

[See "branding note," "Endorsements and Associations"]

## **Monitoring**

No thorough research of the awareness of the Dyfi Biosphere status amongst the target audiences has been done in order to set a baseline, but note:

- As part of community woodland management project in 2013, 269 residents of Machynlleth and the surroundings responded to a questionnaire which included questions about the Dyfi Biosphere. 64% knew that they live in the UNESCO Dyfi Biosphere area. Of those who were aware of the status, 36% had seen it mentioned on "pamphlets, signs, emails or facebook". Of the 36% who were not aware, 54% would "like to know more about it."
- The use of the Dyfi Biosphere's online channels can be monitored and recorded, including subscribers to the email list (371), Twitter followers (274), the number liking the Facebook page (214), and the number of visitors to the website (e.g. 227 in the month 1 November to 1 December 2013)

This plan will need to be reviewed after one year – including assessing the extent to which key messages have been successfully communicated to target audiences.