

# PROJECT BLUEPRINT

## COLLATION OF THE CO-DESIGN TO DATE



December 2021

# SECTION 1 - OVERVIEW OF THE CO-DESIGN PROCESS

## Introduction to the project

### WHY

This project has come about in the face of reducing biodiversity and major ecological and climate problems at local, national, and international levels. The project provides an opportunity to develop ideas for how we as a community can collaboratively improve our area for people and nature.

### WHERE

The project is focused on the geographical area in Mid Wales, between the rivers Dyfi and Rheidol and inland from Llanidloes, up the summits of the Pumlumon massif and out into the sea of Cardigan Bay. The area has a significant resident population sparsely spread in the centre and more concentrated around its' edges. The area hosts a large number of seasonal visitors, and combines productive landscapes with land focused on wildlife management as the primary purpose. There is a rich history of land, water and marine use with traditions covering a wide range of natural resource uses from mining to traditional countryside skills, marine to freshwater, agriculture to forestry and power production, tourism to education. The area's culture and language have developed symbiotically with nature over millennia.

### WHAT'S WRONG?

Some of the ways in which the land and sea have been managed are now known to have been damaging to nature and environmental quality, with financial, production and policy practises resulting in reduced diversity, and reduced human connection with our landscapes and marine environment.

### WHAT'S RIGHT?

There are numerous examples of positive management of natural resources, and some fantastic projects, businesses and activities in all sectors that work with nature in Mid Wales. We have been bringing people together to identify and celebrate this work, and to understand what makes them successful and what are the barriers to their expansion.

### WHAT NEXT?

This project provides us with an opportunity to work together to develop a new way of looking at nature, our communities, and business to build new, sustainable practises that help restore and maintain nature now and for future generations. We want to build shared knowledge and understand the complexities and nuances of what will help rebuild our natural systems and natural connections.

#### **A note on wording:**

**Stakeholders** - Whenever this document refers to ‘stakeholders’ we mean anyone who has a vested interest, involvement, or are just interested in the future of land and sea use in the area. Stakeholders include organisations, community groups, or citizens who are based locally or further afield.

**Project Team** - The Project Team consists of one employee and 9 freelance workers who were employed and contracted during the design and development phase to lead, coordinate and facilitate the work. This document has been written by the Project Team.

Throughout this document the phrase ‘natural resource’ is used in different ways. Although it might sound a bit like jargon, it’s used on purpose to capture the wide range of things that fall under the definition. You will come across the following terms in this document:

- **Natural Resources** - A natural resource is something that is found in nature and might be used by people. Examples include land, sea, rivers, forest, peatland etc.
- **Natural Resource Owners** - Individuals, public bodies or organisations who own a natural resource e.g. farmers, Natural Resources Wales, Councils, conservation charities
- **Natural Resource Managers** - individuals, public bodies or organisations actively involved in managing natural resources, e.g. farmers, fishers, Natural Resources Wales, foresters, Councils, conservation charities
- **Natural Resource Users** - individuals or organisations who use natural resources, e.g. community members, schools, tourism providers

**Natural Resources Wales (NRW)** - NRW is a Welsh Government body who work to ensure that the the environment and natural resources of Wales are sustainably maintained and used, now and in the future. The project has been liaising with NRW but uses the terms of natural resources, owners, managers and users unconnected to NRW’s area of responsibility.

[Want to skip to the ‘Vision’ that reflects what the project has heard from stakeholders? - Click Here](#)

[Want to skip to the co-designed themes and actions? - Click Here](#)

## Co-Design - How did we develop this 'blueprint'?

Addressing the urgent biodiversity, ecological and climate problems that are present locally, can only be achieved by working together in new ways. Locally based solutions to help nature, people and the economy thrive are dependent on people, and therefore those very people need to be central in designing the solutions.

During our design and planning phase (June 2020 - April 2022), the project team used 'co-design' as the core framework for engaging with stakeholders to develop ideas. 'Co-design' is a design-led process that uses creative methods to encourage a wide range of people to take part. There is no standard step by step process, but instead a set of principles to be applied to a project.

The principles of co-design<sup>1</sup>:

### Share power

When differences in power are unacknowledged and unaddressed, the people with the most power have the most influence over decisions, regardless of the quality of their knowledge or ideas. To change that, we must share power in research, decision-making, design, delivery and evaluation. Without sharing power, there is no co-design.

### Prioritise relationships

Co-design isn't possible without relationships, social connection and trust among co-designers, funders and organisers of co-design initiatives. Trust between people paves the way for conversation

### Use participatory means

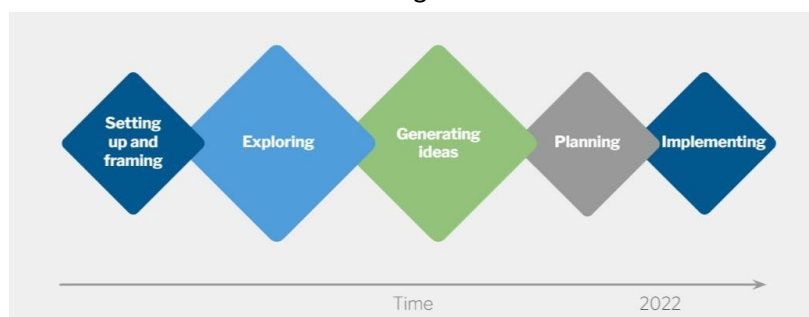
Co-design provides many ways for people to take part and express themselves, for example, through visual, kinaesthetic and oral approaches, instead of only relying on writing, slideshows and long reports.

### Build capability

Many people require support and encouragement to adopt new ways of being and doing, learn from others, and have their voices heard. To support that, designers can move from 'expert' to coach. In co-design, everyone has something to teach and something to learn.

## Co-design as a process

Our process involves going through the design stages shown below. The stages are shaped like diamonds because we always 'go wide' and look at lots of different possibilities before narrowing down on fewer areas of focus. These stages do not have a strict start and end time, and the design process is much more fluid than the linear diagram makes it seem. There are several instances when we've returned to a previous stage because we've uncovered a deeper issue that requires us to go back to the beginning. We might also have to stall for quite some time on a particular diamond because we haven't had enough feedback to move on to the next stage.



<sup>1</sup> <https://www.beyondstickynotes.com/what-is-codesign>

## WHAT HAS HAPPENED SO FAR?

The original project began in 2018, but once Rewilding Britain left in October 2019 the project went through a re-setting process. Since the project re-launched in June 2020, with [RSPB Cymru hosting](#), we have been talking to a range of people in the area and inviting them to be involved in developing the project.

During the design and planning phase, we have held workshops, drop-in sessions, interviews and meetings with hundreds of people.



An appendix of all of the notes associated with specific workshops are included at the end of this document.

During 2021 the project partnered with the Cambrian Mountains Initiative to explore opportunities with those whose livelihoods are directly linked to the natural resources. The final report from this work will be available on the project's website.

We are also working with a number of artists in the area including:

- A project Artists in Residence [TAIR](#) (Judith Musker Turner, Beth Celyn & Manon Awst)
- The Ymylon y Rheidol - Verges of the Rheidol Project
- Commissioning local poet and shepherd Sam Robinson, thanks to funding from the Woodland Trust and the People's Postcode Lottery

These conversations, workshops, questionnaires and drop-in sessions have all been part of the co-design process. The following vision, themes, and individual actions have all been developed through these conversations and reflect what stakeholders have said.

The project has also been looking at wider information available, reflecting on the Wales Well-being and Future Generations Act and the Area Statements work of Natural Resources Wales, as well as looking through, and being inspired by, all publicly available surveys and other projects already taking place in the area.

The project was funded during the development phase (June 2020 - June 2022) by the [Endangered Landscapes Programme](#). The project had 6 partners during this design and planning phase, who were responsible for overseeing the co-design process. These partners are:

- RSPB Cymru
- Coed Cadw/Woodland Trust
- Whale & Dolphin Conservation
- Marine Conservation Society
- Montgomeryshire Wildlife Trust
- Pen Llyn a'r Sarnau Special Area of Conservation (SAC)

## The Liaison Group

This group was established through both direct invitations and an open invite during 2020, and has met several times during the development phase. This group has included representatives from a wide range of organisations who have given their time to inform, challenge and shape the project. We have tried to ensure that as many people as possible are represented in this group, including a stakeholder analysis (who is, and who isn't in the room) during the first Liaison Group meeting. Notes from these meetings can be [found here](#).

- A number of local community members
- Local farmers
- FWAG Cymru
- Ceredigion County Council
- Powys County Council
- Gwynedd County Council
- Dyfi Biosphere
- Cambrian Mountains Initiative
- COPA - community group
- FUW
- NFU Cymru
- Mach Maethlon
- Woodland Trust
- RSPB Cymru
- Cynefin Group
- CAT - Centre for Alternative Technology
- Pen Llyn a'r Sarnau SAC
- Montgomeryshire Wildlife Trust
- Welsh Government
- Coetir Anian
- Pont Cymru
- Marine Conservation Society
- Aber Food Surplus
- Cered - Menter Iaith Ceredigion
- NRW
- Pentir Pumlumon
- Llais y Goedwig

## VISION

*A nature rich and connected ecosystem from land to sea which will deliver benefits to wildlife and people today and for future generations, which celebrates our local place and cultures.*

### What do we mean by vision?

The vision statement has been developed to capture people's description of an ideal future where nature and people thrive in Mid Wales. This helps guide our decisions and plans.

### How has this come about?

This has been drawn from conversations with stakeholders. Throughout the design process this has been constantly revisited and tweaked as the project team gathered more perspectives and ideas.

### What does 'better' look like?...

Throughout the design and planning phase this project has heard a clear message from people for a desire to deliver bespoke mid-Wales solutions to sustaining and restoring a nature rich productive landscape. People believe that these solutions can build on good things already happening in the area, whilst also seeking new opportunities. Based on what we've heard to date the following presents a vision of a future that would demonstrate success:

## LAND

- The land is populated by resilient and sustainable productive communities who gain a living from it and participate in progressing the culture that has evolved with it.
- The Welsh language is as central to one's experience of the landscape as the reinvigorated dawn chorus or the echoes of rivers in the valleys.
- Land practises are more mixed and diverse.
- Farms with a wider range of stock that can withstand and thrive in the local environment, cropping and systems benefiting nature and economic viability.
- More trees in the landscape, through a combination of natural regeneration and planting, for example agroforestry, ffridd trees, woodlands, hedgerows, copses and scrub areas. These are in mixed woodlands and forestry with a diverse age structure, and plantations have greater species, age mix and structural diversity.
- This is supported by greater collaborative working by those wanting to change and adapt land and sea management practises for nature's benefit within and across holdings of all types, from gardens to smallholdings, farms, forests and public and charity owned land.
- This diversity and connectivity makes special designations (Sites of Special Scientific Interest etc) less important because the whole area is in a better condition, nature rich and scientifically valued, whilst also more resilient in the face of change such as sea level rise and climate change.
- Over dominant species such as Bracken and Molinia will be controlled where needed, through productive harvesting or management practises, allowing for more habitat diversity.

## WATER

- River and stream banks and edges are havens for wildlife, providing a buffer to erosion and runoff, whilst connecting habitats across many holdings from the source to sea.

- Waterways are not polluted by human practises, such as historic mine pollution, sewage, road/transport or other land management processes. Waterways will have more fish (and other aquatic species), and provide excellent water quality for swimmers, fishers and boaters.
- Barriers to fish movement are reduced, removed or adapted to allow fish and other aquatic species better access to the full extent of our watercourses.
- Our waters are more productive and support a wider range of species, including sustainable harvesting practises and aquaculture, supplying local as well as distant markets. All fisheries are managed for minimal impact in a sustainable way without damaging practice such as dredging and bottom trawling.
- Opportunities to maximise the potential for co-benefits from our waterways are encouraged and supported.

## PEOPLE

- People, their culture and language are central to our living landscape. The interconnectedness of human/nature relationships from the local to the global (through on-the-ground active land management to distant resource use, trade and utilities provision) is appreciated and communicated in all its complexity.
- People understand the centrality of community to cultural landscapes and the layers of history, culture, nature and lived interactions that form a two-way ever-evolving relationship. A future that delivers positive benefits for wildlife is intrinsically linked to the people who live and work in the area.
- People are thinking and acting more systematically about the management of landscape and natural resources, and learning and continuing to evolve and adapt historical landscape-scale sustainable management systems from Hafod a Hendre transhumance to the Cae Ysbyty (Hospital Field).
- People are more able to hear and enjoy the sounds, smells and sight of wildlife, like richer dawn choruses, greater species diversity (including 'lost species' such as red squirrels in the woods, curlew in the hills, sturgeon in the Dyfi, oysters in the estuary, scallops washed up on the beaches) and the overall abundance of wild species has increased.
- People feel part of these natural habitats, understand the relationships between us and the rest of nature and respect and support good management systems which support wildlife; have access to good food and materials from their landscape, whilst benefiting from access to and use of these areas for health and wellbeing. Relationships and connections between natural resource managers and the wider community are stronger, deeper and built on greater understanding.
- Our landscape and wildlife are supported and celebrated as part of our culture and heritage, with people feeling more connected and able to access it (physically and mentally).

## ECONOMY

- Wildlife positive management and harvesting approaches are underpinned by a strong, resilient and vibrant local economy trading in a way that supports good environmental practice. This is done in a variety of ways including through a greater diversity of product, through stronger and better connected local procurement and supply chains, and opportunities to process, add value and sell locally.
- Our communities are sustained by a range of nature positive production systems and supported by a strong, diverse and resilient local economy, with adequate capacity to add value and produce finished products locally.

## CARBON REDUCTION & GLOBAL RESPONSIBILITY

- The area, and all we do within it, is working to be part of the climate solution, with land and sea use in the area having substantially reduced its fossil fuel based CO2 emissions and increased the sequestration potential of the area. The area is an exemplar of community-based approaches to reducing our impact on the climate and biodiversity crisis.
- Opportunities to contribute to the decarbonisation of the UK economy and power networks at an appropriate and sustainable scale have been encouraged and supported, and local communities and economies have benefited directly from the deployment and been central in the development of renewable technologies in their land/seascapes.
- The initiative will link Wales positively to global efforts to promote a sustainable future, such as the UN Sustainable Development Goals, UN Decade on Ecosystem Restoration and the post-2020 Global Biodiversity Framework.



## SECTION 2 - THE PROJECT'S APPROACH AND THEMES

We have heard about a deep desire to positively engage with the challenges of the future, to think global and act local, not to react to the agendas and narratives of others, but to build on the best of what we have. To learn from and develop on our rich history within our landscape, to learn together and take advantage of the opportunities for additional learning that lie both locally and far further afield, and consequently to innovate and join-up locally in order to have impact at scale. It's about collaboration within an empowered community, giving local stakeholders control and ownership of their own priorities, and sharing our practises, learning and knowledge with pride and a desire to collectively improve our area for nature, for ourselves, for our guests and customers, and for future generations.

We've heard many ideas throughout the design and planning phase and the long-list of these ideas can be read by [clicking here](#). The Project Team has pulled these together into four themes underpinned by a co-productive approach. These aim to shape these ideas and ensure that the project delivers a collective impact greater than the sum of its parts. Different themes and ideas will contribute towards the project in different ways, each playing a part in supporting and delivering the vision.

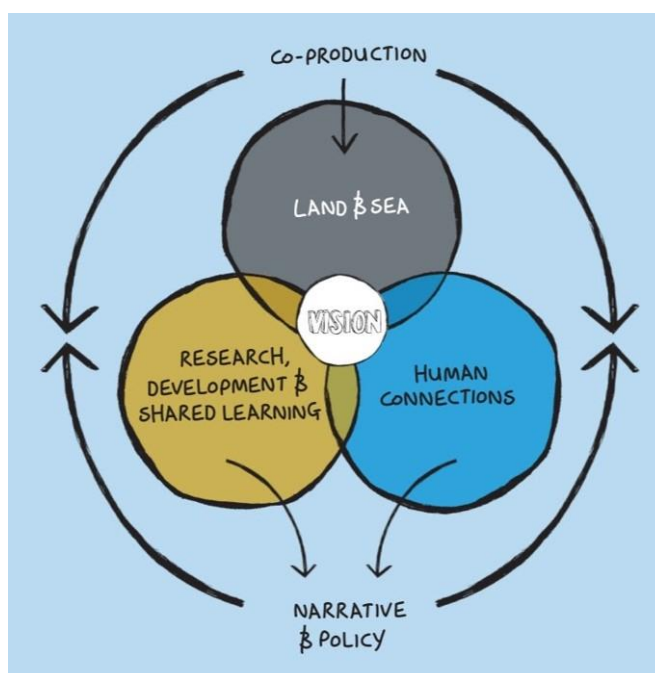
All of these themes overlap and influence one another and should not be viewed as separate. For example, development of appropriate livestock for conservation grazing fits both in land management ([Theme 1](#)), research, development and shared learning ([Theme 3](#)) and uses the [Co-Productive](#) approach to ensure collaboration.

### How the themes provide more detail to the vision

These themes have been through several iterations as the co-design process has gathered more voices. The initial themes were:

- **A nature rich and sustainable production system**
- **Connectivity between nature rich habitats for greater collective benefit**
- **Re-connecting people to land and sea use and nature**
- **Re-connecting the local economy and nature**

These have been honed through ongoing co-design to embed the aspirations expressed into four outcome-focused themes, which are all underpinned by the project's approach of co-production:



# THE PROJECT'S APPROACH AND THEMES

## CO-PRODUCTION - THE PROJECT'S APPROACH

***Embedding co-production as the way we work together, including, learning together, researching together, delivering and exploring new opportunities together.***

Working together in a collaborative way that recognises all we can each contribute to a nature and culturally rich and diverse future, supporting local heritage and tradition whilst recognising the need for change and collaboratively finding the best local solutions.

## 1. MANAGEMENT OF LAND & SEA

***Supporting the people and businesses that manage and use our natural resources to do so in ways that benefit nature.*** Helping resource managers who want to adapt to change in ways that will restore nature, deliver the other public benefits expected of them and safeguard their futures and that of their communities. Underpinning this with a solid economic base of benefitting nature and local people through nature positive business and supply chains.

## 2. HUMAN CONNECTIONS

***Supporting and deepening human connections with our place and nature.*** Building on the many ways that people connect to and are sustained by nature in the area, particularly through drawing on and celebrating the strong Welsh culture and language of the area. Enabling people to engage with the stories of current land use and culture, showcasing best practice in the short and medium term while positive change in the wider landscape is happening at a sustainable pace.

## 3. RESEARCH, DEVELOPMENT AND SHARED LEARNING

Continue to identify commonly recognised examples of success within and beyond the project, finding ways to build on this for collective action. We learn together, recognising all expertise, sharing the learning effectively between us be it farmers, volunteers, scientists, academics, enthusiasts, fishers etc.

## 4. NARRATIVE AND POLICY

Building and effectively communicating a clear story of what we are achieving and learning in order to inform others within the area, visitors to the area, or those involved in policy and other decisions that affect us.

## THE APPROACH AND THEMES IN ACTION

### CO-PRODUCTION

**An ongoing way of working where everybody works together to find shared solutions – from research and intervention planning through to delivery, from assessing need to identifying success.**

*'The relationship where professionals and citizens share power to design, plan, assess and deliver support together. It recognises that everyone has a vital contribution to make in order to improve quality of life for people and communities'.*

- New Economics Foundation

To impact the urgent biodiversity, ecological and climate issues apparent at both local and global levels, we need to work together in new ways. The effectiveness of locally based solutions are dependent on local people, and therefore those very people need to be at the heart of designing and leading the implementation of solutions.

We have been and will be using a 'co-production' approach throughout this project. This will underpin everything as the way of working, from understanding what we have, through to what needs to change, finding ways to do it, assessing how well we are doing and sharing success. Because of this, co-production needs to support and inform all of the other themes and actions listed below.

This approach requires professionals, funders and decision-makers to work with stakeholders and communities and to make decisions collaboratively, to create a space where everyone has a say in what's needed, how solutions are developed, how they are delivered, and how they are evaluated. Co-production is about working with, rather than doing to, people and communities. It requires everyone involved to view lived experience, professional experience and various skills and ideas about what works on an equal basis.

This ongoing process also means that specific project interventions will be conceived, actioned, evolved and developed at different points within the project's timeline and at different paces to each other. This approach allows for an iterative process that builds trust and confidence, whilst ensuring more effective delivery and more resilient outcomes. Through this, we envisage that the project will develop a more organic and reflexive dynamic than many other landscape-scale initiatives, less focused on pre-defining or dictating specific outputs and more committed to building sustainable and evolving systemic collaborative action.

#### Implementing a Co-Production approach - what this looks like in reality.

##### Facilitating the process

- Appointment of a host organisation or collective of individuals who are funded to lead and embed the Co-Production approach in the project
- Dedicated engagement roles focussed on connecting people and organisations, and supporting them to participate in the project

##### Building capability

- Ongoing training and development for the people leading and facilitating the approach
- Time to achieve a shared understanding between everyone of what co-production means, how it is done and what will be achieved

##### Being inclusive

- Inclusive recruitment of a broad network of organisations, communities and key delivery staff including decision-makers
- Remuneration for people to take part in activities

- Providing any support needed to make sure the community involved has the capacity to be part of the co-production approach

### **Working collaboratively**

- Co-production involves working collaboratively across all aspects of the project.
  - Co-planning - funders, organisations and local communities jointly prioritise needs and decide on the most appropriate delivery vehicle for different projects
  - Co-design - organisations/professionals work with community members to design solutions that will improve outcomes for nature and people
  - Co-delivery – organisations, professionals and community members come together to suggest ways to improve delivery and identify actions that can improve outcomes. Multiple participants get involved with delivery.
  - Co-evaluation - joint evaluation by funders, organisations and community members to identify progress on outcomes for nature and people, and the effectiveness of the process

### **IMPACT**

A wide range of people are involved in the project and have ownership over the direction and involvement when they want to. This could create long-term impact beyond individuals and singular organisations, building a movement of inspired and inspiring work to restore nature in a just and equitable manner.

# 1. MANAGEMENT OF LAND & SEA

***Supporting the people and businesses that manage and use our natural resources to do so in ways that benefit nature.***

Many of us affect nature directly through how we use and manage the natural resources within our control. This includes our gardens, Councils managing road verges, farmers producing our food and foresters growing our timber. This theme is all about how we can work together with everyone who manages natural resources in the area to undertake activities that will have impact at scale for the benefit of people and wildlife.

## 1.1 Funded biodiversity and opportunity surveys for land-owners

Supporting individuals by providing free surveys of their land, building on the existing knowledge held by the landowner and helping to identify what's there, what's working, and exploring together ways to improve opportunities for nature to thrive. These help the land owner understand what they've got, within the context of what they do and how they manage their land (e.g. if for a business purpose), and how they can then improve the way they manage for nature within their context.

Surveys could support a whole range of land owners, from individuals wanting to improve their garden through to larger farms and estates. Support could include:

- full surveys to cover, habitat condition, soil health, tree species and health, moth species, bird and mammal surveys.
- information and advice on how to improve the land for nature
- impartial signposting to ensure access to information on opportunities and range of support

Ideally the information generated through these surveys will be shared anonymously to a mapping tool that helps to build a community of learning and action, seeking a positive future for nature and people, as detailed in [theme 3](#).

More specific versions of this could include focusing on land-owners in a particular geographical area, or along rivers which could lead to collaborative action for improvement of river health.

### 1.1.2 Bespoke activities with land owners and natural resource managers

Following the survey, either from project funded surveys, or from existing or past surveys (some resource managers may already have surveys), individuals can decide to take positive actions on their own holdings as well as to join collaborative actions. This will be underpinned by support to develop collaborative initiatives, with seed funding to support initial works that may fall outside government funded agri-environment schemes.

Reflecting the project's [co-designed criteria](#), funded actions will favour those which lead to collective impact through collective action, for example linking adjoining river bank management; supporting the development of new breeds appropriate to conservation grazing in the area; laying or fencing existing hedgerows (where currently funding does not cover the higher costs of this as opposed to e.g. coppicing or flailing) or linking hedgehog corridors through neighbouring gardens.

These actions could be undertaken by landowners, contractors, or by volunteers co-ordinated by a facilitator. This will result in improved connectivity between the local community and the land, as detailed in [theme 2](#).

## **1.2 Develop a workforce with necessary expertise, including contractor training, provision of volunteer upskilling opportunities**

Supporting learning pathways and improving skills base to upskill the existing labour market in traditional and re-emerging skills which benefit nature and are increasingly needed by businesses, e.g. hedge laying, sabre planting or food/fibre processing. This will enable resource managers to access the right type of labour and services locally.

## **1.3 Work collaboratively with NRW, large NGOs and large private organisations to identify ways to improve local engagement and collaborative management for wildlife, on publicly owned land**

By building a greater empowerment of local people and collective ambition with all organisations operating within the area, whilst also creating less distinct separation between public, private and third sector owned land.

This could include NRW's own estate, Local Authority land and other public sector land. This could include development of opportunities such as starter farms or forestry enterprises on publicly owned land e.g. holdings within Natural Resources Wales managed estate. This also links to actions within [theme 3](#) that would explore options for long term community managed publicly owned land.

## **1.4 Empowering local businesses, enterprises, and organisations that support nature through how they trade**

Supporting individual traders, businesses, enterprises and organisations that trade, by providing free surveys and peer to peer workshops to share learning about how their business can do more for local wildlife. Support could include:

- resource surveys if the business works directly in managing land or sea
- carbon emissions and actions plans
- information and advice
- neutral signposting to ensure access to information and a range of support

Ongoing support and learning will be supported by [theme 3](#).

### **1.4.1 Bespoke activities with enterprises based on the surveys**

Following the survey individuals can decide to take positive actions within their own enterprises as well as to join collaborative actions. Underpinned by support to develop collaborative initiatives, with seed funding to support initial works that may fall outside government funded schemes and grant funding.

## **1.5 Creating opportunities for supporting new entrants into nature positive enterprise through a facilitated peer to peer mentoring space**

Recruiting mentors from existing nature positive businesses, which will build a collaborative community with events and gatherings for sharing best practises, innovations and advice.

## **IMPACT**

The collective impact on these activities, as well as the hundreds of potential ideas which will emerge from the initial surveys, will support everyone who has responsibility for managing a natural resource of any size and scale. They will be able to identify how and where they can make changes that will help restore nature whilst also supporting their business, if/where applicable. This will see greater natural benefit through direct impact on nature-positive resource production /harvesting practice; improved

and linked supply chains; localised supply chains and local economic benefit leading to closer control of resources by local people.

## 2. HUMAN CONNECTIONS

### *Supporting and deepening human connections with our place and nature*

This theme aims to build on the many ways that people connect to and are sustained by nature, particularly through drawing on and celebrating the strong Welsh culture and language of the area. It also seeks to enable people to engage with the stories of land use and culture, and to showcase best practice in the short and medium term while positive change in the wider landscape happens gradually.

### **2.1 Connecting people who manage natural resources with those who enjoy them and benefit from them**

In order to build a better understanding of how the land and sea is managed this action will reconnect people with the resources that sustain them and strengthen local community links. This will be done through hosting of on farm, forest, smallholding or permaculture projects open days and visits through interest groups such as local food projects.

These events could also provide a showcase for sales of local farm, wood and other products. This could link to ongoing outlets and local hubs, as well as exploring opportunities for sales beyond the area.

We will also work with local Young Farmer groups to share their experiences, hopes and ambitions with a wider cross-section of local young people and develop greater local links to promote the 'story of the land'.

### **2.2 Celebrating our cynefin - encouraging our cultural connection with nature**

Providing opportunities for a celebration of our cynefin<sup>2</sup> nature connection, historic and current land use practises, place, and creating opportunities to share our responses through e.g. funded prizes in existing cultural events such as the Eisteddfodau, Young Farmers Clubs competitions, Local shows etc. We will also collaborate with other arts organisations to support or create a space for sharing the stories and relationships between people and nature through art, writing and other media.

Whilst encouraging Welsh as the primary medium for these activities, translation will be provided to other languages to encourage inclusion whilst promoting the Welsh language and Welsh cultural heritage.

### **2.3 Routes and journeys**

In order to build a locally relevant celebration of place and our relationship with nature, whilst strengthening tradition and culture, this idea builds on existing routes and develops new interpretations. These routes will better tell the story of the local landscape, the way in which it is managed, and the nature that calls it home. This could be through traditional interpretation signage or arts trails as well as exploring the use of modern technologies (for example apps and geocached information points) to reduce expensive signage infrastructure and allow individuals the opportunity to explore in their own time and space.

These could include e.g. a Mabinogion trail linking existing, or proposed, trails including Glyndŵr's Trail, or further exploring the development of a trail from Bedd Taliesin to Tre'r Ddol to Borth via Ynys Las visitor centre. These trails could provide a multi-access route and connect businesses with residents and visitors.

#### **2.3.1 Explore and discover**

Encouraging people to explore beyond the path (where appropriate and legally permitted) through researching and/or developing an app which has vibration or sound alerts which prompt walkers once they enter open access land. This could be linked with programmes that encourage users to search for particular plants or natural features or the use of old agricultural machinery as mobile sculptures for

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<sup>2</sup> <https://cynefinmusic.wales/en/about>

people to discover, with attached QR codes in order to learn the machine's function and some associated history of land use and the wildlife this impacted or benefitted.

## 2.4 Health and wellbeing

Supporting existing groups to investigate avenues to long term funding and facilitate a more sustained wellbeing package. This would underpin long term support for programmes such as:

- Green prescribing
- Outreach programmes such as Actif Woods Wales

### 2.4.1 Access and Volunteering

Making it easier for people interested in helping and being more connected to nature and/or involved in land management to help where it's needed. This will involve a platform that allows people to engage with land management activities - be it on farms, public, community or conservation body land. This will build on the work of the '[Land Army](#)' which developed during the pandemic, and extend to support a whole range of habitat and land management activities. This could also be part of the delivery of [theme 1](#) - with facilitated volunteer groups undertaking labour of activities identified by land managers.

## IMPACT

- People will feel part of natural habitats, understand the relationships between us and the rest of nature and respect and support good management systems which support wildlife. They will also have access to good food and materials from their landscape, whilst benefiting from access to, and use of, these areas for health and wellbeing.
- Relationships and connections between natural resource managers and the wider community will be stronger, deeper and built on greater understanding.
- Our landscape and wildlife is supported and celebrated as part of our culture and heritage, with people feeling more connected and able to access it (physically and mentally).

### **3. RESEARCH, DEVELOPMENT AND LEARNING**

Many natural resource managers expressed a strong interest for more farmer/natural resource manager led research where their knowledge and expertise is included and recognised. This could provide an opportunity to test and develop new ideas that benefit nature, linking with research institutions, and learning from each other through the sharing and discussion of results. This links back to the co-production approach and theme one, but could also form part of a much wider approach to shared learning across all aspects of the project. This will link across existing communities and other organisations, as well as those involved with specific sectors.

#### **3.1 Facilitation**

All of the ideas in this section require long-term facilitation and support to coordinate, connect and actively network action between different groups and individuals.

#### **3.2 Develop a land and sea community learning space – physical and online**

Development of a collaborative learning space, which could be hosted online, and supported by in person meetings and the use of local 'outreach points' (for example, Cletwr). This learning space can be populated by anyone who manages or harvests a resource in the area.

In this space, people show what they are doing and seek collaboration with others to fund activities. It will also act as a resource for local people to understand what is already happening in the area and learn from each other. It will build on the more technical elements currently happening (Farming Connect Knowledge Transfer and Agrisgop Action Learning Sets, Montgomery Moth Group and Ceredigion Birds Blog), as well as support more general engagement through pages such as Natur Dyfi and Ceredigion Birds Facebook pages. This is connected to [theme 2.4.1](#) by linking volunteers who could be involved in one-off surveys, regular reporting, searching for particular species, or monitoring long-term change.

The space will need active management and facilitation and could be central to building a real sense of a collaborative community for nature and people. It will also help identify areas of research need and ensure that local stakeholders are at the heart of developments.

This space can also act as a shared space for external bodies, including research bodies such as Forest Research, who carry out surveys but where often the results are not later shared with local stakeholders and adjoining resource managers, which can contribute to a sense of lack of control and involvement locally. Input and involvement from local academic institutions, and institutions/researchers involved in analysis of the local landscape context would also allow for a richer two-way dialogue and improved information flows in both directions (to and from information/data source and research output).

##### **3.2.1 Learning trips and spaces**

Supporting collaborative visits both within the area but also to other locations to gain insights into what works in similar locations, supporting the building of positive learning and action.

#### **3.3 Creating opportunities for wider public involvement in resource management**

Research and development of a Community Land Trust which could enable land to remain in locally based ownership/control when land is placed on the open market, either for sale or for tendered management contract or rent. This could support smaller organisations looking to grow food on land in the area, or manage an area for wildlife, or young entrants into the sustainable farming sector.

### **3.4 Research and develop an organisation/tool/system to make it easier for those wanting to support land and sea restoration activities to donate time or money.**

Responding to the growing concern of external businesses and individuals donating to large organisations or even buying land as part of the off-setting agenda, this action would research establishing simple options for external, or locally based, donors to give time or money to a more complex project, where funds raised are re-distributed through positive land and sea management actions within [theme 1](#). This could include investment opportunities, and opportunities where businesses can either provide financial investment or business to business support. This will be heavily informed by the positive local narrative in [theme 4](#) as outlined in this document.

### **3.5 Business-driven collaboration to identify how to support joint markets**

This action will help to sell products and services and identify ways to develop greater market presence and new sales through joint marketing, product development, packaging etc. This will raise the profile of businesses, with customers including wholesale, trade, public sector, large NGOs and individuals.

Creating an opportunity to submit proposals to fund individual or collaborative actions that benefit nature positive trade. This could include development of collaborative marketing to enhance the impact of nature positive trading within the economy and joint carbon reduction initiatives.

### **3.6 Collaborative product development**

Opportunity to submit proposals to a funding source to fund individual or collaborative actions that benefit nature positive trade. This could include development of collaborative marketing to enhance the impact of nature positive trading within the economy and joint carbon reduction initiatives. This could include research and development of 'missing' processing facilities such as wool washery, ecologically neutral tannery services; local abattoir; local trade shellfish market; etc.

This could be funded through the establishment of [theme 3.4](#) (Research and develop an organisation/tool/system to make it easier for those wanting to support land and sea restoration activities to donate time or money).

### **3.7 Local collective decarbonisation**

Supporting research and development for local land based businesses and others to decarbonise and taking collective responsibility to address the climate emergency by taking steps towards a point of 'zero carbon'. This could be used in branding for product marketing and build a positive local narrative.

For individual actions which contribute to carbon reduction see [1.1](#) (Funded biodiversity and opportunity surveys for land-owners).

There could also be a potential for [theme 3.4](#) to support enabling appropriate carbon off-setting.

### **3.8 Marine**

Whilst a lot of work has been done around the marine environment by some organisations, there is a limited wider understanding of the issues and opportunities. Much of the discussion in our design and planning phase has been very generic and less place specific. As a result, there is less of a clear direction for agreed common opportunities. The first step is to raise awareness of the local marine environment, starting with more surveys within the area through citizen science and awareness projects such as Sea Search and Shore Watch. In addition, over the next period of the project there needs to be more location specific engagement to consider the locally relevant issues and opportunities.

## **IMPACT**

Providing a practical and locally focused opportunity for research and development for nature benefit alongside information sharing. Enabling those who want to address the climate and biodiversity crisis with locally developed solutions to access the support and funding needed to make this happen.

## 4. NARRATIVE AND POLICY

There is a strong desire from many resource managers, resource users, and other community members, to develop a positive narrative for the area. The narrative needs to be strong enough to influence policy (and build credibility) but is also about the story we tell ourselves and others, and how we celebrate and share success and aspirations for the future.

This theme involves building on the positive action across all sectors and telling a nuanced story of the area, its culture, heritage, resource use and relationship with nature. This will help frame future developments in a more local context, and could play an important role in informing future policy and external interventions, and provide a strong exemplar voice for more localised approaches in other parts of the UK.

### 4.1 Using learning for influence (and respect)

The community sharing and learning space should be recognised as a local hub of knowledge by external organisations, having influence over how they behave and support interventions in the area. This will also be used to inform policy.

### 4.2 Protocols

Working with public bodies and NGOs to develop better protocols for how these bodies operate in the area, especially in relation to information sharing, ownership and control.

### 4.3 Procurement

Building on existing work exploring improving procurement of local produce to large organisations such as the Public Sector Bodies. It will task large organisations of all types to consider and support local, nature positive enterprises, traders, and supply chains through their own trading and procurement practises. This includes the ability to demonstrate that they know and understand who those traders are and can demonstrate how 'nature positive' activity is supported by their own trading / economic interventions, both through grants and outward practises, as well as their own internal and procurement practises. The development of a 'quality mark' type approach, which organisations can display to demonstrate their commitment to 'nature positive' and locally sustainable systems will improve both commitment and buy-in from the organisations themselves, and their clients/customers.

### 4.4 Shared, clear narrative

Through all of the other work covered in the earlier themes, and especially informed by the community of learning, we will continue to build a local mid-Wales relevant narrative for a nature rich productive landscape. By linking with actions under [2.2](#) and [3.2](#), as well as making it a clear focus of central project communications, messaging and PR, the project would build a slower and more nuanced narrative around land use and connectedness in the area, allowing others to see what's already happening and us to share our experiences within a noisy and superficially polarised narrative landscape. This would work with existing organisations such as the Dyfi Biosphere, Cambrian Mountains Initiative and Visit Wales to produce a series of videos and social media campaigns to share the positive narrative of the area.

### 4.5 Exceptional powers

With public bodies, in particular NRW, explore the use of Welsh Government's ground breaking (but so far untested) 'exceptional powers' to suspend existing regulations in order to test novel approaches in the sustainable management of natural resources, in order to better address the needs of nature and local people. Woodland use and access near settlements; leases for start ups on redundant holdings within forest areas and local procurement are highlighted.

#### 4.6 Management of public land

There is broad local concern that a significant part of the local area is within the NRW managed estate and yet local people have little or no involvement in the management (or the benefit of the resource production either for materials or income). Much of the forest was planted on peatland, leading to historic peat damage and carbon loss, damage which is not being reversed or addressed whilst surrounding landowners face criticism for perceived poor management. Large areas are planted monocultures which lack species or structural diversity and are harvested through 'clearfell and replant' methods. This both affects diversity for nature but also diversity of product and economic output. The project would seek to facilitate, through mechanisms outlined in [theme 1](#), much more effective dialogue with NRW and others to ensure greater collaborative behaviour, protocols of information sharing and agreed cross ownership and cross-sectoral working.

#### IMPACT

- A recognition of the area as a learning hub.
- An ability to influence nature positive policy whilst ensuring local relevance.
- People feel more connected to how the land and sea are managed in the area.
- Reduced carbon miles, increased security of business for producers in the area.
- A greater pride in what the area is doing to support nature, inspiring others in the area and further afield.
- Natural resource managers feel more empowered to do more for nature.
- Local people are more engaged in how publicly owned land is managed in the area.

## SUMMARY OF APPROACH, ACTIVITIES, TIMELINE & POTENTIAL DELIVERY PARTNERS

| APPROACH OR THEME                                                                                                         | ACTIONS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | IMPACT                                                                                                                                                                                                                                                                                                             | NOW<br>1 - 2<br>years | SOON<br>2 - 3<br>years | LATER<br>4 - 5 +<br>years | Existing to build on                                                                                                                                                                                          |
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| <b>CO-PRODUCTION</b>                                                                                                      | <p><b>Facilitating the process</b></p> <ul style="list-style-type: none"> <li>Ongoing dedicated engagement roles focussed on connecting people and organisations, and supporting them to participate in the project and it's interventions</li> </ul> <p><b>Building capability</b></p> <ul style="list-style-type: none"> <li>Ongoing training and development for the people leading and facilitating the approach</li> <li>Time to achieve a shared understanding between everyone of what co-production means, how it is done and what will be achieved</li> <li>Protected time for co-learning and co-evaluation</li> </ul> <p><b>Being inclusive</b></p> <ul style="list-style-type: none"> <li>Inclusive recruitment of a broad network of organisations, communities and key delivery staff including decision-makers</li> <li>Remuneration for people to take part in activities</li> <li>Providing any support needed to make sure the community involved has the capacity to be part of the co-production approach</li> </ul> | A wide range of people are involved in the project and have ownership over the direction and involvement when they want to. This could create long-term impact beyond individuals and singular organisations, building a movement of inspired and inspiring work to restore nature in a just and equitable manner. | X                     | X                      | X                         | <ul style="list-style-type: none"> <li>Co-design of this project to date</li> <li>Co-Production Network Wales</li> <li>Menter a Busnes/ Welsh Government co-design of new Welsh agriculture policy</li> </ul> |
| <b>1. LAND &amp; SEA</b><br><i>Supporting the people and businesses who manage and use our natural resources to do so</i> | <p><b>1.1 Funded biodiversity and opportunity surveys for land-owners</b></p> <p>Providing individual biodiversity/ecosystem services surveys and restoration plans to natural resource enterprises. These help the resource manager understand what they've got, within the context of what they do and how they manage their land (e.g. for a business purpose),</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <p>Better understanding and recording of existing biodiversity.</p> <p>Surveys are for, and owned by, the recipient - driven by their</p>                                                                                                                                                                          | X                     | X                      |                           | <ul style="list-style-type: none"> <li>Woodland Trust landowner surveys</li> <li>FWAG Cymru</li> <li>RSPB Cymru</li> <li>Game &amp; Wildlife Conservation Trust</li> </ul>                                    |

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| <b>in ways that benefit nature</b> | <p>and how they can then improve the way they manage for nature.</p> <p>Ideally the information generated through these surveys would be shared anonymously to a mapping tool that helps to build a community of action for a positive future for nature and people (see theme 3.1).</p> <p>More specific versions of this could include focusing on landowners in a particular geographical area, or along rivers which could lead to collaborative action for improvement of river health.</p>                                                                                                                                                    | <p>interest and including their knowledge. Helping to inform and empower them to find the best solutions for nature that fits their business purpose or context.</p> |   |   |  | <ul style="list-style-type: none"> <li>● Farming Connect</li> </ul>                                                                                                                                                                                                     |
|                                    | <p><b>1.1.2 Bespoke activities with land owners and natural resource managers.</b></p> <p>The surveys (1.1) inform a range of bespoke activities with land-owners and natural resource managers which fit their business or purpose, with a funding preference to activities undertaken collectively.</p> <p>Following the survey individuals can decide to take positive actions on their own holdings as well as to join collaborative actions. This is underpinned by facilitated support to develop collaborative initiatives, with seed funding to support initial works that may fall outside government funded agri-environment schemes.</p> | <p>Changes across a landscape which support improved health of the landscape and support businesses where applicable</p>                                             | X | X |  | <ul style="list-style-type: none"> <li>● Woodland Trust</li> <li>● SMS Schemes in the Area</li> <li>● Nature Friendly Farming Network</li> <li>● FWAG Cymru</li> <li>● Game &amp; Wildlife Conservation Trust</li> <li>● Farming Connect</li> <li>● Agrisgop</li> </ul> |
|                                    | <p><b>1.1.2 Example:</b> Tree establishment support and advice (beyond forestry funding)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <p>Changes across a landscape with mixed habitats</p>                                                                                                                |   | X |  | <ul style="list-style-type: none"> <li>● Woodland Trust landowner surveys</li> <li>● Coed Cymru</li> </ul>                                                                                                                                                              |
|                                    | <p><b>1.1.2 Example:</b> Develop nature rich watercourses from the top of the mountains to sea, through riparian (river corridor) enhancement across multiple land holdings</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <p>Rivers are healthier ecosystems</p>                                                                                                                               |   | X |  | <ul style="list-style-type: none"> <li>● Rivers Trust</li> <li>● NRW</li> <li>● PLAS SAC</li> </ul>                                                                                                                                                                     |

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|  | <b>1.1.2 Example:</b> Carbon reduction activities, or increasing locally owned renewable energy generation (see <a href="#">3.6</a> )                                                                                                                                                                                                                                                                                                                                                                 | Contributing to the de-carbonisation of the area                                                                                                                                       |   | X | X | <ul style="list-style-type: none"> <li>• Farming Connect</li> <li>• Agrisgop</li> <li>• Montgomeryshire Wildlife Trust</li> <li>• ADAS</li> <li>• CAT</li> <li>• Existing carbon-audited / local renewable energy businesses</li> </ul>                                                                                                                          |
|  | <b>1.2 Develop a workforce with necessary expertise, including contractor training, provision of volunteer upskilling opportunities</b><br>Supporting learning pathways and improving skills base to upskill the existing labour market in traditional and re-emerging skills which benefit nature and are increasingly needed by businesses, e.g. hedge laying, sabre planting or food/fibre processing. This will enable resource managers to access the right type of labour and services locally. | Building traditional and nature positive skills locally which will have a positive impact on nature friendly land management, whilst also contributing to the land based rural economy |   | X |   | <ul style="list-style-type: none"> <li>• National Nature Service (Food &amp; Farming Commission)</li> <li>• Black Mountains College</li> <li>• Pathways to Farming (Mach Maethlon)</li> <li>• CAT</li> <li>• Tir Coed</li> <li>• RSPB Cymru</li> <li>• LANTRA</li> <li>• BTCV</li> <li>• Coleg Ceredigion</li> <li>• Hyfforddiant Ceredigion Training</li> </ul> |
|  | <b>1.3 Work collaboratively with NRW, large NGOs and large private organisations to identify ways to improved local</b>                                                                                                                                                                                                                                                                                                                                                                               | Empowerment of local people and collective                                                                                                                                             | X | X | X | <ul style="list-style-type: none"> <li>• NRW Area Statements</li> </ul>                                                                                                                                                                                                                                                                                          |

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|  | <p><b>engagement and collaborative management for wildlife, on publicly owned land</b></p> <ul style="list-style-type: none"> <li>• This could include NRW's own estate, Local Authority land and other public sector. This could include development of opportunities such as starter farms or forestry enterprises on publicly owned land e.g. remnant holdings within Natural Resources Wales managed estate</li> <li>• Exploring options for long term community managed publicly owned land</li> </ul>                           | <p>ambition with all organisations operating within the area</p> <p>Creating less distinct separation between public, private and third sector - locally owned vs externally owned</p>                 |   |   |  | <ul style="list-style-type: none"> <li>• RSPB Cymru</li> <li>• Woodland Trust</li> <li>• Cyngor Sir Powys/Ceredigion</li> <li>• Community Councils</li> </ul>                                                                               |
|  | <p><b>1.4 Empowering local businesses, enterprises, and organisations that support nature through how they trade</b></p> <p>Supporting individual traders, businesses, enterprises and organisations that trade, by providing free surveys and peer to peer workshops of how their business can do more for local wildlife.</p>                                                                                                                                                                                                       | <p>Builds the part of the economy that supports wildlife, delivering Increased direct benefit to the business themselves, building a collective sense of purpose and supports local supply chains.</p> | X |   |  | <ul style="list-style-type: none"> <li>• Montgomeryshire Wildlife Trust</li> <li>• Centre for Alternative Technology Carbon work</li> <li>• Bangor University (carbon auditing toolkit)</li> <li>• Cambrian Mountains Initiative</li> </ul> |
|  | <p><b>1.4.1 The surveys (1.4) inform a range of bespoke activities with the enterprises which fit their business or purpose (funding preference to activities undertaken collectively)</b></p> <p>Following the survey individuals can decide to take positive actions within their own enterprises as well as to join collaborative actions. Underpinned by facilitated support to develop collaborative initiatives, with seed funding to support initial works that may fall outside government funded schemes and grant pots.</p> | <p>Greater number of enterprises or businesses are having a more positive impact on the local and global environment, with a greater localisation of supply chains.</p>                                |   | X |  | <ul style="list-style-type: none"> <li>• Cambrian Mountains Initiative</li> </ul>                                                                                                                                                           |

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|                            | <b>1.5 Creating opportunities for supporting new entrants into nature positive enterprise through a facilitated peer to peer mentoring space</b><br>Recruiting mentors from existing nature positive businesses, building a collaborative community and hosting events and gatherings for sharing.                                                                                                                                                                                                                         | Supporting nature positive entrepreneurs and building a community of collaboration and networked learning between businesses                                              |   | X | X | <ul style="list-style-type: none"> <li>• Mach Maethlon (Pathways to Farming)</li> <li>• Ti Bia'r Biosffer</li> <li>• Nearly Wild</li> <li>• Black Mountains College</li> <li>• Menter a Busnes</li> <li>• Agrisgop</li> <li>• Cambrian Mountains Initiative</li> </ul> |
| <b>2.HUMAN CONNECTIONS</b> | <b>2.1 Connecting people who manage natural resources with those who enjoy them and benefit from them</b><br>Hosting of on farm / forest / smallholding / permaculture projects etc open days and visits through interest groups such as local food projects. This should also include marine and river based activities with people who harvest, manage and use these resources.                                                                                                                                          | A better understanding of how the land and sea is managed - reconnecting people with the resources that sustain them and strengthening local community links.             | X | X | X | <ul style="list-style-type: none"> <li>• Aber Food Surplus</li> <li>• Tyfu Dyfi</li> <li>• Young Farmers Groups</li> <li>• Farming Unions</li> <li>• FLAG</li> <li>• PLAS SAC</li> <li>• Local fishers</li> <li>• Community Groups</li> </ul>                          |
|                            | <b>2.2 Celebrating our cynefin - Encouraging our cultural connection with nature</b><br>Providing opportunities for a celebration of our cynefin, nature connection, historic and current land use practises, place, and creating a space for sharing this. Examples of potential ways of doing this include: <ul style="list-style-type: none"> <li>• funded prizes in existing events such as the Eisteddfodau, Young Farmers, Talybont Show etc, with a specific focus on themes around nature and land use.</li> </ul> | Building opportunities to celebrate nature and related local tradition and culture. Building a collective sense of ownership and responsibility for a nature rich future. |   | X |   | <ul style="list-style-type: none"> <li>• Menter Iaith</li> <li>• Eisteddfodau Lleol</li> <li>• Merched y Wawr</li> <li>• Ceredigion Museum</li> <li>• Ymylon y Rheidol - Verges of the Rheidol</li> <li>• Cynefin</li> </ul>                                           |

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|  | <ul style="list-style-type: none"> <li>• schools engagement programmes</li> <li>• developing mini 'zines'</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                       |  |  |   | <ul style="list-style-type: none"> <li>• Young Farmers Groups</li> <li>• Local shows</li> <li>• Cynganedd/Talwrn Groups</li> <li>• Local Schools</li> <li>• Papurau Bro / Bro 360</li> </ul>                                                                                                                                                                                                                                         |
|  | <p><b>2.3 Routes &amp; Journeys</b></p> <p>Build on existing routes and develop new interpretations that better tell the story of the local landscape, the way in which it is managed, and the nature that calls it home. This could be through traditional interpretation signage or arts trails as well as exploring the use of modern technologies (eg. apps and geocached information points) to reduce expensive signage infrastructure and allow individuals opportunity to explore in their own time and space.</p> <p>These could e.g. include a Mabinogion trail which could link with existing, or proposed, trails including Glyndwr's Trail, or explore the development of a trail from Bedd Taliesin to Tre'r Ddol to Borth via Ynys Las visitor centre. This trail could provide a multi access route and connect businesses with residents and visitors.</p> | <p>A better understanding of how the land and sea is managed - reconnecting people with land use and nature through journeys and experiences.</p> <p>Building locally relevant celebration of place and our relationship with nature, whilst strengthening tradition and culture.</p> |  |  | X | <ul style="list-style-type: none"> <li>• Local Access Forum</li> <li>• National Library of Wales</li> <li>• Ceredigion Museum</li> <li>• Local artists</li> <li>• Local history groups</li> <li>• Universities</li> <li>• Cered - Menter Iaith Ceredigion, Menter Maldwyn</li> <li>• Peaceful Places</li> <li>• God's Acre</li> <li>• Cambrian Mountain Initiative</li> <li>• The Lodge - Staylittle</li> <li>• MTB Cymru</li> </ul> |

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|  | <b>2.3.1 Explore and discover</b><br>Encouraging people to explore beyond the path (where appropriate and legally permitted) through researching and/or developing an app which has vibration or sound alerts which prompt walkers once they enter open access land. This could be linked with programmes that encourage users to search for particular plants or natural features or the use of old agricultural machinery as mobile sculptures for people to discover, with attached QR codes in order to learn the machine's function and some associated history of land use and the wildlife this impacted or benefitted.                  | Build opportunities for exploration off the beaten track, whilst building understanding and experiences with nature, tradition and land use. |   |   | X | <ul style="list-style-type: none"> <li>• Open Source Mapping</li> <li>• Historic Points</li> <li>• Local history groups</li> <li>• Natur Dyfi Facebook Group</li> <li>• CADW</li> <li>• Cambrian Mountains Initiative</li> </ul> |
|  | <b>2.4 Health &amp; wellbeing</b><br>Supporting existing groups to investigate avenues to long term funding and facilitate a more sustained wellbeing package. This could underpin long term support for programmes such as: <ul style="list-style-type: none"> <li>• Green prescribing</li> <li>• Outreach programmes such as Actif Woods Wales</li> </ul>                                                                                                                                                                                                                                                                                     | Greater cost effective health (physical and mental) benefits for local people through direct from natural experiences.                       |   |   | X | <ul style="list-style-type: none"> <li>• Trywydd Iach</li> <li>• Tyfu Dyfi</li> <li>• Coed Lleol - Actif Woods Wales</li> </ul>                                                                                                  |
|  | <b>2.4.1 Access and Volunteering</b><br>Making it easier for people interested in helping and being more connected to nature and/or involved in land management to help where it's needed. This will involve a platform that allows people to engage with land management activities - be it on farms, public, community or conservation body land. This will build on the work of the ' <a href="#">Land Army</a> ' which developed during the pandemic, and extend to support a whole range of habitat and land management activities. This could also be part of the delivery of <a href="#">Theme 1</a> - with facilitated volunteer groups | Making it easier for people interested in helping and being more connected to nature and/or land management to help where it's needed.       | X | X | X | <ul style="list-style-type: none"> <li>• Land Army</li> <li>• Land owning Conservation bodies</li> <li>• Tyfu Dyfi</li> <li>• Local volunteering groups</li> <li>• Tir Coed</li> <li>• BTCV</li> <li>• WWOOF</li> </ul>          |

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|                                                    | undertaking labour of activities identified by land managers.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                           |   |   |   | <ul style="list-style-type: none"> <li>Community Supported Agriculture Examples</li> <li>Land owners and managers</li> </ul>                                                                                        |
|                                                    | <b>2.4.1 Stage 1</b> - Establishment and ground proofing                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                           | X |   |   |                                                                                                                                                                                                                     |
|                                                    | <b>2.4.1 Stage 2</b> - Operation and coordination                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                                                                                                                                                           |   | X | X |                                                                                                                                                                                                                     |
|                                                    | <b>2.4.1 Stage 3</b> - Explore implementing mechanisms to make the platform self-sustaining                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                           |   |   | X |                                                                                                                                                                                                                     |
| <b>3.RESEARCH, DEVELOPMENT AND SHARED LEARNING</b> | <b>3.1 Facilitation</b><br>All of the ideas in this section require active and long-term facilitation and support to co-ordinate, link and actively network action through a co-productive approach.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Research, development and learning is shared and supported by central facilitator/s which ensures collaboration and sharing.                                                                                                              | X | X | X | <ul style="list-style-type: none"> <li>Agrisgop/ Menter a Busnes</li> <li>Cambrian Mountains Initiative</li> </ul>                                                                                                  |
|                                                    | <b>3.2 Develop a land and sea community learning space – physical and online</b><br>Development of a collaborative learning space, which could be hosted online, and supported by in person meetings and the use of local ‘outreach points’ (for example, Cletwr). This learning space can be populated by anyone who manages or harvests a resource in the area.<br><br>In this space, people show what they are doing and seek collaboration with others to fund activities. It will also act as a resource for local people to understand what is already happening in the area and learn from each other. It will build on the more technical elements currently happening (Farming Connect Knowledge Transfer and Agrisgop Action Learning Sets, Montgomery Moth Group and Ceredigion Birds Blog), as well as support more general engagement through pages such as Natur Dyfi | Community owned online and offline spaces for collaboration and collective recording of nature positive action.<br><br>Builds a sense of collective action and ownership whilst also sharing good practice and building common knowledge. | X | X | X | <ul style="list-style-type: none"> <li>Cynefin - Dave Bavin</li> <li>CAT Land Use Innovation Hub</li> <li>Food and Farming Commission</li> <li>WRFFC</li> <li>Dyfi Biosphere</li> <li>Local Universities</li> </ul> |

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|  | and Ceredigion Birds Facebook pages. This is connected to <a href="#">Theme 2.4</a> by linking volunteers who could be involved in one-off surveys, regular reporting, searching for particular species, or monitoring long-term change.                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                          |   |   |                                                                                                                                                                                                                                           |
|  | <b>3.2.1. Learning trips and spaces</b><br>Supporting collaborative visits both within the area but also to other locations to gain insights into what works in similar locations, supporting the building of positive learning and action.                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Inspiring each other and being inspired by others beyond the area.                                                                                                                                       | X |   | See above<br>Farming Connect                                                                                                                                                                                                              |
|  | <b>3.3 Creating opportunities for wider public involvement in resource management</b> <ul style="list-style-type: none"> <li>• Scope and develop a Community Land Trust which could enable land to remain in local ownership and for wide benefits when land is put for sale</li> <li>• Could support smaller organisations looking to grow food on land in the area and young entrants to natural resource management</li> </ul>                                                                                                                                                                                                                                                                                    | Creating a diversity of opportunities for local people to get involved in using and managing natural resources.<br>Creating a greater diversity of pathways for those not already managing resources.    |   | X | <ul style="list-style-type: none"> <li>• Examples in Scotland of Community buy-out</li> <li>• FUW</li> <li>• Gerald Miles</li> <li>• RSPB Cymru</li> <li>• Tyfu Dyfi Project</li> <li>• Woodland Trust</li> <li>• Coetir Anian</li> </ul> |
|  | <b>3.4 Research and develop an organisation/tool/system to make it easier for those wanting to support land and sea restoration activities to donate time or money.</b><br>Responding to the growing concern of external businesses and individuals donating to large organisations or even buying land as part of the off-setting agenda, this action would research establishing simple options for external, or locally based, donors to give time or money to a more complex project, where funds raised are re-distributed through positive land and sea management actions within <a href="#">Theme 1</a> . This could include investment opportunities, and opportunities where businesses can either provide | Local project - providing a solution to the concerns of land being bought for carbon and biodiversity offsetting.<br><br>Creating a positive narrative for the area that external audiences can support. |   | X | <ul style="list-style-type: none"> <li>• Community Foundation Wales</li> <li>• Wales Development Bank</li> <li>• Examples in Scotland</li> <li>• Principality</li> <li>• PAVO, CAVO,</li> <li>• Robert Owen Bank</li> </ul>               |

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|  | financial investment or business to business support. This will be heavily informed by the positive local narrative in <a href="#">Theme 4</a> as outlined in this document.                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                        |  |   |   | <ul style="list-style-type: none"> <li>• Montgomeryshire Wildlife Trust</li> <li>• Triodos</li> </ul>                                                                                                                                                         |
|  | <p><b>3.5 Business driven collaboration to identify how to support joint markets</b> to help 'sell' the product/offers and identify ways to develop greater market presence and new sales through joint marketing, product development, packaging, etc.</p> <p>This would raise the profile of these types of businesses, with customers including in trade, public sector, large NGOs and individuals.</p>                                                                                                                                                            | <p>Locally produced products are easier for consumers to identify and purchase.</p> <p>Products produced in the area in a nature friendly and low (or even zero) carbon manner benefit through being sold at a premium and/or in greater quantities, helping to make these businesses more viable.</p> |  | X | X | <ul style="list-style-type: none"> <li>• Aberystwyth Food Council</li> <li>• Cywain</li> <li>• HCC</li> <li>• British Wool</li> <li>• Fibre Shed</li> </ul>                                                                                                   |
|  | <p><b>3.6 Collaborative product development</b></p> <p>Opportunity to submit proposals to a funding source to fund individual or collaborative actions that benefit nature positive trade. This could include research and development of 'missing' processing facilities such as wool washery, leather processor; local abattoir; local trade shellfish market; etc.</p> <p>To support these products this would benefit from collaborative marketing to enhance the impact of nature positive trading within the economy and joint carbon reduction initiatives.</p> | <p>Identification and support for local relevant and local owned / driven solutions for nature's benefit based on bespoke actions for collective impact.</p> <p>Making the local economy more circular and less dominated by unsustainable economies of scale,</p>                                     |  | X | X | <ul style="list-style-type: none"> <li>• Cywain</li> <li>• Welsh Wool Museum</li> <li>• Melin Tregwynt</li> <li>• Existing local processors (e.g. Pencefn Drysgol Abattoir)</li> <li>• Welsh Organic Tannery</li> <li>• Welsh Co-operative Centre.</li> </ul> |

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|  | <p>This could be funded through the establishment of <a href="#">3.4</a>, or through direct grants or innovative grant/share offers that could include cooperative local ownership models.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | product standardisation and distant supply chains. Reducing pre-consumer/end user carbon miles.                                         |   |   |  | <ul style="list-style-type: none"> <li>• Banc Robert Owen</li> <li>• Cambrian Mountains Initiative</li> </ul>                                                   |
|  | <p><b>3.7 Local collective decarbonisation</b><br/>Supporting research and development for local land based businesses and others to decarbonise and taking collective responsibility to address the climate emergency by taking steps towards a point of 'zero carbon'. This could be used in branding for product marketing and build a positive local narrative building.</p> <p>For individual actions which contribute to carbon reduction see <a href="#">1.1</a> (Funded biodiversity and opportunity surveys for land-owners).</p> <p>There could also be a potential for <a href="#">Theme 3.4</a> to support enabling appropriate carbon off-setting.</p> | Local land managers and businesses are part of the solution towards decarbonisation, reducing the areas impact on the climate emergency |   | X |  | <ul style="list-style-type: none"> <li>• CAT Zero Carbon</li> <li>• Cambrian Mountains Initiative</li> </ul>                                                    |
|  | <p><b>3.8 Marine</b><br/>Whilst a lot of work has been done around the marine environment by some organisations, there is a limited wider understanding of the issues and opportunities. Much of the discussion in our design and planning phase has been very generic and less place specific. As a result, there is less of a clear direction for agreed common opportunities. The first step is to raise awareness of the local marine environment, starting with more surveys within the area through citizen science and awareness projects such as Sea Search and Shore Watch. In addition, over the next period of the project there needs to be</p>         |                                                                                                                                         | X |   |  | <ul style="list-style-type: none"> <li>• PLAS SAC</li> <li>• Marine Conservation Society</li> <li>• FLAG</li> <li>• Whale &amp; Dolphin Conservation</li> </ul> |

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|                                  | more location specific engagement to consider the locally relevant issues and opportunities.                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                |  |   |   |                                                                                                                                                                                                                                                       |
| <b>4. NARRATIVE &amp; POLICY</b> | <b>4.0 Using learning for influence (and respect)</b><br>Collate nature positive learning to inform relevant policy. Build 'outside' understanding of how to develop locally appropriate solutions within a wider strategic framework. Influence national and other policy through evidence based on collaborative local action.<br><br>Develop and communicate a strong narrative for the area, its economy, culture, heritage and relationship with nature, supported by the lessons learnt from the other actions. | Recognition of the area as a learning hub.<br><br>Ability to influence nature positive policy whilst ensuring local relevance. |  | X | X | <ul style="list-style-type: none"> <li>• FUW, NFU</li> <li>• Marine Conservation Society</li> <li>• Cambrian Mountains Initiative</li> <li>• Dyfi Biosphere</li> <li>• Visit Wales</li> <li>• Universities</li> <li>• Examples in Scotland</li> </ul> |
|                                  | <b>4.2 Protocols</b><br>Working with public bodies to develop better protocols for how these bodies operate in the area, especially in relation to information sharing, ownership and control.                                                                                                                                                                                                                                                                                                                        | People feel more connected to how the land and sea are managed in the area.                                                    |  | X | X |                                                                                                                                                                                                                                                       |
|                                  | <b>4.3 Procurement</b><br>Building on existing work exploring improving procurement of local produce to large organisations such as the Public Sector Bodies.                                                                                                                                                                                                                                                                                                                                                         | Reduced carbon miles, increased security of business for producers in the area.                                                |  | X | X |                                                                                                                                                                                                                                                       |
|                                  | <b>4.4 Shared, clear narrative</b><br>Through all of the other work covered in the earlier themes, and especially informed by the community of learning, we will continue to build a local mid-Wales relevant narrative for a nature rich productive landscape.                                                                                                                                                                                                                                                       | A greater pride in what the area is doing to support nature, inspiring others in the area and further afield.                  |  | X | X | <ul style="list-style-type: none"> <li>• Cambrian Mountains Initiative</li> <li>• Dyfi Biosphere</li> <li>• Visit Wales</li> </ul>                                                                                                                    |

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|  | <p><b>4.5 Exceptional powers</b></p> <p>With public bodies, in particular NRW , explore the use of Welsh Government’s ground breaking (but so far untested) ‘exceptional powers’ to suspend existing regulations in order to test novel approaches in the sustainable management of natural resources, in order to better address the needs of nature and local people. Woodland use and access near settlements; leases for start ups on redundant holdings within forest areas and local procurement are highlighted.</p> | Natural resource managers feel more empowered to do more for nature.             |  |  |  | <ul style="list-style-type: none"> <li>• NRW</li> <li>• Welsh Government</li> </ul> |
|  | <p><b>4.6 Management of public land</b></p> <p>Working with NRW and other public bodies to improve engagement in publicly owned land.</p>                                                                                                                                                                                                                                                                                                                                                                                   | Local people are more engaged in how publicly owned land is managed in the area. |  |  |  | <ul style="list-style-type: none"> <li>• NRW</li> <li>• Welsh Government</li> </ul> |

## **NEXT STEPS**

If you would like to be involved in developing any of these Themes or Actions further then please contact us by email at [info@tircanolcymru](mailto:info@tircanolcymru) to arrange a call.

If you think anything is missing from this document please also contact us at [info@tircanolcymru](mailto:info@tircanolcymru)

## **PROJECT PROPOSALS**

We're inviting people and organisations to share more about ideas for projects which could be developed into funding applications to deliver the Blueprint. You can choose to work on an idea which is already part of the Blueprint with others, or propose your own idea (if it matches the Criteria and project themes). You can download and complete the [proposal template here](#).

## **LIAISON GROUP MEETING**

Join the next Liaison Group meeting on the 21st January to discuss being involved in the development of these ideas towards a funding application. [CLICK HERE TO REGISTER](#)

## **PROJECT NAME - CALL FOR NEW NAME SUGGESTIONS**

We'll be exploring a new and appropriate name for the project as we gain feedback on this 'blueprint'. A name which represents the vision and ambition shared with the project throughout this planning and development phase, a name which captures the imagination of people locally. If you have any ideas for a project name please share them with us [info@tircanolcymru](mailto:info@tircanolcymru)

## **DIOLCH - THANK YOU**

Finally a huge thank you to everyone who has given their time, shared their experiences and expertise in this process to date.

## APPENDICES

We've included links to all the notes, presentations, jamboards we have from the workshops and Liaison Group meetings hosted:

[Workshop - Visioning September 2020](#)

[Workshop - Visioning - December 2020](#)

[Liaison Group Meeting Notes & Presentations](#)

[Farming Workshop - September 2021](#)

Shared Vision for our land and sea - Joint research with Cambrian Mountains Initiative