

# Eryri am byth

## Cymdeithas Eryri Snowdonia Society Strategic Action Plan 2021-2024

Founded in 1967, regulated by the Charity Commission as Charitable Incorporated Organisation number 1155401.



Cymdeithas Eryri  
Snowdonia Society

In our work we consistently and committedly support the Welsh language.

Our members are our strength – your support makes our work for Snowdonia possible. This plan sets out the context for that work, our strategic goals, priorities for action and how we measure the Society’s impact.

### Snowdonia’s conservation charity

**Our purpose** is to protect and enhance the beauty and special qualities of Snowdonia<sup>1</sup> and to promote their enjoyment in the interests of all who live in, work in or visit the area both now and in the future.

**Our vision** is that Snowdonia is an exemplar for sustainable management of designated landscapes, where diverse people are active in ensuring that landscape, wildlife and cultural heritage are valued, protected and enjoyed.

**Our values:**

- Open and honest about decisions and actions we take, accountable to Society members
- Informed of issues affecting Snowdonia and new opportunities to deliver our purpose
- Respectful of others’ views and encouraging of discussion and cooperation
- Bold and standing up for Snowdonia

**Our ways of working:**

- Independent voice: a well-informed voice for Snowdonia.
- Helping hands: the largest volunteering programme in Snowdonia National Park.
- Partnership working: to ensure we contribute to long-term work and make a real difference.
- Investing in young people of all backgrounds, from practical volunteering to accredited training and paid traineeships.

### Opportunities and challenges

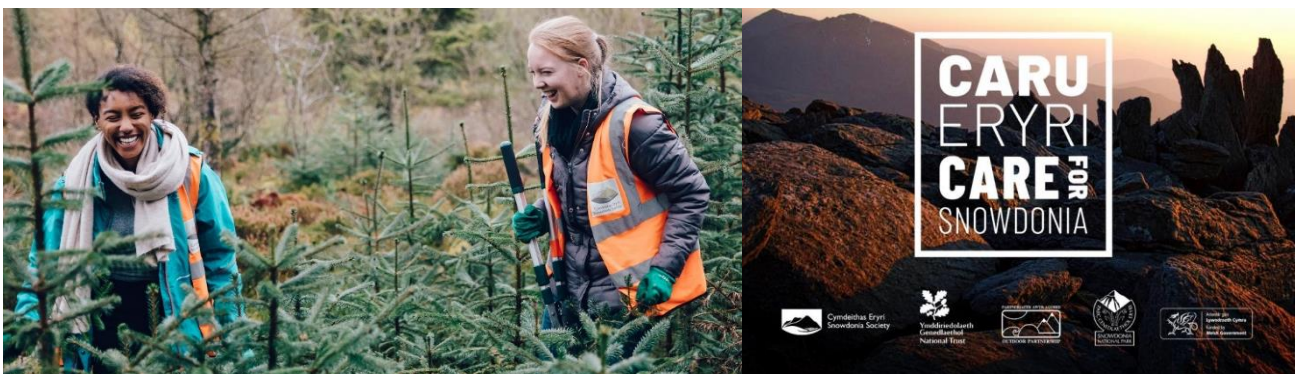
- Brexit and Covid risks/opportunities for Snowdonia’s nature, landscapes, heritage and people.
- Opportunities include aspects of ‘public money for public goods’ arising from the Agriculture White Paper.
- Rare window of opportunity to embed real change – for example on sustainable transport.
- Risks include economic stagnation, the environmental governance gap, further impacts on traditional low-intensity farming, tourism pressures and impacts on local communities.
- Securing the resources for our work will not be easy. We need to adapt and tell the story of the important work we do.

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<sup>1</sup> The nine special qualities of Snowdonia National Park are set out at para 1.31 of the [Eryri Local Development Plan](#) see also this short video <https://vimeo.com/477528156>

## Our priorities: 2021/22

- Lead the partnership which delivers the Caru Eryri / Care for Snowdonia scheme
- Carneddau Landscape Partnership practical work
- Continue to grow our work on footpaths, litter, invasive species and peatland restoration
- Snowdon Partnership sustainable transport plan
- Accredited training development
- Paid traineeships roll-out
- Digital systems overhaul
- Develop Tŷ Hyll action plan
- Develop & implement Engagement Plan



## Looking ahead: 2022/24

- Continue to build practical work and training opportunities for young people – volunteering, training, traineeships, work placements, student placements and schools-based education work.
- Develop our role in helping people to be active in protecting, enhancing and enjoying Snowdonia's special qualities.
- Investigate and pilot the establishment of local CESS groups in different parts of Snowdonia, to strengthen links with local communities.
- Contribute to a public conversation on what sustainable tourism looks like.
- Support Snowdon/Ogwen sustainable transport initiative through its next stages.
- Community level delivery and strategic input to the Carneddau Landscape Partnership.
- Focus on biodiversity as part of Natur am Byth and the Eryri Local Nature Partnership.
- Highlight our climate-positive actions – peatlands, wetlands, woodlands, transport.
- Demonstrate the capacity for delivering physical and mental health and well-being from purposeful outdoor activity – and relate to the wider role of National Parks.
- Develop our impact reporting.
- Diversify representation – amongst volunteers, participants in training and activities, and on our board of trustees.

Strategic Goal SG1: Protect the special qualities of Snowdonia	Measures / Evidence
<p><b>1. Shaping and helping deliver partnership plans and projects which protect, enhance and support enjoyment of Snowdonia. We are active in:</b>  Fforwm Eryri and Partneriaeth Yr Wyddfa.  Carneddau Landscape Partnership  Eryri Local Nature Partnership  Natural Resources Wales – North West Wales Area Statement  Helping Hands - our own steering group with NRW, SNPA and NT</p>	<p>Extent to which plans reflect our contribution to partnerships   Effectiveness of partnerships</p>
<p><b>2. Advocacy/campaign responses to planning applications, policies, legislation to secure good outcomes for Snowdonia</b>  Build on our policy team’s expertise in transport, land management, ecology, planning, forestry, access  Co-ordinate work with Alliance for Welsh Designated Landscapes, Campaign for National Parks, Wales Environment Link etc.  Build relationships with representatives – NPA members, councillors, councils, MPs and Senedd Members.  Respond to Welsh Government consultations on legislation, policies and strategies  Respond to NPA consultations, Local Authority planning applications, Local Development Plans</p>	<p>Extent to which policy/planning outcomes are positive   Extent of our influence on outcomes of policy/planning   Media reports</p>
Strategic Goal SG2: Conserve and enhance Snowdonia through practical action	Measures / Evidence
<p><b>3. Develop our offer for young people</b>  Online engagement, volunteering opportunities and accredited training  Develop new training units, and pilot ‘Learning in the Outdoors’ qualification  Expand offer of work experience, work placements and paid traineeships.</p>	<p>Volunteer &amp; training stats  Qualitative feedback</p>
<p><b>4. Develop work in partnership</b>  Continue adapting ways of working in response to Covid-19 requirements  Deliver our commitments to key partnerships, and engage partners through our practical Steering Group  Deliver substantial programmes of work on litter, footpath maintenance, invasive species, habitat/nature restoration and sustainable tourism  Help steer Carneddau Landscape Project as a core Partner and deliver project commitments on the ground  Implement agreement with National Park Authority on work in the south of the National Park  Slate Trail maintenance and improvements  Litter work and projects, including contributing to Snowdon Partnership and Cynllun Eryri</p>	<p>Tasks completed  Volunteer &amp; partner feedback  Media reports  Volunteer stats</p>

<p>Help develop Eryri Local Nature Partnership and deliver projects</p> <p>Contribute to development and delivery of Natur am Byth</p> <p>Deliver peatland restoration activities with Olympic partners</p>	
<p><b>Strategic Goal SG3: Engage and build support for our work</b></p>	
<p><b>5. Build our community support</b></p> <p>Demonstrate alignment of our work with our purposes</p> <p>Promote opportunities for responsible/ sustainable enjoyment of Snowdonia</p> <p>Champion volunteers and the contribution of volunteering</p> <p>Continue to embed the Welsh language in the culture and work of our organisation</p> <p>Build contact and collaboration with farmers</p> <p>Highlight examples of best practice in farming/ land management, sustainable tourism, access provision</p>	<p>Events</p> <p>Digital presence</p> <p>Reach numbers</p> <p>Membership statistics</p> <p>Income received</p>
<p><b>6. Engagement plan</b></p> <p>Develop and plan our use of online and in-person communications and fundraising activity</p> <p>Refresh and implement our strategy to increase non-grant sources of income</p> <p>Develop the membership offer</p> <p>Increase activities delivered primarily in Welsh and pilot initiatives to reach more diverse audiences</p> <p>Consult members, partners, volunteers and funders regularly and effectively about our work</p>	<p>Net increase in membership</p> <p>Income from non-grant sources</p> <p>Diversity of audiences, volunteers and members</p>
<p><b>Strategic Goal SG4: make our organisation stronger</b></p>	
<p><b>7. People</b></p> <p>Provide leadership</p> <p>Recruit new members, trustees, and volunteers from diverse communities</p> <p>Actively pursue staff/volunteer/trustee development opportunities</p> <p>Strengthen our partnerships</p>	<p>Executive provides leadership</p> <p>Staff &amp; trustees understand roles &amp; responsibilities, contribute to decisions &amp; are accountable.</p> <p>Staff, trustee and partner relations are smooth and positive</p>
<p><b>8. Other resources</b></p> <p>Continual improvement of recording systems, impact reporting, policies, formal returns and strategic planning tools</p> <p>Complete the digital infrastructure overhaul</p> <p>Improve our use of the office</p> <p>Plan for the future of Tŷ Hyll</p>	<p>Spending is controlled</p> <p>Policies appropriate and up to date</p> <p>Legal reporting requirements are met: Annual Report, audit, Committee minutes, AGM, Charity Commission returns, GDPR</p>

## Our resources

**People:** a vital resource:

- 1500+ members from across north Wales, the UK and further afield
- 8+ staff - Director, Membership & Communications Officer, Engagement Officer, Accountant, Project Manager, two Conservation Officers, Project Officer with seasonal trainees and work placements.
- 100's of volunteers, delivering over 4,000 hours of volunteer time each year
- 10 trustees, who bring a variety and depth of knowledge and experience to the Society.

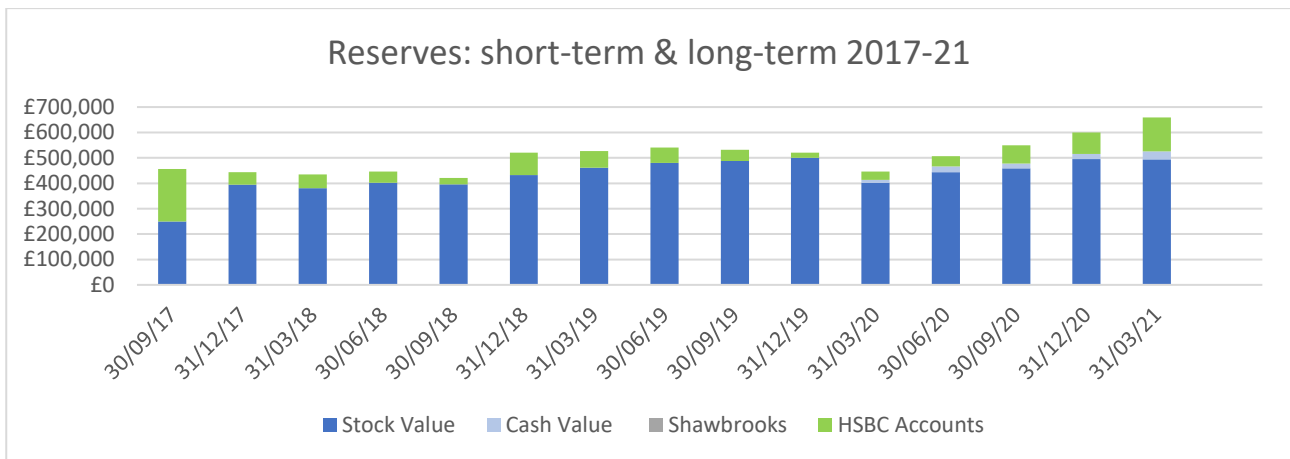
Members elect the trustees at the Annual General Meeting

The trustees together form the Executive Committee responsible for the Society's governance.

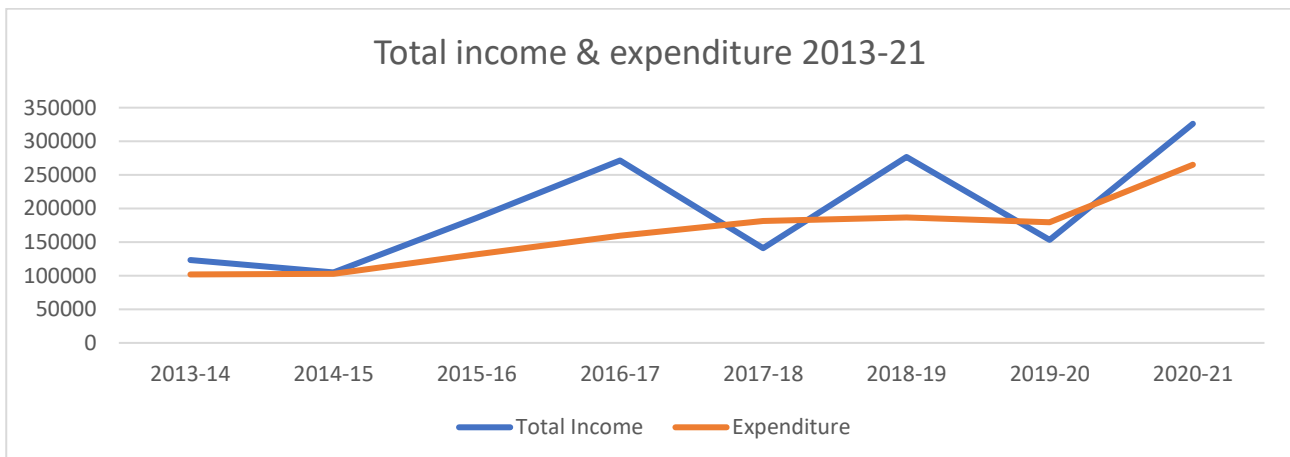
**Property:** the Society owns Tŷ Hyll, a charismatic stone building, with garden and woodland on the A5 near Betws y Coed. *Pot Mêl* tearoom is leased to a commercial tenant.

The Society's office at *Caban*, near Llanberis is on a rolling lease.

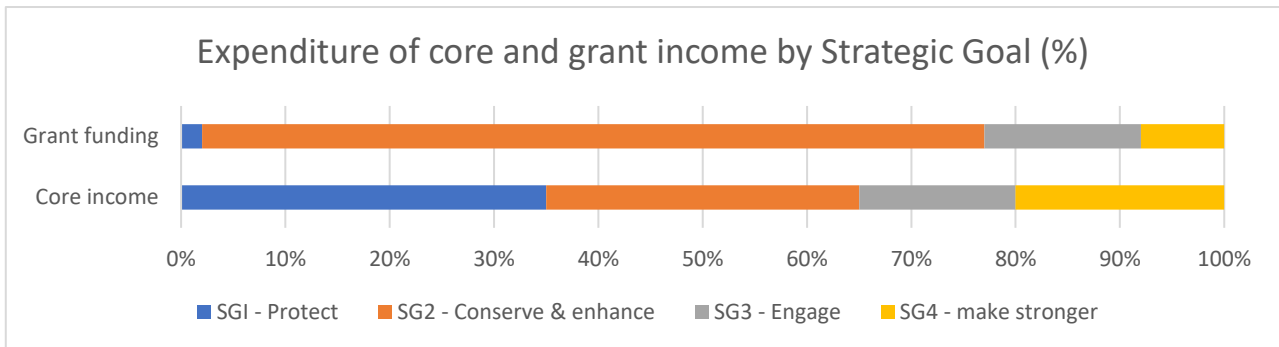
**Reserves:** Long-term reserves are managed by Rathbones Investment Management who report to the Society's trustees annually, and more frequently if required. Reserves fluctuate over time in response to expenditure, legacy income and macroeconomic patterns.



**Funding:** securing funding is ongoing work. Membership, donations and legacies are our core income. We have a track record of securing grant funding to grow our practical conservation work. Should fundraising fall below expenditure, the deficit will need to be met from our reserves.



## Putting resources to work



For 2021 to 2024 we are budgeting for expenditure of approximately £250k/annum against our four strategic goals. This is how we work to deliver our charitable purpose of protecting and enhancing the special qualities of Snowdonia and promoting their enjoyment in the interests of all.

## Monitoring, reporting and accountability

- Staff report to external funders and have an excellent record of delivering funded work.
- Director reports to Trustees each quarter, using appropriate measures and evidence.
- Trustees & staff report to Members each year at the Annual General Meeting
- Annual Report provides independently inspected records of the Society's finances and activities.
- Snowdonia Society has a 100% record for timely accurate reporting to the Charity Commission.

## The difference we make

2020/21, despite being a challenging year, has been productive. Here are just a few of our vital statistics:

- 30+ responses to planning applications and consultations, speaking up for Snowdonia
- 80+ Caru Eryri/Care for Snowdonia team days in 2021 - supporting wardens, providing guidance to visitors, protecting the National Park, clearing litter and fixing footpaths
- 150+ volunteers and training participants
- 500+ bags of litter cleared in July and August 2020
- Millions of people reached with our conservation and responsible tourism messaging as part of Caru Eryri and our other social media messaging work

