



Cymdeithas Eryri
Snowdonia Society

A NATURE RICH ERYRI FOR ALL

STRATEGIC ACTION PLAN 2025 - 2027



“Perhaps in the whole world there is no region more picturesquely beautiful than Snowdon, a region of mountains, lakes, cataracts and groves, in which Nature shows herself in her most grand and beautiful forms.”

George Borrow writing in Wild Wales in 1868



Together we care for our precious landscapes

At 823 square miles Eryri is Wales' largest National Park. It is home to 26,000 people. Four million people visit each year. It includes nine mountain ranges, 74 miles of coast, 24 small villages and five towns. Today it faces unprecedented pressures. A climate and a nature crisis could see one in six species, among them the water vole and the Snowdon lily, disappear from Wales, as the Wales State of Nature Report revealed. Increasingly people feel a disconnect from nature while social media attracts large numbers to remote spots, putting increasing pressure on the landscape. The sheer weight of numbers leads to problems of litter, inappropriate parking and damaging development. Agriculture is facing a period of radical change and there is uncertainty about how successful the Welsh Government will be in its plan to pay land managers and farmers to combat climate change and biodiversity loss as well as producing food. Cost of living pressures have impacted upon the choices people make and charities are finding it harder to recruit members and apply successfully for grants.

Nonetheless, more people than ever recognise that climate change is severely impacting on the environment and the lives of millions. Many are already taking action to counteract its effects and more would do so if presented with an opportunity in the right way.

Cymdeithas Eryri has been caring for the landscape for nearly 60 years. In that time:

- we have been the only voluntary organisation existing solely to protect and enhance the beauty and special qualities of Eryri in the interests of all who live, work and visit the area, both now and in the future;
- we have informed and inspired generations of volunteers and supporters to get involved in practical action to improve Eryri's biodiversity and to maintain its human-made features such as paths, fences, hedges and walls, and are recognised for this as our core strength;
- we have challenged proposed changes that materially threatened the protection of Eryri and advocated for a greater appreciation and understanding of this remarkable area.
- Building on this work is imperative to ensure that we plan wisely for the future and secure the necessary resources to make a difference.





Our vision

Inspire more people to act sustainably in support of a more nature-rich Eryri that everyone can connect with, celebrate and appreciate

Make Eryri an exemplar for sustainable management of designated landscapes, where people of diverse backgrounds are active in ensuring that landscape, culture and the historic landscape are valued, protected and enjoyed

We want to lead efforts to enrich nature in the Eryri National Park. We want to inspire those who live in, work in and visit Eryri to value what we have and play their part in looking after it. We will work with the Eryri National Park Authority, other partners, voluntary organisations, our own members, staff and volunteers, businesses and the wider public bring about the action we need to protect and enhance Eryri. We will evaluate the difference we make through appropriate measures and narratives that explain what we have achieved.

Our Mission

To educate and inform in the interests of a more nature-rich Eryri.

To champion and advocate for the protection of nature and heritage across Eryri.

To identify areas where the Society can have the greatest positive impact over a period of time.



GOALS	OUTCOMES	OUTPUTS	MEASURES
<p>Inspire</p> <p>Inspire more people to participate and take in support of a more nature-rich Eryri.</p>	<p>Our support base reflects the size and importance of Eryri.</p> <p>Reach many more through information and advocacy on how best to care for Eryri</p>	<p>Membership drive</p> <p>Engagement events that involve, inspire and recruit members and volunteers</p> <p>Digital reach</p> <p>Online advocacy and awareness</p>	<p>Increased numbers</p>
<p>Focus</p> <p>Practical action through our volunteers and partners is what we do best. However, given Eryri's geographical size and needs we aim to focus on nature recovery, biodiversity and the climate crisis and prioritise more rigorously what we do to maintain landscape.</p>	<p>A more strategic and long-term practical action programme</p> <p>Greater impact achieved through community involvement</p> <p>Our volunteering approach adopted by others as part of a wider movement of action</p>	<p>Nature recovery</p> <p>Other practical action</p> <p>Selective enhancement</p> <p>Community engagement</p> <p>Develop, promote and share volunteering model and promote elsewhere</p>	<p>Longer term monitoring</p> <p>Volunteer feedback</p> <p>Communities organise activities independently</p>

GOALS	OUTCOMES	OUTPUTS	MEASURES
<p>Influence</p> <p>We are recognised as a vital player and as a respected contributor to positive environmental change based on our extensive knowledge, experience and independence.</p>	<p>Our contributions influence policy outcomes and we successfully challenge actions that will seriously damage the landscape of Eryri</p>	<p>Policy consultations</p> <p>Campaigns on single issues</p> <p>Opposition to detrimental planning applications</p> <p>Be a critical friend to the National Park Authority and hold to account the delivery of the Cynllun Eryri (the National Park's Management Plan)</p> <p>Support of positive developments</p>	<p>Funding and resources</p> <p>The extent to which our funding applications are successful?</p> <p>Extent to which specific advocacy asks are acted on</p>
<p>Strengthen</p> <p>We aim to strengthen our relationships with partners to be more strategic. We will strengthen our wonderful team through skills development and training</p>	<p>Fewer but more strategic and mutually beneficial partner relationships focused on the longer term to enhance the impact we can make</p> <p>More efficient and effective team working for the delivery of this strategy</p> <p>Diversity and inclusion improves the team dynamic</p> <p>Ensure that the asset that is Ty Hyll is used effectively to support the Society's overall aims. The current lease expires in spring 2026.</p>	<p>Priorities, roles and duration agreed with partners</p> <p>Training and development for staff and trustees</p> <p>Equality, diversity and inclusion policy in place</p> <p>Reduce our carbon footprint</p>	<p>Ensure appropriate equal opportunities in recruitment and training</p>

Our resources

People: our vital resource:

- 1400+ members from across north Wales, the UK and further afield
- 11 staff - Director, Programme Manager, Membership & Communications Officer, Senior Conservation Officer, two Conservation Officers, Volunteer and Events Administrator, Engagement Officer, Accountant, two Conservation Trainees.
- 600+ volunteers, delivering over 4,000 hours of volunteer time each year
- 8 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 Board which is responsible for the Society's governance.

We aim to maintain this current capacity while ensuring that all of our resources are targeted effectively at delivering the goals and outcomes above.

“Pam, Arglwydd, y gwnaethost Gwm Pennant mor dlws. A bywyd hen fugail mor fyr?”

Meaning: “Why, Lord, did you make Cwm Pennant so beautiful. And the life of the old shepherd so short?”

Eifion Wyn

Our ways of working

How we work affects how we are seen, respected and valued by others and the difference we make:

- We are an independent and well-informed voice for Eryri
- Training of volunteers and investing in young people enables us to deliver the largest voluntary programme, Helping Hands, in Eryri involving people of all ages and backgrounds
- Working through partnership we can achieve more
- We support Welsh language and culture
- We work recognising equality, diversity and inclusion



Our values

Our values are to be:

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

We are a membership organisation and members are our core strength making our work for Eryri possible. This strategy sets out the overall direction for the coming three years.

Annual business plans will be set out each year including the activities and resources needed to implement our goals, outcomes and outputs.



Photo Credits

Dan Struthers pages 1,11,15,16, & 17

Richard Jones page 2 & 3

Peter Simpson page 4

Sam Binks page 7

Gareth Jones page 8

“Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it’s the only thing that ever has.”

Margaret Mead