Dyfi Biosphere Action Plan 2017-2019

Possible additions:

* Work towards forming a Dyfi Rivers Trust. Practical volunteering. Landowner and angler involvement. Access including kayak. INNS. Fencing out river corridors from livestock. Barriers to migration. Hydro power. Groundwork Wales’ Healthy Rivers programme. Learn from Wye and Severn RTs. Afonydd Cymru. WG and Eryri funding (compatible??). Maybe HLF, and NRW 2020.
* Aspiration/campaign towards no use of single use plastic.

1. **Inspiring people, well-being**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Ref.** | **Activity** | **When** | **Who** | **Resources** | **Outcomes** | **Biosphere Aims/Objectives** | **SMNR Opportunities** | **UNESCO MAB Actions** |
| A1 | Deliver a successful Development Project by engaging children and young people | February 2017 – March 2019 | Ceredigion County Council for Cynnal y Cardi and Powys and Gwynedd LAGs, with ecodyfi | RDP LEADER-funded Cooperation Project | Children and young people appreciate their heritage in the Biosphere context and get involved in activities | 2 Understand, appreciate and protect all aspects of our natural and cultural heritage; also 8 (education) | 1 Connect people to the outdoors, help communities become more sustainable and support health and tourism | A2.4 Ensure that BRs have clear communication plans |
| A2 | Re-vitalise collaborative action in education for sustainable development and global citizenship | On-going | Dyfi Biosphere Education Group with Development Officer and schools | Requires facilitation | More aware and engaged children & young people;  Improved financial viability for providers | 8 Ensure education and training in sustainable development; also 2 (appreciation) | 1 Connect people to the outdoors | A4.2 Establish partnerships with educational and training institutions |
| A3 | Encourage outdoor activity through improving RoW and art | 2018-2021 | PONT with Biosphere partners | Dolau Dyfi Meadows project application to WG/RDP SMS | Improved well-being;  Increased appreciation of nature | 2 Understand, appreciate and protect all aspects of our natural and cultural heritage | 1 Connect people to the outdoors, help communities become more sustainable and support health and tourism | C5.1 Create opportunities for projects funded by national and regional funding agencies |
| A4 | Develop the Dyfi Biosphere Nature Based Health Network | On-going | West Wales Action for Mental Health with partners | Requires facilitation | Increased use of the natural environment for well-being, especially mental health | 2 Understand, appreciate and protect all aspects of our natural and cultural heritage | 1 Connect people to the outdoors, help communities become more sustainable and support health |  |

1. **Business development**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Ref.** | **Activity** | **When** | **Who** | **Resources** | **Outcomes** | **Biosphere Aims** | **SMNR Spatial Opportunities** | **UNESCO MAB Actions** |
| B1 | Deliver a successful Development Project by supporting businesses to use the brand, especially in food tourism | February 2017 – March 2019 | Ceredigion County Council for Cynnal y Cardi and Powys and Gwynedd LAGs, with ecodyfi | RDP LEADER-funded Cooperation Project | Children and young people appreciate their heritage in the Biosphere context and get involved in activities | 7 Use the Biosphere ‘brand’ to promote the quality of local products and tourism experiences |  | A1.5 Promote green/sustainable/social economy initiatives  C 7.2 Use the brand in products and services |
| B2 | Encourage collaboration in the visitor economy through the Dyfi Biosphere Tourism Association – see Tourism Plan | On-going | Destination Dyfi members | Requires facilitation | Increased profitability and environmental sustainability | 7 Use the Biosphere ‘brand’ to promote the quality of local products and tourism experiences |  | A1.5 Promote green/sustainable/social economy initiatives  C 7.2 Use the brand in products and services |

1. **Working with land managers**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Ref.** | **Activity** | **When** | **Who** | **Resources** | **Outcomes** | **Biosphere Aims** | **SMNR Opportunities** | **UNESCO MAB Actions** |
| C1 | Produce flowering habitat for pollinators | 2018-2021 | PONT with Biosphere partners | Dolau Dyfi Meadows project application to WG/RDP SMS | Improve resilience and connectivity of estuarine and lowland ecosystems;  Strengthen farm businesses | 3 Secure a sustainable, connected and resilient environment | 3 Connect and improve the natural environment | A7.3 Implement programmes to preserve, maintain and promote species;  A4.4 Disseminate good practices for sustainable development |
| C2 | Develop work and proposals with farmers, including through Pumlumon Project, Pennal Partnership and Future Farmers | On-going | Montgomeryshire Wildlife Trust, Farming Unions and other partners | Facilitation required | Improved farm viability;  Wider benefits from farming;  Locally-tailored agri-environment scheme | 5 Develop a more self-reliant local economy;  3 Secure a sustainable, connected and resilient environment | 2 Maintain/ increase agricultural productivity, improve resilience and deliver public benefits | A4.4 Identify, and disseminate good practices for sustainable development;  Also A4.5 collaboration in management |

1. **Innovative partnership working**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Ref.** | **Activity** | **When** | **Who** | **Resources** | **Outcomes** | **Biosphere Aims** | **SMNR Opportunities** | **UNESCO MAB Actions** |
| D1 | Use the Biosphere to test new ways of working in line with Well-being of Future Generations Act | On-going | Public sector bodies working in the Biosphere area | Facilitation required | Learning;  More, and more effective, collaboration;  Compliance;  Efficient use of resources;  Lever external funding |  |  |  |
| D2 | Develop collaboration with other members of the World Network of BRs | On-going | Partnership | Facilitation required | Exchange of learning;  Collaborations developed and funded | 9 Take advantage of help and advice from UNESCO and other Biosphere Reserves |  | B6.1 Create twinning arrangements between BRs;  C8.1 Joint promotion and marketing of BR products and services |

1. **Governance, coordination and communications**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Ref.** | **Activity** | **When** | **Who** | **Resources** | **Outcomes** | **Biosphere Aims** | **SMNR Opportunities** | **UNESCO MAB Actions** |
| E1 | Report to UNESCO | by May 2019 | Natural Resources Wales with partners? | ? | Compliance;  Information collated and made available | Essential requirement of UNESCO status |  | Essential requirement of UNESCO status |
| E2 | Ensure adequate funding for coordination, facilitation and communications, including Secretariat.  2 full time equivalent staff. | Urgent;  Not just for the short term | Welsh Government lead; all statutory body partners to commit to cash or in kind support in a formal agreement | Dedicated staff and money required | Progress;  Time not wasted chasing funds |  |  | A3.2 Support effective governance and management structures |
| E3 | Erect interpretation panels, flags and highways ‘entrance’ signage | On-going | Ecodyfi | Some funds in hand;  Application to Visit Wales TAIS 18/8/2017 | Increased brand awareness | 7 Use the Biosphere ‘brand’ |  |  |
| E4 | Deepen engagement with Town and Community Councils | On-going | Partnership | Facilitation required | Strengthen the Biosphere’s legitimacy;  Increase influence of area | 4 To encourage discussion, agreement and co-ordination |  | A3.1 Recognise BRs in legislation, policies and/or programmes |
| E5 | Deepen engagement with Aberystwyth, including the University | On-going | Partnership | Required facilitation | Strengthen the Biosphere’s legitimacy;  Attract research funding | 4 To encourage discussion, agreement and co-ordination |  | A4.1 Establish partnerships with universities/research institutions to undertake research;  Also A4.2 education |
| E6 | Consulting over any changes e.g. inclusion of Tywyn and/or Llanbadarn Fawr | by May 2019 | Partnership | Requires facilitation | Opportunities to improve the status are explored |  |  |  |

Coordination and facilitation tasks not currently resourced (2017-2019)

As the Dyfi Biosphere has no core funding, many activities are carried out on goodwill. Ecodyfi is often expected to represent the Biosphere, and is proud to do so where possible, but it does so at considerable cost – not only in unfunded time of staff and Board members but at the expense of its own profile. Here is a sample of unfunded activities, at July 2017:

Provide a Secretariat service (supporting and organising Partnership, Officer Support Group and Annual Meeting).

Develop Ireland Wales Interreg full funding applications with Dublin Bay Biosphere if either or both of the two Expressions of Interest submitted are approved. One concerns business development around a shared cycle route and the other concerns trialling visitor management and communications techniques at key nature sites. Autumn/winter 2017

Develop funding applications to Visit Wales, some in collaboration with other Mid Wales destinations, aligning with the Years of Experience and the Routes of Wales. Aug/Sept 2017

Develop other collaborative proposals for ‘external’ funding, including Heritage Lottery Fund, Big Lottery Fund and charitable Foundations.

Advise and support local third sector bodies developing project proposals, so as to encourage multiple benefits and Biosphere connections.

Consult about, and then administer and publicise, a Dyfi Biosphere artist in residence position, for awareness and PR; liaise with artists involved with the Cymerau project, and others, about possible collaboration with other Biospheres in using creative means to raise awareness.

Participate in / provide input to Mid Wales PR campaign led by MWT Cymru. August 2017 – March 2018

Support DBTA in creating and using a series of social media videos based on footage given by locals.

Support the Development Officer and (LEADER) Project; to include anticipated staff induction, and to cover the period between existing and next officer. July 2017 – February 2019

Consult Tywyn and Llanbadarn stakeholders about possible inclusion in Biosphere. October 2017 – March 2019

Engage Town and Community Councils systematically, creating proper communication with Partnership and a more coherent voice for the area e.g. for Growing Mid Wales. September 2017 – December 2018

Work with NRW on preparation of Periodic Report to UNESCO. September 2017 – May 2019

Create new Communications Plan based on the Coordination Plan review, in collaboration with the Tourism Association and supporting the Partnership’s Communication Group; try to create a communications budget (alongside the Development Project).

Manage and develop further [www.dyfibiosphere.wales](http://www.dyfibiosphere.wales) and [www.biosfferdyfi.cymru](http://www.biosfferdyfi.cymru), including featuring all Charter signatories and Faces (Ambassadors) and monitoring usage.

Manage and use the Biosphere facebook, Twitter, Instagram and You Tube accounts, ensuring partners amplify campaigns.

Develop, publish and sell a coffee table style book that tells the stories of aspects of the Biosphere through text and high quality photography.

Revitalise and promote the Charter, Supporter and Faces (Ambassadors) of the Biosphere schemes so as to deepen involvement of companies, associations and individuals; provide appropriate information and materials to help them promote the Biosphere.

Participate in networks and consultations where the Biosphere needs to maintain influence, gather information and contribute to post-Brexit planning and Welsh Government policies e.g. the LEADER Local Action Groups for Powys, Ceredigion and West Wales Fisheries and the tourism destination partnerships/network for Ceredigion and Mid/North Powys.

Liaise with other initiatives to prevent duplication and seek synergy e.g. Cambrian Mountains Initiative, Pumlumon Project and Re-wilding Britain’s Summit to Sea.

Re-vitalise collaborative action in education for sustainable development and global citizenship by supporting the Dyfi Biosphere Education Group to work with schools, and by supporting schools into the UNESCO Associated Schools Programme network.

Increase understanding and use of the natural environment for health and well-being through the fledgling Dyfi Biosphere Nature Based Health Network.

Support the Dyfi Biosphere Tourism Association in its efforts to raise the profile of the brand, to increase collaboration in the visitor economy, and to improve quality and good practice, liaising with strategic partners through the Destination Dyfi Biosphere sub-group of the Partnership.

Erect more interpretation panels, flags and other ways to improve brand awareness, including highways ‘entrance’ signage.

Deepen engagement with Aberystwyth, including with the University, the Business Improvement District and Menter Aberystwyth.

Continue to exchange learning and develop collaboration with other members of the World Network of Biosphere Reserves, especially with those in Britain and Ireland and with Urdaibai BR, through the UK MAB Committee, EuroMAB and one to one.

Help guide research programmes in the Biosphere (e.g. Ecostructure), and work with academics to bring more research funding into the area as well as increasing local use of research outputs.

Provide the main contact point for the Biosphere (for phone, email, social media and post), and deal appropriately with input.

Assist PONT and the Pennal Partnership in developing and delivering their full proposals to the Sustainable Management Scheme, for flowering habitat (Dolau Dyfi Meadows) and natural flood control, respectively.

*Dated 31 July 2017*