

Steering Group Report
January - October 2010

1. Introduction

“We believe that there is an opportunity to develop a project in the Cambrian Mountains that becomes a beacon for demonstrating the reality of sustainable rural development.” (extract from initial project group meeting in 2007)

The founding partners aimed to establish the Cambrian Mountains Initiative (CMI) as an exemplar of sustainable rural development, defined as a process of securing social, economic and environmental benefits through organisations and people with a vested interest in the area working in partnership to achieve shared objectives and bring about positive and progressive change. The initiative aims to provide a model for basing development on a natural environment, in this case the heartland of upland Wales.

This report provides the CMI partners steering committee with a summary of progress and reflects some of the challenges in undertaking a more community based approach which aims to mobilise farmers, tourism providers, communities and public agencies to work towards common social, economic and environmental goals.

2. Structure and Governance

Cambrian Mountains Initiative – President HRH The Prince of Wales

a partnership between Powys, Ceredigion and Carmarthenshire County Councils, Welsh Assembly Government, Countryside Council for Wales, The Tourism Partnership for Mid Wales and The Prince’s Charities.

CMC Ltd –not for profit company - Directors – Peter Davies (Chair), Dr Manon Williams, Gareth Rowlands, John Lloyd Jones. The application for new Director has been submitted to Companies House (October 2010) to add Sue Balsom as a Director. CMC (Trading) Ltd was dissolved on 31/8/10

The Cambrian Mountains Trust has been established to receive and distribute charitable funds under the initiative. The Trust will be chaired by Roger Stevens, with Gareth Rowlands, Sue Balsom, James Raw, Peter Davies, and John Lloyd Jones as trustees (Appendix 1)

Staffing – Deanna Leven was appointed in May to lead the Produce Marketing work, responsible for Project 1 of the Supply Chain Efficiencies Scheme (Appendix 2), replacing Gwern Evans. Carly Butler was appointed in April as project officer on Project 2 of the Supply Chain Efficiencies Grant, with Ian O Connor the second project officer being appointed in October. Rhys Hopkin was appointed in August on a short term contract to deliver the communities and sustainable development programme under a grant from Countryside Council for Wales and Tourism Partnership Mid Wales. The initiative has also received significant support from Nick Venti who has been seconded to CCW to work on the project and also Steven Bradley who led the Carbon Footprinting work for CCW. A particular thanks to Meinir Paske who has continued to be a lynch pin for the initiative

Office – The CMI office will be moving from the FBA offices on the Science Park in Aberystwyth to 10c The Science Park in November.

3. Produce Marketing

The Produce Marketing strand of the Initiative is supported by funds through the Rural Development Plan for Wales 2007-2013 - which is funded by the Welsh Assembly Government and European Union's Supply Chain Efficiencies Scheme.

Cambrian Mountain Lamb

The Cooperative Group have resumed the contract in 2010 for Cambrian Mountains Lamb albeit with a reduced weekly figure for lamb supply from July. At a meeting at the Royal Welsh Show, the Cooperative stated that they could only guarantee weekly number of 50 lambs. Numbers have reduced again from last year but were approx 150 per week for the first 2 weeks to build up stock, but fell to around 70 per week. For 3 weeks over September/ October Co-operative stores have been running a promotion on all their Truly Irresistible range including the Cambrian Mountain Lamb and lamb orders were 200 per week. This will revert to approx 70 per week for the remainder of the season. All farms are performing well and reaching specifications set.

Given the much reduced lamb numbers, there have been concerns from the Lamb Group producers around the requirement to be Freedom Food accredited. While some members of the group have supplied a significant proportion of the lambs to date, others have only supplied small number or none at all thus far this season. For those supplying small number or none at all it is not seen as worthwhile to carry on their Freedom Food membership – especially since the annual fee is £160 + VAT. Following a meeting on 5 October it was suggested that a selection of the larger producers retain their membership in order to fulfil the Coop contract, but others let their membership lapse.

Over the last two years, in addition to providing a premium to CMI farmers, the sales of Cambrian Mountain Lamb through the Cooperative Group has raised approximately £19000 of charitable funds which will now be held and dispersed through the Cambrian Mountains Charitable Trust (Appendix)

CMI Lamb was used for two functions at the Ryder Cup event. Following initial contacts through Food Centre Wales Horeb and Castell Howell Foods, CMI supplied lamb to the Compass Group for an official dinner at Cardiff Castle on 29 September and at the Best of Wales dinner on 3 October. It is hoped that CMI will be able to build on this relationship with Compass as a new market for the CMI Lamb.

CMI has been notified that one of the entries into the True Taste Awards 2010, the Cambrian Leg of Lamb (partially boned and rolled) has won a True Taste Award. The awards ceremony is on 11 November at Haverfordwest and will be attended by 3 members of the CMI Produce Marketing team and 4 of the Lamb Group Producers.

CMI met Julian Williams Head Chef for HRH at this event and he was very keen to use more CMI branded products at functions for HRH. Further to this, Julian has contacted CMI to order lamb shoulders for a function for 80 people at the London Welsh Lamb Club on 28 October. This product has been arranged through Paul Edwards at Dunbia and Steve Leyman at Ensors, without whose cooperation we would find it very difficult to deliver the order

The carbon foot print report, 'Measuring Holistic Carbon Footprints for Lamb and Beef Farms in the Cambrian Mountains Initiative' undertaken on 20 of the CMI Lamb Group farms, was launched at the Royal Botanic Gardens during Prince's Charities Week. A press release was also circulated by the Countryside Council for Wales (CCW) and resulted in coverage of the report by numerous media outlets including Farmers Guardian and Farmers Weekly. Ffermio, a Welsh rural TV program is also planning to do a segment, filming on one of the Lamb Group farms.

Castell Howell Foods

CMI attended the Castell Howell 2 day Food Show at Cross Hands with a display of chocolates, lamb and ale. The Produce Marketing Group are continuing work on expanding the product range on offer through CH Foods. Edward Morgan has been very helpful in suggesting ways that may assist CMI to grow the 'basket' of products without using the CMI brand in the first instance (i.e. producers identified

as CMI Supporters, but retain their own brand). He is also happy for us to work with their sales teams in the region to co-promote companies and products.

Sublicence relating to the use of the Cambrian Mountains Initiative Logo

Eversheds are currently working on finalising the sublicence agreement. There have been some concerns from directors that the size and technicality of the agreement may be off-putting to small producers. Eversheds are now looking at where the agreement may be 'slimmed down'.

Cambrian Heart Ale

The Cambrian Heart Ale was launched in Aberystwyth in June in conjunction the MidMad 2010 event. 9 pubs and restaurants in and around Aberystwyth stocked the ale in bottles or casks for a period of a couple of weeks around the event. 2 of the pubs and 3 of the restaurants have continued to reorder. HRH visited the microbrewery which produces the Cambrian Heart Ale in Wales Week and met the brewer Lindsay Ketteringham. As soon as we have a finalised Sublicence to use the CMI brand and logo, Lindsay will be required to sign the agreement and to start paying the royalty fee.

Sarah Bunton's Chocolates

Design of the packaging for a catering sized box with 123 pieces is due to be completed before the end of October. This box was previously marketed through Castell Howell Foods under Sarah's own brand and will change to CMI when the packaging is complete. This product will be marketed to the CMI Tourism Ambassadors, other hotels and restaurants, and delis. Design for a gift sized box of chocolates is also being prioritised for the Christmas market. This will be used to gauge the response in the market to a CMI chocolate retail product. Two of Sarah's chocolates are already award winning, a gold star in the Great Taste 2010 Awards and a True Taste 2010 Award. CMI are also assisting Sarah with accessing marketing funding through the Local Investment Fund.

Llwynywermod - Wales Week and Prince's Charities Week

HRH kindly hosted a reception for CMI at Llwynywermod during Wales Week, while on 9th September CMI Ecosystems and Produce Marketing strands held a joint meeting at Llwynywermod. Butchers, delis, farmshops, tourist information centres from Cambrian Mountains 'necklace' towns were invited to the Produce Marketing meeting with the aim of increasing the awareness of the Initiative and the range of branded products that are currently available and being developed by CMI.

The response from the attendees was positive with a number of leads for alternative ways to market CMI Lambs and new customers for CMI Chocolates, as well as a number of contacts for local producers supplying product to the CMI Tourism Ambassadors.

Distribution Challenge

As CMI meet more food producers in the Cambrian Mountains region, the issue of distribution appears to be the biggest challenge to growth. Smaller wholesaler/ distributors often have a limited range even within Wales, and larger operators will have a minimum pickup/ drop-off value, or in some cases not deliver at all to smaller villages. Chilled distribution is also difficult and small quantities, as CMI producers would typically be, would require packing with ice or freezer bricks. We are currently researching options with small and large distribution companies, including couriers who are used by other Supply Chain Efficiency (SCE) funded products.

New Products and Producers in Pipeline

The next potential products to enter the range are:

- a jam and a chutney made by Cegin Suzanne at Penlanlas farm in Aberystwyth. This is a husband and wife Mark and Suzanne Lloyd business incorporating a golf club which incorporates a detailed environmental management plan, and preserve making. Suzanne is very keen to come on board with CMI with a new range of products, potentially in time for the Christmas markets.
- A Pork & Ale sausage produced by Delyth Thomas at Cammarch Valley Butchers in Llanwrtyd Wells, produced using 'Cambrian Heart Ale'. Delyth is a beef and sheep producer and wants to supply more products under the CMI brand and is also keen to develop a producer group in her area. Delyth was recommended to CMI by Mary Anna Gilchrist, a CMI Tourism Ambassador in Llanwrtyd Wells.
- Other potential producers/organisations are Cywain (SCE project), Coed Cymru (SCE project), Woodsources Wales (SCE project), Pedigree Welsh Pig Society (SCE project), Nant Du Pork, Just

So Scrumptious, Burger Manufacturing Company, Baavet (Wool Duvets), Abaca (Organic Wool Mattresses), Bachelldre Watermill.

- CMI recently attended a meeting of the Teifi Valley Cheese Producers Group, consisting of 5 award winning cheese companies, all producing cheese in the Cambrian Mountains region. They were introduced to the concept of a 'Cambrian Mountains Cheese Platter', a selection of cheeses from the group members which would retain their own brand, but the platter would be branded as CMI. 4 of the 5 producers showed an interest in pursuing this concept with CMI.

4. Branding and Marketing

New CMI Newsletter

A general newsletter has been created to help articulate CMI activities and help recruit more people to the various groups. The first edition (Autumn/Winter 2010/11) featured the Cambrian Heart Ale launch, Tourism Ambassadors Scheme and Carbon Footprinting work and was first circulated at the Botanic Garden Start Festival during Princes Charities Week in September. The newsletter is proving popular with the Tourism Ambassadors' guests and is useful tool when meeting or engaging stakeholders.

Thanks to FBA for the pro bono concept, design, and copywriting, and to TPMW for funding 50% of printing costs. An electronic copy is available on the website.

Brand guidelines:

FBA has produced brand guidelines for use in the project to ensure consistent quality of image and communications style.

CMI 'coffee table' book:

The book is scheduled for Summer 2011. Bob Croydon arranged a meeting with Professor David Austin and Sue Balsom and it was agreed that chapters could be based on Professor Austin's 6 landscape transect themes.

1. Introduction – history of topography with illustrated timeline
2. Fish – the sea and rivers
3. Meadowlands – winter grazing and dairy
4. Dry valley – grain crops
5. Woodland
6. Upland pasture - summer grazing sheep, cattle, cobs
7. The Mountain – minerals, stone, industrial heritage
8. Plus 'necklace' of settlements (13 towns around the mountain mass based on the 7/8 river tributary valleys).

Other themes to interweave include:

- Food, materials, water and energy from the land – historically everyone has a stake and their 'piece of the mountain'
- The girdle of towns
- Communications/journeys (tracks, roads, railways) – along and criss-crossing the spine of the mountain mass. These include Roman roads (Sarn Helen); the monks' route trod from Strata Florida to Abbey Cwmhir; drover's routes; Milford-Manchester rail route (now a walking/cycle route). *A series of 2 page spread of these will punctuate the chapters.*
- Spirituality – pagan; early Celtic Christians; Catholics; Protestantism; non-conformism
- Legend – role of myths; Mabinogion in a sense of place for CMI
- Healing – physicians of Myddfai, monks of Strata Florida; holy wells; spa towns Llandrindod and Llanwrtyd
- Country estates – e.g. Hafod; Llanerchaeron (National Trust); Dinefwr; Gogerddan. Collapse of cohesive CM communities following male depopulation to industrial South Wales and effect of WW1 and women who stayed e.g. Rhosgelligrion
- Peasant and artisan life - including Ty'r Nos; silver, lead and gold miners; weavers; cobblers; subsistence farmers; poachers

- Land law – impact of English and Welsh law impact on estates and farms (primogeniture versus gavelkind) taking in laws of Hywel Dda, Welsh princes

Lithograph

Lithograph sales have now totalled 36 from Highgrove shop, and 1 from Rhiannon Gallery, Tregaron. A fantastic opportunity arose with the Denise Yapp Gallery at the Celtic Manor Resort during Ryder Cup weekend 1-3 October 2010, where the original painting of Cwm Berwyn was on display, resulting in 30 sales. The income from sales will be invested in the development of the produce marketing range.

Events

CMI had a presence at the Castell Howell food and drink trade show (16-17 March 2010) which focussed on wholesale to hospitality providers. A display stand and new bilingual leaflet were designed and printed for the event. The Ale and the Chocolates were listed in the Castell Howell 'catalogue' from this date. CMI also had a presence at the Royal Welsh Show Food Hall in July 2010 with an information stand courtesy of the Welsh Assembly Government. Other events attended include the 'Meet the Buyer' event with Asda, the Castell Howell Food Show and Meet the Buyer at the Millennium Centre in Cardiff, HRH's launch of the Campaign for Wool at the National Wool Museum, Glastir farm habitat training sessions, the Welsh Food Festival at Glansevern Hall, the START Festival at the National Botanic Gardens of Wales, the Food Centre Wales Open Day, and the Llandovery Sheep Festival.

A series of Information Events are to be held in November and December. Six community areas have been identified, and the events will give an introduction and overview of each strand of work – see listing in Appendix 3

Website

The website is updated with information and press releases from various strands as it is received. The newly published newsletter is available from the website in an electronic format. Both Facebook and Twitter pages have been set up and linked to CMI website. The Facebook page also links with other Princes Charities pages such as The Prince's Countryside Fund, and is regularly updated.

Sequence continue to support the web site on a pro-bono basis, and we will look at further development of the information and format as the project progresses.

5. Ecosystems Services Working Group

The Ecosystems Working Group has continued to develop a number of work streams that support and underpin the environmental values of the Cambrian Mountains Initiative.

Adaptive Landscapes Project:

The part DEFRA funded Adaptive Landscapes project is nearing its completion. This project is a case study for the development of a tool that identifies practical measures that can be undertaken by land managers, at a landscape-scale, to best identify the ecosystem service (biodiversity, food production, flood elevation, water quality and carbon management) that can be achieved on farms within the Leri, Ceulan, Clarach and Rheidol river catchments of the Cambrian Mountains. The study is a partnership project involving Land Use Consultants, Bangor University, CCW, WAG and Environment Agency. The key element within the study was the development of a Polyscape digital mapping tool that identifies the areas where adaptation measures, such as tree planting or re-wetting of blanket bog, can be most effectively undertaken across the catchments, taking into account existing agricultural land uses.

Results from the case study have been checked on a number of farms within the study area to confirm the accuracy of the findings on the ground. Those farmers consulted have acknowledged the accuracy of the assumptions made by the modelling tool. This opens up the possibility for the tool to be used by land managers and those responsible for funding adaptive landscape measures to

pinpoint the best locations for intervention and to target the use of available funding to those areas that deliver maximum environmental benefit and value for money. The tool may also prove useful in the development of the market place for Ecosystems Services, by demonstrating the tangible benefits that can arise from improved and targeted landscape management changes.

Sciencewise project:

As an additional piece of work to the main Adaptive Landscapes project, Sciencewise (Department for Business, Innovation and Skills) funding has been secured to undertake public consultation in the study area to explore public perception of Climate Change and Ecosystem Services in the Cambrian Mountains, and the value that people place on those services.

The type of information the engagement program will seek to clarify includes:

- Are people aware of what ecosystem services are provided by the Cambrian Mountains?
- In the future sea levels may rise, how would people feel if the landscape possibly changes due to sea water inundation i.e. coastal flooding?
- Which ecosystem service do people most value and who should pay for it?
- How do people perceive their landscape changing as a result of climate change and how would they like to see the landscape evolve to address such changes?

The delivery of this piece of work will take place before the end of the current financial year and will be assisted by the local “Menter” voluntary groups who are active in the area of the study.

Carbon Footprinting Project:

The final report on the carbon footprinting project of the farms within the Cambrian Mountains Lamb Group has now been published. The report, entitled Measuring Holistic Carbon Footprints for Lamb and Beef Farms in the Cambrian Mountains was launched at the Start Festival held at the Botanic Gardens of Wales in September and attracted widespread media interest.

To recap, the project was undertaken at the request of farmers in the CMI, who wished to better understand the greenhouse gas (GHG) emissions that emanate from their farm businesses. The project aimed to provide the farmers with:

- a comprehensive GHG footprint for each participating farm.
- a sensitivity analysis that explores how altered management practices may affect the overall carbon footprint of the farm.
- identification of key areas in the footprint of each farm that offer potential for emissions reduction at a whole-farm level and per kilogramme product

To briefly summarise the main findings of the reports, of the 20 farms surveyed, they absorbed 58% of their local emissions footprint on average, with three of the farms in the Cambrians found to be Carbon sinks, sequestering more green house gases than they produced. In most cases nitrous oxide (N₂O) provided the greatest proportion of the GHGs emitted from the farms, and overall levels of N₂O emissions varied with the amount of ‘organic’ soils that were on the farm. Some farms on mineral soils have low emissions of N₂O, while others have up to 90 % of their total N₂O emissions arising from organic soils. Emissions of methane are dominated by enteric fermentation from livestock and vary according to the type and numbers of stock on the farm. The emissions related to direct inputs (e.g. fuel, electricity, fertilisers) to the farms were always low.

A key issue within the report concerns the use of IPCC recommended PAS2050 figures for calculating nitrous oxide emissions from organic soils. In calculating footprints for the various farms in the Cambrians, the team at Bangor University used both the IPCC recommended figures for the UK (which are derived from across a large geographical area) and more locally sourced figures from a study done into peat soils within the Cambrians – which were considerably lower than the IPCC accepted figures. As a result of this study, there is now a growing acceptance for the use of local data in carbon footprinting models and there is a strong possibility that the Carbon Trust will now accept the background soil emission levels resulting from this report to be the norm for Welsh upland peat soils*

** NB: Prior to this report, the Carbon Trust specified that greenhouse gas emission figures for managed peat soils in Wales should be the same as those used throughout the UK. The calculations*

previous approved by the Carbon Trust for the UK are for intensively managed peat soils on the fens of East Anglia where regular cultivation results in erosion and carbon being lost into the atmosphere. Applying the same emission figures for upland Wales seemed to be unfair in the Welsh context as the Welsh uplands are extensively farmed and in the majority of cases are not subject to any cultivation.

Funding Support:

Additional CCW funding support has been secured over the last six months to continue the secondment of Nick Venti as an external funding officer supporting the wider Cambrian Mountains partnership. Originally employed for just four months, Nick's services have now been secured until the end of March 2011. Following the departure of Steven Bradley in August (to retrain as a teacher) Nick has also taken on some of the duties previously undertaken by Steven in his role as Cambrian Mountains Ecosystems Services Project Officer.

CCW have also grant funded the Communities and Sustainable Development project developed by the CMI, which is undertaking engagement work with the local communities of the necklace of settlements of the Cambrians.

6. Tourism

Engagement with the Tourism Industry:

Following initial meetings with tourism businesses in 2009 that began the process of engaging them in the concept of the Cambrian Mountains, a tourism seminar was held at Y Bont, Pontrhydfendigaid in May to report on progress and discuss the new initiatives that were being developed for the Cambrians. These included a Tourism Ambassadors scheme and the setting up of a visitor pay back scheme which would encourage donations from visitors to the area to assist with the funding of sustainable development activity. The Ambassador Scheme was then launched by HRH the Prince of Wales at a reception in Llwynywermod on 30th June 2010.

The **Tourism Ambassadors** scheme is designed as a practical means of establishing the take up of the brand principles developed for tourism businesses. These principles major on the sustainability of the tourism business and the quality of the offer. Initially rolled out to a few selected businesses, the Ambassador scheme is designed to offer businesses the benefits of being recognised as something special, a cut above the average and also fully engaged with the ethos of the CMI. The criteria for becoming an ambassador are stringent and take account of existing quality standards, customer welcome, environmental sustainability and a willingness to engage with the Initiative, such as operating the Criad Cambrian visitor payback scheme and agreeing to stock Cambrian Mountains branded produce. In return for being able to market themselves under the Cambrian Mountains branding, the Ambassadors need to make themselves available for promotional activities and, going forward, to act as an advisory body to help shape the development of the Tourism strand of the Initiative.

The **Criad Cambrian** visitor pay back scheme has also been taken forward over the last six months. The Cambrian Mountains Trust having now been set up, the charitable body required to receive the funds raised by the scheme is now in being and we are currently developing the point of sale material that will go out to participating tourism outlets to encourage charitable giving. Resources are now available to actively promote the scheme and encourage take up by a wide range of tourism orientated businesses and at attractions throughout the region.

These two measures are designed to involve a cross section of tourism businesses with the Cambrian Mountains Initiative. It is hoped that the benefits of being recognised as an ambassador and earning the right to market the business under the Cambrian Mountains brand will promote a raising of standards across the sector, whilst involvement in the Criad Cambrian scheme can be seen as a first step towards promoting a greater awareness of sustainability issues across the industry. Both schemes will spread knowledge and understanding of the Cambrian Mountains Brand and will encourage greater engagement with the CMI going forward.

Ministerial Visit:

The growing recognition of the Cambrian Mountains within the national tourism offer was highlighted by a ministerial visit to the area on the 15th of September by Alun Ffred Jones AM, Minister for Tourism and Heritage in the Welsh Assembly Government. The visit was designed to demonstrate to the Minister the value of bringing together the diverse strengths and potential of the Cambrian Mountains within an integrated project, - the Cambrian Mountains Initiative. The Minister was invited to officially launch the Pumlumon Project's new audio trail based around the heritage and landscape of the Glas Llyn area of the Pumlumon range. After the launch event, which took place on a wild and exposed hillside of the Cambrians, the Minister was warmed by a wholesome lunch of Cambrian Mountains lamb at Y Ffarmers, a recently renovated village pub and restaurant run by two of the new Cambrian Mountains Tourism Ambassadors. The Minister there sampled Cambrian Heart Ale, and chatted with other tourism ambassadors from across the region, who were keen to let him know about the current state of the tourism trade in the recession, and the need for initiatives such as the CMI to add distinctiveness to the tourism offer of the region. The Minister then visited the ruins of Strata Florida Abbey, a site of great historical importance for the Cambrians and one that is soon to benefit from improved interpretation and visitor facilities thanks to the work of Cadw.

Funding Assistance:

In addition to the work undertaken by TPMW to engage the sector with the CMI, TPMW have contributed to the funding for the Communities and Sustainable Development project under the Communities Strand of the Initiative. Through the promotional efforts of the new officer, we hope to ensure a wide take up of the Cariad Cambrian scheme amongst tourism businesses. This in turn should lead to the development of community initiatives that improve interpretation or access and generally add value to local visitor attractions.

Through its support of the development of the Cambrian Active website, TPMW is also ensuring that the infrastructure is available to expand the marketing offer of tourism businesses operating in the Cambrians generally. It is important that all businesses should have the opportunity to benefit from the greater exposure of the Cambrian Mountains that will grow incrementally as the work of the CMI goes forward. The more exposure that businesses get to the CMI, the more they will begin to understand the advantages of marketing themselves under a strong Cambrian Mountains brand.

In addition, TPMW has helped to fund the Cambrian Mountains Newsletter and continues to make funds available for initiatives that create linkages across the work streams of the CMI and ensure the integration of tourism development in the region with the use of local produce, the preservation and celebration of the natural environment and the involvement of communities in improving the tourism offer of the region.

Future Developments:

Other activities that are currently ongoing include:

- Development of an integrated action plan that can ensure that the work strands of the CMI can go forward in conjunction and cross pollinate;
- Development of the role of the Tourism Ambassadors to encourage joint marketing, mentoring and promotional opportunities;
- Development of the current Cambrian Mountains website to make it more of a shop window for the brand and its products and services;

7. Communities and the Built Environment

Initially employed by CCW under a four month secondment from Llanidloes based community development organisation, L.L.A.N.I. Ltd, Nick continues to work as an External Funding Officer to the Cambrian Mountains Initiative, whilst also assisting with the ongoing Ecosystems work led by CCW.

Communities and Sustainable Development Project:

This project benefits from funding from CCW and TPMW, plus a number of contributions in kind from other partners to the Initiative. The aim of the project is to begin the work of engagement with the communities of the necklace of settlements that surround the Cambrian Mountains, by firstly informing them about the Initiative, and then working with them to develop projects that they can deliver in their communities. Using the LEADER+ 'bottom up' approach the project aims to interest communities in

what they could do to develop local services and assets (be they built or natural) in a sustainable manner. In addition, the project seeks to assist with the development of the Cariat Cambrian visitor pay back scheme in order to provide a small fund to which communities can apply to realise their projects.

This project started in July with the appointment of Rhys Hopkin to the Communities Officer post. Since starting in August, Rhys has been building links with the local development organisations and voluntary groups who are active in the communities of the Cambrians, with a view to securing their assistance to run community engagement and planning events in the necklace settlements. In addition, in conjunction with the Produce Marketing and the Tourism strands of the Initiative, six Cambrian Mountains Information events will be held around the region in the coming months to increase understanding and awareness of what the CMI is trying to do, and to encourage participation in the various areas of work that are currently going forward.

Agreement has already been secured to set up a forum or network of local development organisations that can feed in ideas and advice on the development of future projects, and hopefully build a stronger voice for local community grown action in the Cambrians.

The Cambrian Mountains Trust:

The Cambrian Mountains charity has now been set up and held its first meeting of Trustees on 19th October. The charity has been set up as a Trust and will primarily be concerned with collecting donations arising from the sale of Cambrian Mountains Lamb by the Coop, and from visitors to the region contributing under the Cariat Cambrian visitor pay back scheme. The money received will be dispensed as grants to community organisations in the region of the Cambrian Mountains for the development of local projects. The criteria for the grant fund envisage projects that:

- Create, or improve access to and interpretation of, environmental assets within and around the Cambrian Mountains and its necklace of communities;
- Improve the access to, and interpretation of, cultural / heritage assets within the Cambrian Mountains;
- Support the development of events and festivals that foster a Cambrian Mountains sense of place;
- Demonstrate innovation or best practice;
- Support community based sustainable transport initiatives designed to reduce the carbon footprint of local transport, including access to visitor “hot spots”;
- Support sustainable food marketing and the promotion and consumption of local produce;
- Promote the sustainable use of water resources;
- Promote wider understanding of sustainability;
- Add value or new dimensions to existing sustainability projects;
- Involve young people;
- Support local disadvantaged and disabled groups;
- Encourage social inclusion;
- Leverage contributions from other sources (in cash or in kind);
- Derive support from and provide support to local businesses;
- Assist ventures for which no other resources exist;
- Overcome institutional arrangements, relationships and cultures that may be creating barriers to sustainability.

Though small, the fund will have the ability to kick start action on the ground in the necklace settlements and will provide a valuable source of match funding that will assist with the levering in of additional funding into the region.

Cooperation Measure Application:

Having obtained the agreement of Glasu, the Local Action Group (LAG) for Powys, to act as the lead body in the development of a Rural Development Plan (RDP) Cooperation Measure application for the Cambrian Mountains, a draft application has now been prepared by the CMI and is currently being discussed with the other LAGs serving Ceredigion and Carmarthenshire.

The main thrust of the Cooperation Measure is to continue the engagement work begun under the present Communities Project and to enable the necklace communities to deliver on a suite of local development projects by providing a much larger sustainable development fund (£450,000) that can really begin to make a difference in regard to developing local social enterprise options, or improving the infrastructure and interpretation to sites of local natural or historical interest.

Linked to the application is support for developing the Cambrian Mountains brand and sense of place, ensuring that the region and its products and services, are instantly identifiable and have a profile on a par with the National Parks to north and south.

The project also looks to support economic activity in the Cambrians by facilitating access to advice by individuals and businesses, be this to start up a business or to develop new services for an existing business. Initially, it was hoped to do this through introducing the Sirolli model of Enterprise Facilitation, but lack of support for this model and its initial up front expense has changed this element of the project to a concentration on other voluntary sector advice and support networks, such as Prime Cymru and Pub is the Hub.

If the current conversations with the three LAGs secure the support required, we would hope to submit the application before Christmas, with a project start in the second half of 2011. The duration of the project would be two years.

HLF Landscape Partnership application:

The Prince's Regeneration Trust has been working with the initiative to look at the possibilities for the development of interpretation of mining sites across the Cambrians. An additional project looking at Cwm Einion (Artist's Valley) in Ceredigion was also investigated, Unfortunately, the ambitious nature of a Landscape Partnership application, and the amount of work required by the partnership, has made this project unobtainable in the present climate. Uncertainties over the future make it difficult for local authorities and other organisations to commit to projects that have a long term financial or resource commitment. The Landscape Partnership project has therefore had to be put on hold until the horizon clears somewhat, but in the meanwhile other potential Heritage Lottery Fund schemes are being investigated with a view to developing smaller scale projects at the various sites so far considered. There needs to be a focus on a part of the CMI area that is clearly distinctive and can demonstrate a broad range of significance.

Other developments:

A meeting was held in February between HRH The Prince of Wales, the Vice Chancellors of the University of Wales, Trinity and St David's, The President of the Royal Institution of Chartered Surveyors and the CEO of the Prince's Foundation for the Built Environment leading to the signing of a Memorandum of Understanding in July between the parties on Research and Teaching in Rural Sustainability.

Other discussions and actions arising from the Strata Florida project are progressing and The Prince's Foundation for the Built Environment continues to advise the Strata Florida Trust on the possible acquisition and development of land and buildings there. The Foundation has also continued its search for suitable development opportunities around the Cambrians for low cost housing and workspace.

Edward Holland submitted an article on the Cambrian Mountains Initiative, and specifically on historic buildings characterisation work undertaken by The Prince's Regeneration Trust, for Cymru Wledig Rural Wales, the journal of the Council for the Protection of Rural Wales (see Appendix 4). The Prince's Regeneration Trust has also been invited to write an article on the CMI for Cambria.

Appendix 1

The Cambrian Mountains Trust Sustainable Development Fund.

The Trust has been set up to "promote sustainable development for the benefit of the public within the Cambrian Mountains".

The Trust will mirror the Sustainable Development Fund operated through the National Parks and Areas of Outstanding Natural Beauty and will aim to secure funds to ensure that the communities of the Cambrian Mountains are able to benefit in a similar way.

It will initially distribute funds generated from the sale of Cambrian Mountains Lamb through the Co-operative group, and funds raised through the Cariat Cambrian Visitor Scheme.

The Trustees are:

Peter Davies	CMI Director
Roger Stevens	Lasswade Country House (Tourism Ambassador)
Gareth Rowlands	CMI Director
Sue Balsom	CMI Director (tbc)
James Raw	Chair Cambrian Mountains Lamb Group
John Lloyd-Jones	CMI Director

In a meeting on October 19th, Roger Stevens was elected as Chair, and Sue Balsom as Treasurer of the Trust.

Rhys Hopkin or Nick Venti will act as secretariat to the Trust in their meetings.

A bank account will be opened with HSBC to administer the funds of the Trust.

Grant applications will be invited on a 6 monthly basis. Suitable applications will be presented to the Board of Trustees for consideration.

Appendix 2

Supply Chain Efficiency Scheme Contracts

Summary Project 1 - 'Farm Produce Development Project'

Digressive funding 50.52% - Supply Chain Efficiencies Scheme over five years (£514,081)

Project Description – To establish the infrastructure to develop a range of products within the agri-food and forestry sectors within the Cambrian Mountains catchments area. The products will be a range of Farm produce carrying the Cambrian Mountain brand which has the endorsement of HRH The Prince of Wales.

Aim: To develop a range of products (as above) within the broader context of ensuring the long term sustainability of rural communities in the Cambrian Mountains.

Table 1: Matched Income Expectations Project 1

Project Timetable	Match Income Required (to nearest £K)
Year 1	£15,000
Year 2	£25,000
Year 3	£43,000
Year 4	£65,000
Year 5	£95,000

Summary Project 2 'Capacity Building'

100% Supply Chain Efficiencies Scheme for two years (£253,150)

Project Description – To bring together producers (target 180 producers / 6 groups) under the umbrella of the HRH Prince of Wales endorsed farm produce brand developed within Stage 1 of the Cambrian Mountains Initiative project to provide sufficient quality and volume of produce to furnish the market.

Objective:

The overall objective of the Cambrian Mountains Capacity Building Initiative is to ensure that farmers are fully aware of the advantages of the CMC Ltd project which aims to ensure the sustainability of rural communities in the Cambrian Mountains – the heartland of rural Wales through the employment of two development officers.