

Implementation plan



Yr Wyddfa’s ecosystem

Best possible outcome: A healthy and thriving ecosystem and a pristine, litter-free environment.				
Project/Action/Way of working	Further details	How success will be measured	Relevant partners	Main principles of the Placemaking Wales Charter
1.1 The Yr Wyddfa land management community is consistently supported to lead sustainable, innovative projects that improve ecosystem health and resilience.				
1.1.1 Open a discussion with producers, landowners and the unions about the possibility of creating ‘Yr Wyddfa’ status for a product, which would contribute towards protecting the ecosystem.	Initial consultation with producers and landowners to assess the need and investigate different options in terms of different environmental certifications. This would require strict standards to ensure that producers/landowners do not negatively impact the ecosystem, but instead make a positive contribution to its safeguarding and restoration.	We will evaluate the response to the consultation, including the number of farmers on Yr Wyddfa who have responded and those expressing interest in participating in such a scheme.	ENPA FUW CLA Cymru The Baron Hill Estate NFU Cymru	People and community, Mix of uses, Identity

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1.1.2 Empower and support farmers to contribute to the enhancement and sustainability of the ecosystem.	Promote grant schemes that support farmers and landowners through the various platforms of relevant partners. A seed funding grant is available through GwyrddNi to kick-start community and ecological projects. The Conservation, Woodland, and Agriculture department will continue to support farmers through the department’s core grant, which contributes to various restoration activities, including dry stone wall repairs, planting, hedge laying, trimming, and fencing.	In 2026, we will conduct a survey to assess whether farmers on Yr Wyddfa feel empowered and supported in their work while also managing the ecosystem, and to gather their views on how the Partnership can best assist them for its long-term benefit. Regarding grants from the Authority, indicators to be measured will include the total length of fences, the extent of stone walling restored, and the amount of tree planting carried out.	ENPA National Trust Plantlife Cymru FUW CLA Cymru The Baron Hill Estate NFU Cymru GwyrddNi Natural Resources Wales	People and community, Mix of uses, Identity
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1.1.3 Share best practices and highlight small changes that can be made to benefit the ecosystem, while promoting the positive work that farmers are already undertaking.	Through a variety of events organised by relevant partners. Explore the potential for a pilot programme focused on collecting waste from farms, such as old fencing and plastic wrap, and recycling or reusing it. Explore and promote sustainable alternatives to current agricultural practices involving plastics, such as black bale wrap, feed bags, and mineral lick buckets.	Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns. For promotional efforts, we will measure various factors based on the methods employed, such as social media engagement, attendance rates at events, and feedback from surveys.	ENPA Plantlife Cymru National Trust FUW NFU Cymru CLA Cymru The Baron Hill Estate GwyrddNi Snowdonia Society	People and community, Mix of uses, Identity
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1.2 A coordinated conservation approach, focused on increasing biodiversity and enhancing resilience to climate change and other human and environmental pressures, ensures the long-term sustainability of the ecosystem while raising awareness of environmental designations and their importance.				
1.2.1 A strong emphasis on educating the public that Yr Wyddfa is designated with multiple environmental protections of the highest level.	Incorporate this message, where relevant, into all communications across all platforms to enhance understanding and promote learning.	Percentage increase in the public's knowledge about the environmental protections of Yr Wyddfa. This has not been measured before, therefore a baseline will be established in the next Yr Wyddfa User Survey, planned for 2028.	All partners	People and community, Mix of uses, Identity

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1.2.2 Improve public awareness of the challenges facing the fragile ecosystem.	<p>Provide education through the Eryri Ambassador programme, specialised training, and various communication channels.</p> <p>Build on existing initiatives, such as the Llysgennad Eryri programme and the Yr Wyddfa Plastic-Free Project, and explore whether additional accreditation schemes are needed.</p>	<p>Current ecosystem related provision in programmes such as Eryri Ambassador.</p> <p>Uptake of relevant modules in the Eryri Ambassador programme.</p> <p>Increase percentage in the users who are aware of the Plastic Free Yr Wyddfa project. To be measured in the 2028 Yr Wyddfa User Survey.</p> <p>For promotional efforts, we will measure various factors based on the methods employed, such as social media engagement, attendance rates at events, and feedback from surveys.</p>	All partners	People and community, Mix of uses, Identity
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1.2.3 Where appropriate, include information about agriculture in communications, such as highlighting that Yr Wyddfa is an area where livestock are regularly found on its paths.	Through various communication campaigns, e.g., a series of vlogs on responsible visits to Yr Wyddfa.	<p>Increase the percentage of visitors who state they are fully aware of the Countryside Code from 67% to 75%, while reducing those with partial knowledge from 16% to 13%, and decreasing the proportion of visitors who are unaware from 17% to 12%. To be measured in the 2028 Yr Wyddfa User Survey.</p> <p>Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.</p>	ENPA Cyngor Gwynedd	People and community, Movement, Public Realm, Mix of uses, Identity
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1.2.4 Collaborative efforts focus on managing and removing invasive species to protect local biodiversity.	<p>The contracts agreed upon under the LIFE Celtic Rainforest project will be completed to reduce the presence of Rhododendron ponticum in the Nantgwynant and Beddgelert areas. An AfterLIFE legacy project will be developed in 2026, outlining the next steps to ensure the sustainability and continued impact of the project's achievements beyond 2027.</p> <p>The Conservation, Woodlands, and Agriculture Department will be working on the following projects:</p> <ul style="list-style-type: none"> - Monitoring and managing any regrowth of Rhododendron ponticum near Llyn y Gadair, Rhyd Ddu. - Discussing the next steps in dealing with Rhododendron ponticum following Natural Resources Wales' survey of Lon Gwyrfai. - Continuing discussions to secure funding to address Rhododendron ponticum in Nant Peris. - Assessing the results of the Rhododendron ponticum monitoring work along the road between Pen y Gwryd and Pont y Gromlech. 	<p>The number of hectares managed under the LIFE Celtic Rainforests project.</p> <p>The amount of grant funding allocated to the area for managing invasive species.</p> <p>For AfterLIFE, key performance indicators will be established as part of the project development process.</p>	<p>ENPA (LIFE Celtic Rainforest project/ AfterLIFE)</p> <p>Snowdonia Society</p>	People and community, Mix of uses, Identity
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1.2.5 Explore potential research opportunities with specialised partners that encourage residents and mountain users to engage in volunteering and participate in environmental monitoring, with a focus on climate change and developing measures to preserve alpine habitats and other sensitive areas.		Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.	<p>ENPA</p> <p>Natural Resources Wales</p> <p>National Trust</p> <p>Snowdonia Society</p>	People and community, Mix of uses, Identity
1.2.6 Climate change monitoring at the ECN site. Support ongoing species and climate-related monitoring through volunteering, including tracking butterflies, rainfall, temperature, and other key indicators.	Yr Wyddfa Volunteer Wardens working with NRW teams.	Records of current trends are obtained and maintained now and into the future.	<p>Natural Resources Wales</p> <p>ENPA</p>	People and community, Mix of uses, Identity

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1.3 Yr Wyddfa is recognised globally as the first plastic-free mountain, setting an example in environmental sustainability.				
1.3.1 Continuation and development of the Plastic Free Yr Wyddfa project.	<p>Raise awareness about the effects of single use pollution including organics among all users.</p> <p>Review the effectiveness of anti-litter signage and explore opportunities to trial different techniques, assessing how well they perform.</p> <p>Robust, scientific, long term data collection established and maintained for an evidence based approach.</p> <p>Encourage sustainability among businesses in the area.</p> <p>Continue raising awareness of the project among children and young people in the area by organising a COPA summit every two years.</p>	<p>Achieving plastic-free status within 5 years.</p> <ul style="list-style-type: none"> - 50% kg reduction in litter on Yr Wyddfa compared to the 2024 baseline. - 50%+ of local hospitality businesses committed to the Plastic Free Business Plan. - Over 10 outdoor businesses committed to the Plastic Free Scheme (including key ones such as Marathon Eryri). - Refill taps at the bottom of each path. - All primary schools within the mountain zone are part of the eco-schools initiative. 	<p>ENPA</p> <p>BMC</p> <p>Trash Free Trails</p> <p>Snowdonia Society</p> <p>YHA (England and Wales)</p>	<p>People and community, Mix of uses, Identity</p>

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1.3.2 Continue trialling innovative solutions to substantially eliminate litter from Yr Wyddfa and encourage businesses to propose their own initiatives for reducing pollution.	<p>Continue gathering data, advancing research, and pursuing data sources that enhance our understanding of litter quantity, environmental impact, and reduction efforts.</p> <p>Continue with the Caru Eryri and Yr Wyddfa Volunteer Wardens initiatives, highlighting their invaluable contribution to clearing litter from the mountain.</p>	<p>Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.</p>	<p>ENPA</p> <p>Snowdonia Society</p>	<p>People and community, Mix of uses, Identity</p>
1.3.3 Ensure that businesses in the Yr Wyddfa area comply with any environmental requirements.	<p>In addition to the current responsibilities of the relevant local authorities and regulatory bodies, assess options to improve how this is managed. Explore whether there is potential to either integrate this into the Yr Wyddfa Plastic-Free Project or to develop it as a separate pilot focused on developing an accreditation system to regulate factors such as: the environmental friendliness of products used by businesses, their use of locally sourced food, and the adoption of eco-friendly vehicles.</p>	<p>Number of successful accredited businesses.</p>	<p>Natural Resources Wales</p> <p>Gwynedd Council</p>	<p>People and community, Mix of uses, Identity</p>

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1.3.4 Support any initiatives that encourage reusing and reduce waste, e.g., 'swap shops' and repair cafés.	<p>The Outdoor Partnership has begun collaborating with local companies and initiatives, such as Snowdonia Great Repair and Volunteer Ambassadors, on various projects and ideas. LLMRT has already hosted swop shops at their fundraising events.</p> <p>Engaging in discussions to explore how the Partnership can support existing initiatives.</p> <p>Developing a project with Snowdonia Gear Repair to create something of value out of the clothes/towels that Caru Eryri and the Volunteer Wardens collect.</p> <p>Brining in Welsh Government strategy aligned messaging about re-use, circular economy and net-zero.</p>	<p>A baseline of the weight of clothes collected that do not go to landfill is to be established at the design stage of any future project.</p> <p>Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.</p>	<p>ENPA</p> <p>The Outdoor Partnership</p> <p>LIMRT</p> <p>Snowdonia Society</p>	People and community, Mix of uses, Identity
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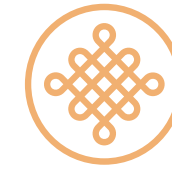
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1.4 Public education campaigns raise awareness of harmful behaviours such as barbecuing, off-path walking, not adhering to the NRW Dog Walking Code, antisocial camping, littering, and graffiti.				
1.4.1 Collaborate to reduce instances of antisocial camping and overnight stays in unauthorised locations, such as sleeping in laybys, in cars, campervans, or rooftop tents.	<p>Conduct a survey within the next three years to collect data on the frequency and duration of vehicles remaining in laybys overnight in the Yr Wyddfa area, in order to better understand patterns of overnight layby use.</p> <p>ENPA and Gwynedd Council will continue to collaborate on joint campaigns that promote responsible tourism, such as Gwynedd ag Eryri Ni.</p> <p>Trial use of localised signage.</p> <p>Improve information available to visitors on official places to camp overnight.</p> <p>Communication campaign on Countryside Code and behavioral expectations in National Parks.</p> <p>Collaborate with the fire service on a campaign to raise awareness on the negative impact of BBQs in the National Park.</p>	<p>A baseline will be established, followed by an evaluation of the findings to determine appropriate targets and identify necessary interventions based on the results.</p> <p>For Gwynedd ag Eryri Ni, indicators will be monitored as part of the Gwynedd and Eryri Sustainable Visitor Economy 2035 Strategic Plan.</p> <p>Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.</p>	<p>ENPA</p> <p>Cyngor Gwynedd</p> <p>National Trust</p> <p>National Resources Wales</p> <p>North Wales Police</p>	People and community, Mix of uses, Identity



1.4.2 Volunteering opportunities	Continue to engage volunteers in initiatives such as the Yr Wyddfa Volunteer Wardens and Caru Eryri, providing guidance to users and addressing the misuse of the mountain. Involve volunteers in tasks such as footpath maintenance on Yr Wyddfa, and offer accredited training in this area to young people.	<p>The number of volunteers.</p> <p>Work undertaken by volunteers.</p> <p>The number of volunteers who complete training.</p>	ENPA Snowdonia Society	People and community, Mix of uses, Identity
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Cultural heritage

Best possible outcome: Yr Wyddfa continues to inspire and connect generations. Its deep traditions, rich history, and exceptional natural beauty will continue to be celebrated for years to come.

Project/Action/Way of working	Further details	How success will be measured	Relevant partners	Main principles of the Placemaking Wales Charter
2.1 Effective measures are in place to protect and preserve the cultural heritage of the mountain, ensuring that its historical, linguistic, and traditional significance is safeguarded for future generations.				
2.1.1 Holding discussions and establishing new partnerships to determine what needs to be protected and how.	As the original Cynllun Yr Wyddfa did not focus on cultural heritage, this work will involve initiating discussions with relevant organisations (Natural Resources Wales, Cadw, Heneb) to establish working relationships and assess what needs to be protected and how.	Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.	ENPA National Trust	People and community, Mix of uses, Identity



2.2 The Welsh language is prominent across all areas of life on Yr Wyddfa, sparking interest in and appreciation for the region's broader cultural heritage, while both the public and media globally recognise and naturally incorporate Welsh place names, regardless of the language being spoken.

2.2.1 Welsh place names, including their meaning and pronunciation, are widely communicated to users, enhancing their connection to the area's cultural identity.	To be included in communication efforts such as social media posts, engagement campaigns, the Llysgennad Eryri programme, interviews, and press releases.	An increase in the percentage of users who are aware of the Welsh names and a decrease in the percentage of users who think there is confusion between the names. To be measured in the 2028 Yr Wyddfa User Survey.	All partners	People and community, Mix of uses, Identity
2.2.2 Encourage the use of Welsh names and support through training and information sharing.	The Enwau Caeau, Stori'r Tir Dyffryn Peris project. Place names collecting workshops. Training sessions for local businesses. Ambassador Programme. Communications campaigns.	An increase in the percentage of users who are aware of the Welsh names and a decrease in the percentage of users who think there is confusion between the names. To be measured in the 2028 Yr Wyddfa User Survey.	All partners	People and community, Mix of uses, Identity

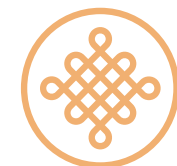


2.3 Engaging with Yr Wyddfa through Partneriaeth Yr Wyddfa's communication initiatives or by visiting, nurtures respect for its cultural heritage and deepens users' understanding and appreciation of these elements.

2.3.1 Convey the message that heritage belongs to everyone, thus everyone has a duty to protect it.	Sharing information about the heritage of the area and include specific details in communication materials when appropriate.	Percentage increase in the public's knowledge about the cultural heritage. This has not been measured before, therefore a baseline will be established in the next Yr Wyddfa User Survey, planned for 2028.	All partners	People and community, Mix of uses, Identity
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2.3.2 Educate children and young people about cultural heritage through the Curriculum for Wales.	<p>Research existing materials, such as relevant educational packs, and assess what needs to be promoted, as well as identify any gaps in current provision (ENPA Young People's Officer).</p> <p>Develop a module or adapt an existing module from the Eryri Ambassador programme to make it suitable for children/schools and share it with schools in Gwynedd/Conwy.</p> <p>The ENPA Young People's Officer to collaborate with the Outdoor Partnership to develop and share appropriate content for young people.</p> <p>Due to several local schools visiting Yr Wyddfa as part of their end-of-term activity week, the Young People's Officer to develop a package for schools to work on prior to their visit, including information about cultural heritage.</p>	<p>The number of schools, children, and young people engaging with the content created.</p> <p>Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.</p>	<p>ENPA (Youth Officer)</p> <p>The Outdoor Partnership</p> <p>Cyngor Gwynedd</p> <p>National Trust</p>	People and community, Mix of uses, Identity
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2.3.3 Future culture: Collaborate with young people to explore and analyse the current culture of the Yr Wyddfa area.	How is it defined? What aspects of modern Welsh culture are appealing and relevant to local young people and users of the area?	Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.	<p>ENPA (Youth Officer)</p> <p>GwyrddNi</p> <p>Cyngor Gwynedd</p>	People and community, Mix of uses, Identity
2.3.4 Improve public understanding of the national importance of cultural heritage.	<p>Link cultural heritage to local events and existing promoted routes and ones being developed e.g. The Yr Wyddfa Circular.</p> <p>Encourage communities to explore and research their own cultural heritage (ENPA safeguarding historic landscape names projects).</p>	<p>Percentage increase in the public's knowledge about cultural heritage.</p> <p>This has not been measured before, therefore a baseline will be established in the next Yr Wyddfa User Survey, planned for 2028.</p>	<p>ENPA</p> <p>Cyngor Gwynedd</p> <p>National Trust</p>	People and community, Mix of uses, Identity

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2.3.5 Explore collaborative opportunities to support, develop, and secure funding the Retracing Footsteps research project.	<p>The Retracing Footsteps project has three broad aims:</p> <ol style="list-style-type: none"> 1. To enhance public understanding and knowledge of the cultural and historical significance of Yr Wyddfa. 2. To change behaviours and attitudes regarding the mountain's past and present environmental qualities and issues. 3. To promote opportunities for different audiences to engage with the cultural history of the mountain. <p>Over the next 3-5 years, the project will involve exhibitions, the collection of oral histories, the digitisation and preservation of archival materials, public presentations, and data collection and analysis. This will be supported through a bid to the National Lottery Heritage Fund.</p>	<p>Engagement: Increase wider public engagement with the project and develop the mountain's cultural and historical significance through exhibitions, social media, and outreach events.</p> <p>Attitudinal: reflect on the past and future issues and how the mountain is encountered and increase public appreciation of the Welsh language and culture.</p> <p>Adoption: using materials and research from the project to support educational initiatives, local communities and stakeholders and inform ENPA policy and strategy.</p> <p>Partnerships and Collaborations: Building, establishing and maintaining partnerships with relevant stakeholders and local communities.</p> <p>Success will be measured by monitoring visitor numbers to exhibitions, organised events, and social media engagement. Qualitative feedback from the visitor books and interviews with relevant stakeholders will consider the project's impact on changing attitudes and understandings. Local, regional and national media engagement will be monitored, alongside how the research features and impacts policy initiatives.</p>	<p>ENPA</p> <p>University of Chester</p> <p>Bangor University: Archives and Special Collections</p> <p>National Library of Wales, Aberystwyth</p>	People and community, Mix of uses, Identity
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Communities

Best possible outcome: The communities play a crucial role in fostering a sense of belonging. Their deep connection with the mountain not only strengthens this bond but also enhances their overall well-being, offering physical, emotional, and social benefits.

Project/Action/Way of working	Further details	How success will be measured	Relevant partners	Main principles of the Placemaking Wales Charter
3.1 Thoughtful co-design and collaboration with communities to create plans that ensure the long-term resilience and well-being of both the communities and the mountain.				
3.1.1 Continue to co-produce with the communities.	<p>ENPA to develop a co-production strategy and to adopt this approach as a way of making decisions collectively with the communities.</p> <p>Work within the ArdalNi structure established by Cyngor Gwynedd.</p>	<p>People within the communities of Yr Wyddfa feeling that their contributions are worthwhile and that their voices are heard. This will be measured through a community survey conducted in 2026.</p> <p>Actions delivered based on communities' input.</p> <p>Communities taking ownership and leading on projects.</p>	All partners	People and community, Mix of uses, Identity

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3.1.2	Support and collaborate with community initiatives that align with the partnership's values, while staying within the remit and resources available.	Attend and contribute to ArdalNi's community plans.	N/A	All partners	People and community, Mix of uses, Identity
3.2 Strengthening the connection between people and the land, ensuring that local communities actively contribute to the protection and enjoyment of the mountain.					
3.2.1	Reinforce the connection between the communities and the mountain's wildlife, to improve the well-being of individuals and to gain respect for the ecosystem.	<p>Develop courses or training and/or develop ideas such as 'Breakfast on the Hills'.</p> <p>Explore existing initiatives such as TFT's Nature Connection programme.</p> <p>Develop suitable promotion materials e.g. posters, and give examples of how local residents can engage with the mountain and it's environment.</p> <p>Develop a campaign targeted at Eryri and beyond.</p> <p>Through working in partnership on a landscape scale e.g. Carneddau Landscape Partnership and Idwal Partnership – promoting and inviting people to engage on many varied levels.</p> <p>Increase in opportunities for citizen science type projects.</p> <p>Work in partnership with local schools and colleges to share information on mountain safety and Yr Wyddfa's special qualities.</p>	<p>An increase in the percentage of users who state that they feel connected to nature which has consequently had a positive effect on their well-being.</p> <p>An increase in schools and colleges accessing certain resources e.g. website and educational packs.</p> <p>Other user groups, including those focused on art, mindfulness, and social prescribing, seeking to engage with Yr Wyddfa.</p>	<p>ENPA</p> <p>Plantlife Cymru</p> <p>Cymdeithas Eryri</p> <p>Eryri Actif</p> <p>National Trust</p> <p>BMC</p> <p>Trash Free Trails</p>	People and community, Mix of uses, Identity

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3.2.2	<p>Ensure that the mountain's communities feel that they have access to enjoy Yr Wyddfa.</p> <p>Yr Wyddfa Volunteers</p> <p>Caru Eryri</p> <p>Copa1</p> <p>Youth Officer</p> <p>Explore opportunities to attract more volunteers of different ages by promoting the benefits of volunteering on health and wellbeing e.g. sport clubs, young farmers clubs.</p> <p>Develop opportunities for local residents to use public transport e.g. flexi buses, residents traveling at a discounted price.</p>	This will be measured through a community survey conducted in 2026.	<p>ENPA</p> <p>National Trust</p> <p>Snowdonia Society</p>	People and community, Movement, Mix of uses, Identity
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3.3 All users are encouraged to engage with and support local services and businesses for the economic benefit of the communities.

3.3.1 Encourage the public, organisations and businesses to use services located in the area.	Develop a project which brings information on service providers relevant to Yr Wyddfa together in one place e.g. local skilled providers. Work with local providers to offer 'tours' of the area. GwyrddNi is organising sustainability workshops and community taster sessions.	A good level of local employment. Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.	All partners	People and community, Movement, Mix of uses, Identity
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Outdoor activities

Best possible outcome: The negative effects of some activities on the mountain are mitigated so that there is no damage to the environment, the cultural heritage or the communities. Activities make a positive contribution to the economy with services operating effectively.

Project/Action/Way of working	Further details	How success will be measured	Relevant partners	Main principles of the Placemaking Wales Charter
4.1 Collaboration within available resources with emergency services, mountain rescue teams and stakeholders helps reduce avoidable callouts and improve safety messaging, promoting responsible participation in outdoor activities.				
4.1.1 Collaborate with the Llanberis Mountain Rescue Team and other rescue agencies in order to reduce the demands and the increasing pressure on the teams, via the North Wales Outdoor Safety Partnership	<p>Agree on number of suitable activities for all organisations and monitor the impact on calls each year.</p> <p>Encourage walkers not to go up to Grib Goch by accident and raise awareness about the seriousness of the route.</p> <p>Encourage walkers not to follow or create less known and unofficial routes on difficult terrain.</p> <p>Ensuring that users can follow a clear route to reach the summit of Yr Wyddfa from the Watkin Path.</p>	<p>Number of avoidable incidents reduced according to data of LIMRT.</p> <p>Reduction in number of days with callouts for LIMRT.</p> <p>Fewer days with multiple callouts are recorded by LIMRT.</p>	<p>ENPA</p> <p>National Trust</p> <p>North Wales Police</p> <p>LLMRT</p> <p>Eryri Actif</p> <p>Cyngor Gwynedd</p> <p>BMC</p>	People and community, Movement, Mix of uses

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4.1.2 Yr Wyddfa Volunteer Wardens	<p>Continue to maintain the service with volunteers also providing support to the LIMRT, operating within their designated scope of duties and available resources.</p> <p>Continue to recruit and train Volunteer Wardens on Yr Wyddfa to talk to and advise visitors whilst they are on patrol.</p> <p>Expand the role of the Volunteer Wardens on Yr Wyddfa to include extended patrols on peak call out times.</p> <p>Pilot mobile phones with the extended patrols of Volunteer Wardens with a link to the MRTs – monitor how effective this intervention is.</p> <p>Investigate further practical interventions, designed to impact on the number of preventable call outs to the MRTs.</p>	<p>Monitoring the rate of callouts on the days when Volunteer Wardens are out patrolling.</p> <p>Feedback from Volunteer Wardens on the types of conversations they have conducted with visitors at identified hot spots.</p> <p>Record the number of conversations with visitors per shift.</p> <p>Data from LIMRT.</p>	ENPA	People and community, Mix of uses, Identity
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4.1.3 Analyse the main demand trends on Yr Wyddfa and collaboratively plan effective interventions within the available remit and resources.	<p>Continue gathering data from counters along Yr Wyddfa's paths, analysing it to identify seasonal trends and predict peak times.</p> <p>Provide training for accommodation providers, including guidance on how to communicate safety messages to guests, in order to reduce avoidable calls to the Llanberis Mountain Rescue Team.</p>	The number of avoidable calls to the Llanberis Mountain Rescue Team has decreased.	<p>ENPA</p> <p>Eryri Actif</p> <p>Cyngor Gwynedd</p> <p>LLMRT</p> <p>BMC</p>	
4.1.4 Expand the pilot of an information hub at the bottom of the Llanberis Path with staff available to advise users.	<p>Trailer to be stationed just past Penceunant and staffed over weekends during the summer of 2025 to target the following statistics from LIMRT:</p> <ul style="list-style-type: none"> - 71% of 'unable to continue' are collected from the Llanberis Path. - Notable clusters of incidents are focused on the Halfway House cafe; Allt Moses, past Clogwyn Station, to the summit. - Most rescues occur on weekends (48%) with Saturdays being the busiest single day (29%). - 4pm is the peak time for incidents to occur. August is the peak month and Saturday is the peak day of the week. - In addition to the above, explore the potential to incorporate techniques that proactively address littering behaviour by intervening before people even consider dropping single-use pollution. 	<p>Less 'unable to continue' call outs are made to the LIMRT on the Llanberis path.</p> <p>Clickers to be used to record number of interventions; tally chart to be kept of types of conversations held.</p> <p>Expand the pilot further based on data analysis from 2025.</p>	<p>ENPA</p> <p>Trash Free Trails</p> <p>Snowdonia Society</p>	People and community, Movement, Mix of uses,

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4.1.5 Pursue any opportunities to expand staff presence on the ground.	The forum that has been established by North Wales Police to draw up a memorandum of understanding for resource-sharing between organisations. Explore possibilities for collaborating with other National Parks on exchange programs with a focus on conservation and wardening. Volunteer Wardens.	Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.	ENPA North Wales Police	People and community, Movement, Mix of uses
4.2 More outdoor learning and engagement opportunities promote responsible land use, cultural and environmental awareness, and safety, including dog control.				
4.2.1 Increase outdoor educational opportunities.	Explore the possibilities of leading more walks and hikes with both local and national groups to support education on the mountain, focusing on safety, the environment, and cultural heritage.	Number of events, event attendance and feedback from attendees. Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.	ENPA BMC Outdoor Partnership Eryri Actif GwyrddNi Cyngor Gwynedd	People and community, Movement, Mix of uses, Identity

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4.2.2 Collaborate with farmers/landowners on a campaign to raise awareness on how to manage dogs on farmland.	Expand on the projects already begun. Collaborate with local and national umbrella organisations to develop and implement strategies to tackle the growing issue of dog waste bags being discarded in the environment. Examine the potential solutions being implemented in similar areas.	Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns. For promotional efforts, we will measure various factors based on the methods employed, such as social media engagement, attendance rates at events, and feedback from surveys.	ENPA NFU Cymru FUW CLA Cymru The Baron Hill Estate Snowdonia Society	People and community, Movement, Mix of uses, Identity
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4.3 Event organisers encourage respect for the mountain and local communities, particularly in residential areas, by minimising noise and light pollution. Events are scheduled to avoid peak periods and sensitive seasons, such as nesting, ensuring they positively contribute to the local community while minimising environmental impacts.

4.3.1	ENPA will continue to manage the database that records events organised on Yr Wyddfa, encouraging event organisers to hold activities in a manner that minimises the potential impact on the mountain, its environment, and the surrounding communities.	Fewer events during the bird nesting season and peak periods.	ENPA	People and community, Movement, Mix of uses, Identity
Encourage event organisers and activity providers to avoid peak periods, high-demand times for Mountain Rescue, and the nesting season (May/June). Additionally, encourage smaller events and enhance communication with organisers to ensure better coordination.	Monitor the impact of the revised questionnaire for organisers by the Gwynedd Safety Advisory Group for 2025, to ask whether environmental considerations have been taken into account and if these have been communicated to the relevant authorities.	Less congestion on the mountain during those same periods.	Cyngor Gwynedd	
			Natural Resources Wales	
			National Trust	
			Trash Free Trails	
	When appropriate, use existing materials to promote good practice, such as the recently created leaflet by the BMC targeting large event organisers in the uplands.	Increased activity during the shoulder season benefitting local tourist providers.	Eryri Actif	
		Improved communication and understanding between event organisers and the relevant authorities.		
		Number of further discussions with event organisers regarding environmental impacts.		

4.3.2	Consider developing and recommending a suggested donation amount.	Case studies that demonstrate how donations have been invested.	ENPA	People and community, Movement, Mix of uses, Identity
Explore opportunities for event organisers and activity providers to give back to the area.	Conduct desk research to examine what has been implemented in similar areas.		Cyngor Gwynedd	
	Encourage event organisers to offer a volunteering option for attendees, such as racing on Saturdays and volunteering on Sundays.		National Trust	
	Explore ways to integrate the existing TFT Approved Scheme into the event managing process.		Trash Free Trails	
			Natural Resources Wales	
			Eryri Actif	
4.3.3	ENPA to continue to review the Organised Competitive and Charitable Events Guidance regularly and promote it thorough various media platforms and methods.	Better safety around organised events.	ENPA	People and community, Movement, Mix of uses, Identity
Raise awareness among event organisers and activity providers about the importance of sustainable events, including maintaining peace and quiet for the environment and local communities, especially late at night and early in the morning.	Use responsible events as case studies of best practice in relevant and appropriate communications.	Reduced impact on the environment, reduced pollution and carbon emissions.	Gwynedd Council	
	Explore ways to integrate the existing TFT Approved Scheme into the event managing process.	Reduced impact on local services and facilities such as car parks and toilets.	Natural Resources Wales	
	Develop the relationship between the sector and the Plastic Free Yr Wyddfa project and/or the Llysgennad Eryri programme and for any accreditation to reflect well managed and sustainable events.	Reduced impact on communities living in areas popular with event organisers. A baseline for this will be established through a community survey conducted in 2026.	Eryri Actif	
			BMC	
			Trash Free Trails	

Implementation plan



<p>4.3.4</p> <p>Raise awareness that consent is required from landowners and Natural Resources Wales if they hold an event in a SSSI.</p>	<p>NRW to produce consistent and clear advice for event organisers in line with other partners.</p>	<p>More event organisers contacting Natural Resources Wales for consent.</p> <p>Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.</p> <p>For promotional efforts, we will measure various factors based on the methods employed, such as social media engagement, attendance rates at events, and feedback from surveys.</p>	<p>Natural Resources Wales</p> <p>ENPA</p> <p>Cyngor Gwynedd</p> <p>National Trust</p> <p>Eryri Actif</p>	<p>People and community, Movement, Mix of uses, Identity</p>
<p>4.3.5</p> <p>Work with providers to ensure activities such as gorge wading are carried out sustainably.</p>	<p>Distribute the North Wales Gorge Walking Code of Conduct through appropriate channels.</p> <p>Explore other ways to make activities like this more sustainable.</p>	<p>For promotional efforts, we will measure various factors based on the methods employed, such as social media engagement, attendance rates at events, and feedback from surveys.</p>	<p>National Trust</p> <p>ENPA</p> <p>Natural Resources Wales</p> <p>Cyngor Gwynedd</p> <p>Eryri Actif</p>	<p>People and community, Movement, Mix of uses, Identity</p>

Implementation plan



<p>4.3.6</p> <p>Continue to build relationships with the outdoor sector, other National Parks and national organisations to coordinate and share messages on safety, conservation, and responsible visitation across platforms.</p>	<p>e.g., with Visit Wales in order to share our messages more widely/ on a national level.</p> <p>Collaborate with regulatory bodies such as the Welsh Fell Running Association and Welsh Athletics to ensure events are managed more effectively and consistently.</p> <p>ENPA and Gwynedd Council will continue to collaborate on joint campaigns that promote responsible tourism, such as Gwynedd ag Eryri Ni.</p>	<p>Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.</p> <p>For Gwynedd ag Eryri Ni, indicators will be monitored as part of the Gwynedd and Eryri Sustainable Visitor Economy 2035 Strategic Plan.</p>	<p>ENPA</p> <p>Eryri Actif</p>	<p>People and community, Movement, Mix of uses, Identity</p>
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4.4 Ongoing research into the environmental and economic impacts of outdoor activities fosters partnerships to improve event management and ensure sustainability.

4.4.1 Examining the impact of organised events on the mountain and their economic effects on the surrounding area.	Engage in discussions with Bangor University to explore potential collaboration opportunities for such research. Review the post-event data research conducted by Gwynedd Council at the county level, with a specific focus on the Yr Wyddfa area. Evaluate the community benefits assessment model provided to Gwynedd Council by Bangor University, to determine if it sheds light on the impact of events in the Yr Wyddfa area.	Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.	ENPA Cyngor Gwynedd Natural Resources Wales	People and community, Movement, Mix of uses, Identity
4.4.2 Explore opportunities to collaborate and establish new partnerships with relevant organisations to share key messages.	Environmental training events for activity providers, organised by the North Wales Outdoor Environmental Charter Group, Eryri Actif offer an opportunity to share knowledge on environmental, cultural, and responsible recreation practices. Strengthen the relationship with Mountain Training Cymru as a means of communication with providers. Share modules or collaborate with Mountain Training as part of its Continuing Professional Development (CPD) activities.	Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.	ENPA Eryri Actif BMC Trash Free Trails Cyngor Gwynedd Natural Resources Wales	People and community, Movement, Mix of uses, Identity



4.4.3

Continue to work together in order to reinforce the messages in terms of biosecurity.

ENPA to continue to review the Organised Competitive and Charitable Events Guidance regularly and promote it thorough various media platforms and methods.

ENPA
Cyngor Gwynedd
Eryri Actif
NFU Cymru
FUW
CLA Cymru
Natural Resources Wales
The Baron Hill Estate

People and community, Movement, Mix of uses, Identity

4.5 ser numbers are monitored, and data collected from activities and events inform decisions to manage access, protect the environment, and support the local economy.

4.5.1 Increasing users' understanding of what is permitted and what is prohibited on private land under the Countryside and Rights of Way Act 2000.	Incorporate this message, where relevant, into all communications across all platforms to enhance understanding and promote learning.	Better public understanding leads to a reduction in instances of irresponsible behavior. Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns. For promotional efforts, we will measure various factors based on the methods employed, such as social media engagement, attendance rates at events, and feedback from surveys.	ENPA Cyngor Gwynedd Natural Resources Wales National Trust FUW NFU Cymru CLA Cymru The Baron Hill Estate Snowdonia Society	People and community, Movement, Mix of uses, Identity
4.5.2 Continue with monitoring the number of users, taking advantage of any opportunity to improve understanding of numbers, and how users use the area.	e.g., GPS runners/competitors.	Eryri National Park Visitor Monitoring Figures.	ENPA Natural Resources Wales Cyngor Gwynedd	People and community, Movement, Mix of uses



Infrastructure

Best possible outcome: Excellent infrastructure and integrated services that are accessible and suitable for various uses, with paths maintained to high standards, resilient to the mountainous environment, and robust against human impact and erosion.

Project/Action/Way of working	Further details	How success will be measured	Relevant partners	Main principles of the Placemaking Wales Charter
5.1 Cutting-edge technology makes information about Yr Wyddfa easily accessible, promoting responsible use and enhancing visitors' experiences.				
5.1.1 Working together to improve connectivity in communities within the project area, where telephone signal is weak or non-existent.	Hold discussions and support relevant plans, provided they obtain the necessary permissions and are suitable for the landscape, that assess the need and explore options for improving connectivity.	Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.	ENPA Cyngor Gwynedd	People and community, Location, Public Realm, Movement, Mix of uses
5.1.2 Innovation using the latest technology for improving user experience at National Park sites within the project area.	e.g., Community WiFi	Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.	ENPA	People and community, Public Realm, Location, Movement, Mix of uses



5.2 The Yr Wyddfa area offers high-quality services with modern, clean, and accessible facilities for all users, ensuring an exceptional visitor experience.

5.2.1 Enhance toilet facilities in Llanberis to ensure 24-hour availability, and explore the feasibility of trialling alternative toilet solutions where appropriate.	Explore opportunities to collaborate with businesses in the area that offer these facilities, such as the Snowdon Ranger YHA.	A reduction in the percentage of users who state that the provision of public conveniences should be improved. To be measured in the 2028 Yr Wyddfa User Survey.	ENPA Cyngor Gwynedd	People and community, Public Realm, Location, Mix of uses
5.2.2 Seek opportunities to attract investment to achieve the Partnership's objectives.	e.g. upgrade the current toilets to accommodate the volume of users.	Funding is successful and improvements are completed.	All partners	People and community, Location, Public Realm, Movement, Mix of uses



5.2.3 Improve the infrastructure at Authority sites as and when appropriate so that it is fit for purpose, reflects the number of users and leads to a first class visitor experience.	Investigate any relevant funding sources for improvements such as toilets in the Cwellyn parking area, a sewage system in Nantgwynant, designated bike storage areas, and any interpretive materials	An increase in the percentage of users who state that 'everything is fine as it is'. To be measured in the 2028 Yr Wyddfa User Survey.	ENPA Cyngor Gwynedd	People and community, Movement, Public Realm, Location, Mix of uses, Identity
5.3 Paths on Yr Wyddfa are maintained to high standards, making them resilient to the environment, human impact, and climate change.				
5.3.1 Continue maintaining the paths to a high standard in order to minimise erosion impact on habitats and ensure an exceptional visitor experience.	With funding opportunities tightening and human impact remaining high, there will be a need to attract significant investment to continue this vital work.	Annual assessment of progress will occur. Number of footpath improvements carried out. An increase in the percentage of users who state that 'everything is fine as it is'. To be measured in the 2028 Yr Wyddfa User Survey. ENPA erosion survey results.	ENPA National Trust Cyngor Gwynedd Natural Resources Wales Snowdonia Society	People and community, Movement, Public Realm, Location, Mix of uses, Identity



5.4 The Yr Wyddfa Circular Path connects local communities with mountain paths, improving access while protecting the environment.

5.4.1	<ul style="list-style-type: none"> - Review the options and further scope the uncompleted parts. - Complete the next section from the Power Station down to Llyn Gwynant, and continue on to the National Trust property at Hafod y Llan. From there, join the already improved section towards Beddgelert. Any improvements should take into account the character of the area/path and complement what already exists. - Continue to engage with communities and stakeholders as the project develops. 	Annual assessment of progress will occur.	ENPA National Trust Cyngor Gwynedd Natural Resources Wales	People and community, Movement, Public Realm, Location, Mix of uses, Identity
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5.5 Sustainable solutions are implemented to address parking and transport issues, improving accessibility and reducing environmental impact of too many vehicles.

5.5.1	<p>A strategic plan, agreed upon by all relevant partners, is developed with specific solutions recommended and implemented.</p> <p>A decrease in incidents of irresponsible and illegal parking.</p> <p>A decrease in the percentage of users who indicate that better parking arrangements are needed. To be measured in the 2028 Yr Wyddfa User Survey.</p> <p>Increase in the percentage of users who travel to Yr Wyddfa on public transport. To be measured in the 2028 Yr Wyddfa User Survey.</p> <p>An increase in the percentage of users who state that traveling by public transport is a viable option. To be measured in the 2028 Yr Wyddfa User Survey.</p> <p>Increase in numbers using the Sherpa.</p>		Cyngor Gwynedd ENPA	People and community, Movement, Public Realm, Location, Mix of uses, Identity
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Implementation plan



5.5.2 Consider options for suitable parking and travel locations for Yr Wyddfa and pilot any scheme if the opportunity arises.	Continuation of the pre-booking system for parking at Pen y Pass during the summer season (April-November), along with signage and communication efforts to inform users about the arrangements. This will include guidance on the pre-booking process and updates on when the system reverts to pay-and-display. Signage and communications will ensure that users are well-informed about the transition and any changes to parking procedures. These arrangements are to be reviewed annually, with the possibility of adaptation following each review.	Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns. Regarding the pre-booking system, reviews on the JustPark website, along with feedback from staff, will be closely monitored to assess the system's effectiveness and identify areas for improvement.	ENPA Cyngor Gwynedd Snowdonia Society	People and community, Movement, Public Realm, Location, Mix of uses, Identity
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Implementation plan



5.5.3 Communicate parking and transport options more effectively.	Advertisements on the back of toilet doors and on buses etc. Explore possibilities to work with the private sector. ENPA and Gwynedd Council will continue to collaborate on joint campaigns that promote responsible tourism, such as Gwynedd ag Eryri Ni.	Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns. For promotional efforts, we will measure various factors based on the methods employed, such as social media engagement, attendance rates at events, and feedback from surveys. For Gwynedd ag Eryri Ni, indicators will be monitored as part of the Gwynedd and Eryri Sustainable Visitor Economy 2035 Strategic Plan.	All partners	People and community, Movement, Public Realm, Location, Mix of uses, Identity
5.5.4 Ensure ongoing investment in the Sherpa'r Wyddfa and maintain service standards, ensuring no deterioration at the very least.	e.g., consider extending the service during evenings or early mornings, depending on available funding and passenger demand.	Monitor the number of users by analysing the service user figures.	ENPA Cyngor Gwynedd	People and community, Movement, Public Realm, Location, Mix of uses, Identity



Economy

Best possible outcome: A prosperous economy for the benefit and well-being of Yr Wyddfa's people, communities, ecosystem and cultural heritage.

Project/Action/Way of working	Further details	How success will be measured	Relevant partners	Main principles of the Placemaking Wales Charter
6.1 More local people and users supporting local businesses and services, and participating in efforts to protect the area.				
6.1.1 Encourage public, organisations and businesses to use services located in the area.	<p>Promote accommodation providers and campsites through the Eryri Ambassador programme.</p> <p>Leverage existing businesses as key locations to share information on how to visit Yr Wyddfa responsibly and have a positive impact on the mountain.</p> <p>Encourage national organisations, such as Visit Wales, to promote both micro-businesses and larger enterprises.</p>	<p>Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.</p> <p>For promotional efforts, we will measure various factors based on the methods employed, such as social media engagement, attendance rates at events, and feedback from surveys.</p>	All partners	People and community, Movement, Public Realm, Location, Mix of uses, Identity



6.2 Users enjoy a high-quality, Welsh experience year-round, with balanced user numbers that support local businesses whilst pressures are managed sustainably.

6.2.1 Engage in discussions with any initiatives focused on 'communityisation' and ensuring that money remains within the local area.			ENPA Cyngor Gwynedd	People and community, Movement, Public Realm, Location, Mix of uses, Identity
6.3 Local contractors are commissioned for work by the Partnership, contributing to the regional economy while supporting sustainable practices.				
6.3.1 Create a clear career pathway for young people from the local area who are interested in training for outdoor activities.	<p>Hold discussions on developing an apprentice scheme between Partners to raise awareness of the various opportunities for careers in the outdoors.</p> <p>Expand opportunities for work experience.</p> <p>Career fair.</p>	Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.	ENPA Outdoor Partnership GwyrddNi Trash Free Trails Cyngor Gwynedd Snowdonia Society	People and community, Movement, Mix of uses, Identity



6.4 Progress continues towards a Sustainable Visitor Economy for Gwynedd and Eryri, fostering local economic growth while celebrating and safeguarding our language and culture, preserving our environment, and ensuring that the benefits to communities outweigh any disadvantages.

6.4.1 Continue working towards the key objectives of the Gwynedd and Eryri Sustainable Visitor Economy.	Encourage the development of ecotourism as a form of positive contribution to local economy. Make sustainability a core element of the local economy, reduce the carbon footprint, and protect our natural resources.	Indicators established in the Gwynedd and Eryri Sustainable Visitor Economy Strategy.	All partners	People and community, Movement, Public Realm, Location, Mix of uses, Identity
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Communications

Best possible outcome: Accurate information about visiting Yr Wyddfa sustainably and about its special qualities is easily available before, during, and after visiting. As a result, users have an excellent experience by visiting responsibly and having a positive impact on the mountain and its communities.

Project/Action/Way of working	Further details	How success will be measured	Relevant partners	Main principles of the Placemaking Wales Charter
7.1 Clear, accurate information about visiting Yr Wyddfa sustainably is available before, during, and after visits to help users minimise their impact on the mountain and its communities.				
7.1.1 Mountain safety and advance preparation should be the primary focus across all media platforms, emphasising that Yr Wyddfa is a challenging mountain and that careful planning is essential before visiting.	Assist the public to prepare for visiting a mountainous area emphasising the message in terms of safety e.g. the need to be clear about how challenging all routes are. ENPA and Gwynedd Council will continue to collaborate on joint campaigns that promote responsible tourism, such as Gwynedd ag Eryri Ni.	A reduction in the percentage of users who have not prepared at all before visiting. A reduction in the number of avoidable calls to the rescue teams. For Gwynedd ag Eryri Ni, indicators will be monitored as part of the Gwynedd and Eryri Sustainable Visitor Economy 2035 Strategic Plan.	ENPA Cyngor Gwynedd LLMRT Eryri Actif BMC	People and community, Movement, Public Realm, Mix of uses, Identity

Implementation plan



7.1.2 Share information about how users can contribute positively when visiting.	Explore opportunities to share information with users while they are out on the mountain. ENPA and Gwynedd Council will continue to collaborate on joint campaigns that promote responsible tourism, such as Gwynedd ag Eryri Ni.	More users volunteering as part of schemes such as Caru Eryri, Yr Wyddfa Volunteer Wardens and various Snowdonia Society projects. Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns. For Gwynedd ag Eryri Ni, indicators will be monitored as part of the Gwynedd and Eryri Sustainable Visitor Economy 2035 Strategic Plan.	ENPA Cyngor Gwynedd Eryri Actif Snowdonia Society Outdoor Partnership National Trust	People and community, Movement, Public Realm, Mix of uses, Identity
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Implementation plan



7.1.3 Reinforce the message that there are no bins on the mountain, explaining the reasons behind this, and clarify users' responsibility for managing their own waste.	Outline options for managing waste, such as using reusable food and drink containers and taking all other items home for recycling.	An increase in the percentage of users stating that they are aware there are no bins on the mountain and that they are expected to take all their litter home, to be measured in the 2028 Yr Wyddfa User Survey.	ENPA Cyngor Gwynedd Snowdonia Society Trash Free Trails National Trust Snowdonia Society	People and community, Movement, Public Realm, Mix of uses, Identity
7.1.4 Reinforce the message that communities exist in the Yr Wyddfa area and that they experience negative effects at times.		Communities feel that the negative effects are controlled or reduced completely. This baseline for this will be established through a community survey conducted in 2026.	ENPA Cyngor Gwynedd GwyrddNi National Trust	People and community, Movement, Public Realm, Mix of uses, Identity



7.2 Signs along paths highlight safety messages to reduce avoidable calls to mountain rescue and ensure a safe experience.

7.2.1 Evaluate options for installing more effective signage along the paths, ensuring they are suitable for the environment.	<p>Assess the effectiveness of various waymarkers and signs used in similar areas, such as those indicating the estimated time to reach the summit and return. Consider developing new signage based on evidence of their effectiveness.</p> <p>Consider using crawiau (slate) fences where appropriate to emphasise safety messages. Evaluate any potential visual impact or the possibility that signs may become natural gathering points, leading to obstruction or missed messages.</p> <p>This could be done alongside any review of the effectiveness of signs, such as those featuring anti-litter messaging.</p> <p>Any installation of signs must adhere to the interpretation guidelines being developed by ENPA, be supported by the Local Access Forum, and obtain planning permission.</p>	<p>If developed and installed, the effectiveness of the new signage and information boards could be measured by a reduction in the percentage of users requesting improved signage in the area.</p> <p>A reduction in the number of avoidable incident calls to the rescue teams will indicate success.</p>	<p>ENPA</p> <p>Cyngor Gwynedd</p> <p>LLMRT</p> <p>Eryri Actif</p> <p>BMC</p>	<p>Movement, Public Realm, Location, Mix of uses, Identity</p>
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7.3 Various communication methods, including digital platforms and signs, educate visitors about land management, agriculture, and conservation, promoting understanding of the area's special qualities.

7.3.1 Peruse or support opportunities to develop a network of promoted alternative routes.	<p>Subject to whether there is appropriate infrastructure in place and if the communities are keen to attract more use.</p>	<p>Users feel they have more options to enjoy the area safely, while staying within their limits</p> <p>The negative impacts of overuse on Yr Wyddfa are reduced, and other areas benefit from increased usage of paths.</p>	<p>ENPA</p> <p>Cyngor Gwynedd</p>	<p>Movement, Public Realm, Location, Mix of uses, Identity</p>
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7.4 Communication adapts to manage high visitor numbers during peak times, providing real-time safety, environmental, and user information for responsible visits.

7.4.1
Use various communication methods depending on the various audiences.

Experiment with various media and trends to evaluate effectiveness/ impact.

Explore opportunities to collaborate with media/production companies and tv programs such as Tŷ Ffit to share core messages with a wider and more diverse audience.

Explore opportunities to collaborate with influencers/companies/ outdoor clothing brands with aligned values, to share core messages to a more diverse audience.

Review online information from all sources and work to improve high ranking websites.

Continue discussions with Transport for Wales to explore possibilities of getting core messages displayed on buses.

Ensuring a wider audience receives accurate, standardised information on how to visit Yr Wyddfa sustainably and make a positive impact on the mountain.

Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.

For promotional efforts, we will measure various factors based on the methods employed, such as social media engagement, attendance rates at events, and feedback from surveys.

ENPA

Cyngor Gwynedd

Eryri Actif

Trash Free Trails

People and community, Identity



7.5 The Eryri Ambassador programme grows, connecting visitors with ambassadors who share safety information, promote sustainability, and link them to the cultural and natural heritage of Yr Wyddfa.

7.5.1

Continue to develop the Ambassador Scheme and take advantage of the opportunity to collaborate more closely with business owners in the area.

Adapt and expand the offer according to project funding.

The Eryri Ambassador Scheme and the Gwynedd Ambassador Scheme collaborating and sharing resources when the opportunity arises.

An increase in the annual number of new Ambassadors, those who reach gold level and those who re-qualify.

ENPA

Cyngor Gwynedd

People and community, Identity