



CYNLLUN YR WYDDFA

MANAGEMENT PLAN



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Foreword

It is with great pride that I introduce this revised version of Cynllun Yr Wyddfa, for a mountain that stands as a symbol of both natural beauty and cultural significance. As the Chief Executive of Eryri National Park Authority, I am honoured to present this vision for the future—one that is grounded in our deep commitment to protecting this iconic landscape while ensuring its sustainable use for generations to come.

Yr Wyddfa is more than just the highest peak in Wales – it is a source of inspiration, a place of refuge, and an integral part of the identity of our communities. The mountain forms the heart of Eryri National Park, a protected area that encompasses a diverse range of ecosystems, historical landmarks, and rich cultural heritage. Cynllun Yr Wyddfa is the product of years of collaboration, consultation, and co-design with a wide range of stakeholders, including local communities, landowners, farmers, conservationists, tourism operators, and policy-makers.

The overriding aim of this Plan is to achieve a delicate balance between conservation and the varied uses of the mountain. The challenges we face in maintaining Yr Wyddfa's fragile ecosystems, preserving its cultural heritage, and managing growing interest in the area are significant. However, with careful planning and collective effort, I am confident that we can safeguard this incredible landscape for future generations.

This Plan is underpinned by the principles of sustainability, community engagement, and respect for both the natural environment and local communities. The actions and strategies outlined in this Plan reflect the core values of the Eryri National Park Authority, ensuring that our approaches to conservation, access, and tourism are balanced and mutually reinforcing.

Foreword

It is also important to note that this Plan aligns with broader regional and national priorities, including environmental sustainability, climate change mitigation, and the promotion of responsible tourism. We have taken into account the needs and aspirations of all those who rely on Yr Wyddfa, from the people who live in its shadow, to the farmers, landowners, and others who work on the mountain, as well as the ones who come to experience its beauty.

I would like to express my gratitude to all those who have contributed to the development of this Plan. Together, we can ensure that Yr Wyddfa continues to inspire and thrive for many years to come.



Jonathan Cawley

**Chief Executive,
Eryri National Park Authority**



Introduction

Yr Wyddfa, the highest mountain in Wales, stands proudly in the heart of Eryri National Park. Rising 1,085 meters above sea level, it is a striking natural landmark that has captivated the imagination of people from all walks of life for centuries. This majestic peak is not only a stunning geographical feature but also holds deep cultural, historical, and ecological significance.

At its foothills lie sheltered villages and culturally rich communities, where the iconic views of Yr Wyddfa are deeply woven into daily life. There is a profound sense of belonging and mutual respect between the mountain and its people.

The mountain's landscape is a mosaic of farms, rugged peaks, glacial valleys, and pristine lakes, offering an awe-inspiring environment for both wildlife and visitors alike. Yr Wyddfa is home to a variety of rare and diverse ecosystems, supporting a range of plant and animal species that survive in its unique high-altitude habitat. Its breathtaking vistas and dramatic terrain have long been a destination for botanists, hikers, and world-renowned climbers and mountaineers. It has also been a haven for those seeking solace in nature, and it continues to play a vital role in the local and regional economy and the wellbeing of its communities.

Beyond its natural beauty, Yr Wyddfa is steeped in rich cultural heritage, with deep-rooted connections to Welsh mythology, folklore, and history. The mountain is woven into the stories of the Welsh people, from ancient legends to the development of industrial trails and early tourism. It is also a symbol of national pride and resilience, representing not only the strength of the Welsh landscape but also the enduring spirit of its communities. Inspiring Welsh sayings, poetry, literature, and art, Yr Wyddfa resides deeply in our psyche. The relationship between Yr Wyddfa and its people is a close one and includes an element of social duty—an unwritten rule, perhaps—that every Welsh person with a strong sense of pride should summit the mountain at least once.

However, the fragile environment of Yr Wyddfa faces significant challenges due to human activity. Despite this, the connection between the mountain and its people remains deep, albeit complex. Its continued preservation and sustainable management are essential to ensure that future generations can enjoy both its natural wonders and its rich heritage.

Introduction



Partneriaeth Yr Wyddfa

Partneriaeth Yr Wyddfa is a collaborative endeavour dedicated to the sustainable management and conservation of the mountain and its surrounding landscapes. The Partnership unites local communities, businesses, landowners, conservationists, and public bodies to safeguard the natural environment, while fostering the region's economy and tourism. Focused on addressing critical issues such as climate change, human impact, and habitat preservation, Partneriaeth Yr Wyddfa promotes responsible access to Yr Wyddfa, engaging a wide and diverse audience in its efforts. Over time, the Partnership has changed and developed to reflect the emergence of new opportunities for cooperation and the need for fresh working relationships to tackle evolving challenges. This ensures Yr Wyddfa's resilience and its profound legacy is preserved for future generations.



Eryri National Park Authority (ENPA)

Eryri attracts millions of visitors each year. The Eryri National Park Authority's aims are to conserve and enhance the natural beauty, wildlife and cultural heritage of the area; promote opportunities to understand and enjoy its special qualities; and to foster the economic and social well-being of its communities.

Standing at over 3,000 feet, Yr Wyddfa is the highest mountain in the National Park and undoubtedly Eryri's most popular summit. It is an iconic mountain known throughout the world which is most popular for its challenging walks but it is also home to rare wildlife and farming communities.



Cyngor Gwynedd

Cyngor Gwynedd is responsible for the provision of all local government services in Gwynedd County, including education, social work, environmental protection, and most highways.



Cyfoeth Naturiol Cymru Natural Resources Wales

Natural Resources Wales

Leading the way in the challenge of ensuring Wales can survive and thrive against the backdrop of the nature, climate and pollution emergencies - advising and regulating industry, and working with partners to improve the quality of our waters, the air we breathe and the land and special places that we manage sustainably. From flooding to pollution incidents, they are always braced to keep people and wildlife safe from the impacts of environmental incidents 24/7.



North Wales Police

Partnership working is key to providing a quality service to everyone who lives in, works in, or visits North Wales.

Calls to the Mountain Rescue Teams are coordinated by the North Wales Police Control Room. Demand has increased significantly in recent years; therefore, the force is working closely with the National Park and other key organisations to develop and promote safety messaging aimed at all who visit the area.



Ymddiriedolaeth
Genedlaethol
National Trust

The National Trust

The National Trust owns 1,529 hectares of land on Yr Wyddfa, including Craflwyn, Hafod y Porth and the Hafod y Llan farm, where Welsh black cattle and Welsh mountain sheep are managed for conservation along with visitor accommodation and a campsite. The Watkin Path, the first official footpath in the country, is part of a network of paths that it maintains in the area. Additionally, the ancient woodlands it cares for in Nantgwynant are internationally important as a key fragment of Wales' temperate rainforest.

The
Baron Hill
Estate

The Baron Hill Estate

The Baron Hill Estate is a privately owned agricultural estate on Yr Wyddfa and Anglesey. The farm of Gwastadanas covers the entire Yr Wyddfa Horseshoe, from the eastern end of Nantgwynant up to the summit of Yr Wyddfa. It also includes Moel Berfedd and the western slopes of Cefn y Cerrig. Gwastadanas has been part of the estate since the late 17th century.



FUW

The FUW represents landowners and tenants who farm in Wales. The Union seeks to ensure the most prosperous future possible for its members, their families and the rural communities in which they live.



NFU Cymru

NFU Cymru's vision is for a productive, profitable, and progressive farming sector that produces world-renowned food in a climate-friendly way, within an environment and landscape that provides habitats where nature can thrive. They want Welsh food and farming to deliver economic, environmental, cultural, and social benefits for all the people of Wales, while working toward their ambition of achieving net zero agriculture by 2040.

A member of Partneriaeth Yr Wyddfa because of their role in supporting local farmers. Their aim is to help ensure that the natural landscape surrounding the mountain is managed effectively and respected by the public, while also supporting food production, the local economy, and wildlife.



CLA Cymru

The Country Land and Business Association (CLA) Cymru is the membership organisation for land managers and rural businesses. We represent and advise our members on all rural issues, including agriculture, tourism, infrastructure, planning and more.



Cymdeithas Eryri
Snowdonia Society

Snowdonia Society

The Snowdonia Society has worked for over 50 years to protect and enhance the beauty and special qualities of Eryri for the benefit of all, both now and in the future.

Plantlife

The global voice for
wild plants and fungi

Plantlife Cymru

Plantlife is the global voice for wild plants and fungi. Through the Natur am Byth! partnership, Plantlife is leading the Tlysau Mynydd Eryri Project, which aims to change the fortunes of 12 of Eryri's most threatened alpine plant and invertebrate species. Plantlife is at the heart of a worldwide network spearheading the race to save plants and fungi.



Trash Free Trails

Trash Free Trails is an international community of riders, runners, and roamers, united by a shared commitment to protecting wild places. While its members are spread across the globe, Yr Wyddfa holds a special place at the heart of the organisation's identity.

Yr Wyddfa represents a profound sense of possibility—a mountain that inspires, welcomes, and challenges individuals to reach their full potential. In recognition of this, Trash Free Trails remains dedicated to giving back to the landscape that continues to inspire its mission.



GwyrddNi

GwyrddNi is a community climate action organisation that brings people together across Eryri to learn, share, and take action. Some of their projects have been connected to Yr Wyddfa, including litter picking, tool sharing and repair, learning about rare species and social history, and collecting traditional field names.



Llanberis Mountain Rescue Team

Llanberis Mountain Rescue Team provides a voluntary emergency rescue service on Yr Wyddfa and the surrounding mountains. The team is made up of approximately 60 local mountaineers who give their time to help others when injured or lost in the mountains, and it is the busiest team of its kind in the UK. They also aim to promote mountain safety by educating walkers and climbers, helping them to have enjoyable, safe experiences.

Y BARTNERIAETH AWYR AGORED
PROFIAD • MWYNHAU • LLWYDDO • GYDA'N GILYDD



EXPERIENCE • ENJOY • ACHIEVE • TOGETHER
THE OUTDOOR PARTNERSHIP

The Outdoor Partnership

The aim of the Outdoor Partnership is to improve lives through outdoor activities, by focusing on its core strategy, working locally, and learning together.

Now a national organisation, its roots lie deep in north-west Wales—particularly in the Eryri area and around Yr Wyddfa. During its first 15 years, it made the most of the incredible natural resources Yr Wyddfa has to offer, promoting, supporting, and upskilling local residents to enjoy the outdoors and improve their health and wellbeing.



The BMC

The BMC is the representative body for climbers, hill walkers, and mountaineers. By working on projects to protect the nature and landscapes of Yr Wyddfa, we are committed to safeguarding these beautiful environments for future generations to enjoy, respect, and have their own adventures in.



Eryri Actif

Eryri Actif is a social enterprise working for the strategic and sustainable development of the outdoor sector across Wales, achieving positive change and recognition of the sector at a national level. They believe that adventures in the outdoors, be they large or small, and a connection with nature is good for us, but feel strongly that this activity should take place with minimal impact on the landscape and ecology in which it is based.



Bangor University: Archives and Special Collections

The Archives and Special Collections at Bangor University maintain a collection of archival materials and a diverse range of historical travel literature, which outline the historical, local, and tourist experiences of Eryri and Yr Wyddfa. These include 19th-century visitor books which are in the process of being digitised and made publicly accessible.



University of Chester

The Retracing Footsteps research project originates from an internally funded interdisciplinary project involving staff and students from subject areas of Geography and Environment, and Art and Design at the University of Chester. Team members have extensive research interests in the cultural landscapes of north Wales and the practices of landscape photography.



LLYFRGELL GENEDLAETHOL CYMRU THE NATIONAL LIBRARY OF WALES

The National Library of Wales

The National Library of Wales in Aberystwyth is the largest national legal deposit library in Wales, housing an extensive historical archive of manuscripts, photographs, and maps of Yr Wyddfa and Eryri, including a collection of 19th-century visitor books.



YHA (England and Wales)

YHA (England & Wales) is a charity dedicated to connecting people with the outdoors, nature and heritage through hostels in extraordinary places. On Yr Wyddfa, YHA plays a key role in supporting walkers and climbers through its iconic Pen-y-Pass, Snowdon Ranger and Llanberis hostels.

Cynllun Yr Wyddfa

While not statutory, this Plan is regarded as highly important by all partners due to the mountain's significance.

The first Plan was launched in 2018, and, after considerable progress in some fields, several challenges remain. This updated plan, detailing how the Partnership will deliver on its commitment over the next five years, builds on previous efforts and includes a renewed pledge to the mountain. It outlines the best possible outcomes, identifies outcomes within reach, and presents a detailed implementation plan with specific projects and the relevant partners responsible for their delivery.

This document serves as a strategic framework for continued collaboration and the sustainable management of Yr Wyddfa.



Plan area

The Plan area is shown in the map below. It is the region encompassing the Yr Wyddfa Massif, bounded by the A4086, A498, and A4085 roads, excluding Moel Eilio. The north-western boundary of the Plan area is approximately aligned with the Maesgwm path, although we recognise that the project's impacts extend beyond these limits.



Reflecting on six years of Cynllun Yr Wyddfa implementation

Since the launch of Cynllun Yr Wyddfa in 2018, Partneriaeth Yr Wyddfa has navigated one of the most challenging periods ever faced by our National Parks and other rural areas due to the impact of the Covid-19 pandemic.

Despite these challenges, the Partnership has successfully delivered the majority of its action points and achieved notable successes. Since 2018, the Partnership has established itself as a highly effective forum for sharing information, identifying collaborative opportunities, and pooling resources. It has also gained extensive experience in leading innovative projects, addressing significant challenges, and engaging with various communities.

When reflecting on the work accomplished, several successes stand out. These include the innovative Plastic Free Yr Wyddfa initiative, as well as the significant improvements to the Sherpa'r Wyddfa network. The 2023/2024 figures present a remarkable 79% increase in users of the Sherpa compared to pre-Covid levels. The introduction of a pre-booking system at Pen y Pass has significantly reduced illegal parking incidents in the area, while the T10 pilot bus service in Ogwen has been developed as a long-term enhancement to the region's sustainable transport options. Over a thousand individuals and business owners have been trained through the Eryri Ambassador programme, helping to share the Partnership's core messages. The Llwybrau'r Wyddfa app has been downloaded more than 33,000 times. Both the Yr Wyddfa Volunteer Wardens and Caru Eryri schemes have grown in strength, while the innovative Plastic Free Yr Wyddfa initiative has gained exciting momentum.

The Covid-19 pandemic has not only transformed working practices and meetings but has also altered visiting patterns. These changes have had a profound impact on the Partnership's work, often requiring flexibility and adaptation. One notable shift has been the discovery of areas that were once relatively quiet, but now see increased users, placing significant pressure on communities around Yr Wyddfa. While the issues remain familiar—such as light and noise pollution, litter, wild camping, off-lead dogs, and illegal parking—the density of users at certain times has amplified these challenges to unprecedented levels. This has introduced entirely new challenges, such as the rise of overnight campervans and tent boxes in non-permitted areas, human waste on Yr Wyddfa, outdoor swimming, and an increased attraction to water. These activities, particularly in fragile protected sites like Afon Cwm Llan near the Watkin Path, have brought fresh concerns to the forefront that were previously unseen before the pandemic.

Addressing the parking and transport challenges through multi-agency collaboration has proven to be particularly challenging at times. However, effective partnership working has been developed and strengthened, leading to improvements, such as the increased use of the Sherpa service and a notable decrease in illegal parking incidents at Pen y Pass. These positive changes have been evident on the ground in a relatively short period.

Working with limited resources presents its own challenges, often resulting in some projects taking longer than desired. However, the achievements of the past six years are worthy of celebration and provide a strong foundation for the Partnership to continue this vital work moving forward.

CARU ERYRI CARE FOR



During the 2024 Season, a dedicated team of 123 volunteers collected 1.4 tonnes of litter from Yr Wyddfa.

Since its creation in 2020, the Caru Eryri project has been a beacon of conservation and visitor engagement around Yr Wyddfa. The volunteering programme has earned national acclaim, winning recognition from Keep Britain Tidy and the prestigious St David's Award. Each year, Caru Eryri has expanded its initiatives, introducing new routes for greater presence on the ground, partnering with Pobl i Bobl to involve refugees, and increasing footpath maintenance days and beach cleans. By supporting high-profile campaigns like Spring Clean Cymru and Real 3 Peaks, the programme has amplified its impact and garnered national publicity.

Visitor engagement is a key focus, especially on the busiest routes like the Llanberis and Watkin paths, ensuring a positive experience for everyone to enjoy. The project also boasts an active social media presence, raising awareness about the harmful effects of littering on a fragile ecosystem and the issues around single-use pollution. The success of Caru Eryri is a testament to the dedication of its volunteers, voluntary leaders, and the collaborative efforts of local mountain leaders and partner organisations.

Improving the fortunes of 12 arctic-alpine species in Eryri

Tlysau Mynydd Eryri (mountain jewels of Eryri) is one of several place-based projects that form part of the Natur am Byth! programme. Natur am Byth! is Wales' largest-ever nature recovery initiative, a partnership between Natural Resources Wales and nine conservation charities. It is funded by the National Heritage Lottery Fund and the Welsh Government.

Led by Plantlife Cymru, Tlysau Mynydd Eryri aims to improve the fortunes of 12 arctic-alpine species in Eryri, including 10 plants and two invertebrates, along with their habitats. Three of these plants and both invertebrates are found on Yr Wyddfa. Since the start of this project, we have conducted in-depth surveys to map the distribution of these species on the mountain and identify the risks they face.

One such species, the critically endangered rainbow leaf beetle, is found only near the summit of Yr Wyddfa in the UK. The beetle is impacted by sheep grazing too early in the season, which causes the eggs it lays at the tips of blades of grass to be grazed. The habitat of its food plant, wild thyme, requires grazing by sheep to remain open and free of more dominant vegetation.

The project is collaborating with the Snowdon Mountain Railway and a range of other partners, including farmers on the mountain, to trial areas that will remain free of sheep grazing for a short period—just long enough for the beetle's eggs to hatch. This initiative offers hope for a bright future for Yr Wyddfa's most colourful resident.



Case study #3 - Sherpa'r Wyddfa



The number of passengers making the most of the Sherpa'r Wyddfa bus services has increased significantly in recent years.

Since the redesign and relaunch of the revamped services in 2022, passenger numbers on the Sherpa'r Wyddfa network have steadily risen, with a 79% increase compared to the pre-Covid period.

In fact, during the summer of 2024, numbers reached record levels, with a total of 72,296 passengers using the Sherpa'r Wyddfa bus network in the Eryri area in August alone. It is clear that the journey on the Sherpa has become an all-weather attraction in its own right. There's less hassle on the bus – let someone else worry about the driving and parking!

The new Sherpa'r Wyddfa service has brought about significant improvements by offering a regular service for over 12 hours a day during peak times, connecting directly to main train stations and providing customers with a consistent pricing structure.

The Sherpa services connect easily with local bus services and the TrawsCymru services in locations such as Porthmadog, Caernarfon, Bangor, Llanberis and Betws y Coed, offering an excellent way to travel to, from, and within Eryri. It combines routes that enable Gwynedd residents to make essential day-to-day journeys with a convenient travel option for visitors, linking the area's main walking trails, car parks, villages, and attractions.

Sherpa'r Wyddfa has been recognised in several transport awards since its relaunch, receiving accolades at the UK Transport Awards and the Bus Awards. This success is a testament to the power of collaboration and careful route planning that meets the needs of both local residents and visitors.

Case study #3 - Sherpa'r Wyddfa



The Sherpa'r Wyddfa service is operated by Cyngor Gwynedd in partnership with Transport for Wales, Conwy County Borough Council, and Eryri National Park. For more information about Sherpa'r Wyddfa, visit

 www.sherparwyddfa.wales

Case study #4 - Lisa Eurgain Taylor

Lisa Eurgain Taylor



Representing modern-day cultural heritage of Yr Wyddfa and Eryri

Lisa Eurgain Taylor, a contemporary Welsh artist, draws inspiration from the natural beauty of her native region, particularly its diverse landscapes, including the iconic Wyddfa. Her work portrays the dynamic qualities of these landscapes, emphasising the relationship between the natural environment and its significance within the Welsh context. Through her vibrant use of colour, textured brushwork, and atmospheric compositions, Taylor's art captures the beauty and complexity of these iconic places.

Her approach to depicting the region is both personal and reflective of her deep connection to the land. The dramatic beauty of Eryri has long inspired artists, from 18th and 19th-century painters such as J.M.W. Turner and Richard Wilson, who captured the area's striking vistas, to more modern interpreters like Kyffin Williams. Williams, renowned for his textured depictions of Eryri's mountains and valleys, played a significant role in shaping the modern artistic representation of the region. Taylor brings a contemporary sensibility to her work, focusing on the interplay of light, shadow, and colour to convey both the physical and emotional landscapes of the area.

Case study #4 - Lisa Eurgain Taylor



Taylor's art is an exploration of landscape, with a particular emphasis on Yr Wyddfa and Eryri. Through her work, she contributes to the broader artistic conversation surrounding the Welsh landscape, reflecting its continued importance and resonance in the present day. Her paintings invite viewers to reconnect with a place that remains as meaningful today as it has been for generations.

 www.lisaeurgaintaylor.com

 [instagram: lisa.eurgain.celf.art](https://www.instagram.com/lisa.eurgain.celf.art)

 [tiktok: lisaeurgaintaylor](https://www.tiktok.com/lisaeurgaintaylor)

Case study #5 - Protecting the landscape



A historic cleanup in the Trinity gullies of Clogwyn y Garnedd

In September 2024, the British Mountaineering Council (BMC), in collaboration with Trash Free Trails, Plantlife, Eryri National Park, and Cymdeithas Eryri, organised a unique cleanup effort in the Trinity gullies on Clogwyn y Garnedd. These gullies unfortunately act as natural traps for litter blown or dropped from the summit of Yr Wyddfa.

The area is not only a striking landscape but also a vital refuge for arctic-alpine plants and invertebrates—species already under threat due to climate change as their habitats shrink. Additionally, the cliffs are popular among winter climbers, and existing BMC projects aim to minimise their impact on this delicate ecosystem.

For the first time, to our knowledge, the upper gullies underwent a thorough cleanup. A team of



Case study #5 - Protecting the landscape

professional rope-access technicians abseiled from near the summit to remove debris from the gullies. Some of the waste was collected and transported by train, while other items were carefully lowered for retrieval by a second team.

On the second day, a group of 40 volunteers approached the cliff from below, clearing and surveying pollution as they worked. In total, 2,765 items were removed from the rock face—809 of which were drink containers, with Lucozade being the most commonly found brand.

Beyond waste removal, the survey aims to contribute to broader environmental research while serving as a call to action for political change. A key focus of the initiative was also education—encouraging mountain visitors not only to take their waste home but to consider the environmental impact of what they bring into the mountains in the first place.

The BMC extends its sincere thanks to all the volunteers and partner organisations who contributed to the project, and offers special thanks to the Barron Hill Estate for kindly granting permission to undertake the work. We look forward to the possibility of repeating the initiative in 2025.

Tom Carrick, BMC



Case study #6 - Retracing Footsteps



University of Chester

The changing landscape of Yr Wyddfa

Retracing Footsteps is an interdisciplinary research project co-led by Dr Daniel Bos and Dr Cian Quayle (University of Chester). The project has explored historical and contemporary touristic encounters with Yr Wyddfa to consider what the past can tell us about the present and future of the mountain. The project develops on Bos's historical research into 19th-century visitor books housed at the summit huts where visitors recorded their experiences of ascending Yr Wyddfa. These visitor books give a fascinating insight into tourists' motives and how they experienced the landscape, and document the longer history of tourist encounters with the mountain.


In collaboration with artists and photographers (Jane Evans, Eleanor O'Grady, Emma Petruzzelli, Alan Summers), the team has set out to retrace the journeys of 19th-century visitors. By juxtaposing historical texts, images, and moving images, the work reimagines the mountain landscape today, reflecting on the broader contemporary environmental, socio-economic, and cultural challenges facing its sustainable future. The work has resulted in a series of public exhibitions at the Contemporary Art Space Chester (CASC Gallery) (2023), The Grosvenor Museum, Chester (2024), and more recently, in collaboration with Eryri National Park Authority, at Betws y Coed Tourist Information Centre (2025-26). A selection of Dr. Cian Quayle's work has also been displayed as part of a series of billboard installations, Deeside (2024-25).

A central aim of the project has been to promote opportunities for different audiences to engage with the history of the mountain and Welsh culture and language. In partnership with the Bangor University Special Archives Collection, a series of visitor books have been restored and digitised. These will be made publicly available online, enabling access to wider audiences. The project has also hosted a series of public talks, workshops, and a film screening of the Welsh play Creigiau Geirwon. A workshop with the former Bardd Plant Cymru, Casia Wiliam, at Betws y Coed

Case study #6 - Retracing Footsteps



Information Centre, involved local primary school children producing drawings and poetry about the mountain, drawing inspiration from the historical visitor book extracts. Visitors to the exhibitions can also leave their mark by writing their views in the contemporary visitor book, enhancing understandings of the evolving experiences and attitudes towards the mountain. This feedback will subsequently feed into Partneriaeth Yr Wyddfa's strategic vision in celebrating the cultural heritage of the mountain. A future planned bid to the National Lottery Heritage Fund will support additional exhibitions, workshops, community engagement events, oral histories, and the preservation and digitisation of further visitor books.

For more information about the project, contact Dr. Daniel Bos (d.bos@chester.ac.uk), or stay updated by following the Instagram account.  **instagram:** [retracing_footsteps](https://www.instagram.com/retracing_footsteps)

Case study #7 - Yr Wyddfa Volunteer Wardens

Each year, our dedicated team of Yr Wyddfa Volunteer Wardens is out on the mountain every weekend and mid-week between April and November. They provide visitors with expert advice and vital information on mountain safety, collect a substantial amount of litter from the main paths, and support the Park's Warden service with path maintenance.

The scheme has developed immensely since its launch in 2013, with a current team of over 60 highly trained and experienced individuals out on the mountain throughout the summer season. What started on Yr Wyddfa has now expanded to include additional volunteering opportunities under the scheme on Cader Idris and with the information van.

During 2024 on Yr Wyddfa, 47 individuals were on patrol for a total of 103 cumulative days, amounting to 4,338 hours, and are estimated to have advised over 4,000 visitors.

The information van was also stationed at Llanberis, Nantgwynant, and Rhyd Ddu for a total of 36 days throughout the season. This mobile hub serves as a vital resource for the public, with dedicated volunteers providing essential advice, guidance, and support. It is estimated that an additional 1,000 individuals benefited from the expertise and assistance of our volunteers, who were on hand to answer questions and offer information. While most of the volunteers focus on direct mountain work, those who are unable to be out on the mountain, or prefer to stay on lower ground, still play a crucial role, providing support to visitors and sharing their valuable knowledge from the van.

The volunteers are also citizen scientists, and in 2024, they recorded more litter data than ever before—collecting 1,157.69 kg. All this litter was carried down from the mountain and disposed of responsibly by the team.

The scheme provides volunteers with various opportunities, such as being part of a team, meeting new people, expanding their mountaineering experience, and giving new Welsh speakers a chance to practice. Their work is integral to creating a safer environment on the mountain and achieving the goals of this Plan.



Case study #8 - Plastic-Free Yr Wyddfa



The Plastic-Free Yr Wyddfa project reflects the National Park Authority's commitment to safeguarding Yr Wyddfa from litter and the harmful effects of microplastics. This innovative pilot programme introduced new interventions to reduce littering and foster environmentally conscious behaviour changes in the mountain environment.

Over two years, the project addressed the challenge of litter through a multifaceted approach:

- **Business engagement:** It established a tailored business scheme, creating a network of sustainability champions in the region.
- **Academic collaboration:** Partnering with Bangor University, the project conducted psychology-based experiments on the mountain, using evidence-based scripts to engage with visitors and promote positive behaviours.
- **Youth empowerment:** By hosting COPA1, Yr Wyddfa's inaugural environmental youth summit, the project invited young participants to envision creative solutions for eradicating litter.
- **Public awareness campaigns:** Drawing inspiration from Welsh folklore and following communication frameworks recommended by Bangor University, it launched impactful campaigns to inform and inspire the public.

Insights gained from the Plastic-Free Yr Wyddfa initiative will shape the Eryri National Park's comprehensive litter strategy. Although achieving formal "Plastic-Free" status was unachievable within the project's funded lifespan, its groundwork has laid a strong foundation for continued progress. The National Park Authority remains dedicated to pursuing this vital designation for Yr Wyddfa.



Case study #9 - Plas Coch



Providing excellent hospitality for the adventurous in the mountains of Eryri

When we took over at Plas Coch Gwesty in the summer of 2019, we hadn't fully appreciated how significant our position, just minutes away from the start of Yr Wyddfa Llanberis Path, is. The vast majority of our guests climb this iconic mountain.

The timing of the launch of the Eryri Ambassador programme in March 2021 was perfect for us and we were quick to sign up and complete the various modules online. Working through the programme to achieve Gold Ambassador status, really enhanced our knowledge of Eryri, whilst providing us with information about the environment, its culture and history. With the yearly updates, the programme has given us the confidence and ability to share our learning with our guests. Promoting responsible enjoyment, safety and understanding of Eryri is central to our Plas Coch Mission Statement.

Similarly, the morning that Alec arrived at our front door, to explain to us about the new Plastic-Free Yr Wyddfa initiative, couldn't really have been better timed. Just the day before, we had decided to cancel our commercial kerbside recycling, waste and food bins, decided to stop providing plastic wrapped goods in the guest house and to improve our reducing, reusing and composting practice. We listened to Alec attentively and



Case study #9 - Plas Coch

explained how on board we are to working with Eryri to reduce single-use plastics.

Now, having achieved Gold Level Plastic Free Status, we continue to drive down plastic consumption. We have replaced all single use plastics with alternatives which are sustainable and environmentally friendly, such as replacing single use plastic sachets of UHT milk with fresh milks and jugs. Our plastic free packed lunches are very popular. We provide plastic-free crisps, paper wrapped sandwiches and cakes and metal water bottles and flasks. Guests readily cooperate by bringing back all their rubbish for recycling, reusing and composting.

The feedback we get from guests consistently highlights how it is the small touches at Plas Coch which they appreciate, make a difference and ensure their return. Eryri's support has been essential to help us achieve and promote these changes.

Fiona a Rob Nicholson, Plas Coch.



Designations

Eryri National Park

Eryri National Park was designated in 1951 and covers 2,142 square kilometres in north-west Wales. It is renowned for its stunning landscapes, including Yr Wyddfa, and offers a diverse range of ecosystems, from rugged peaks to tranquil valleys. The Park is ecologically significant and home to rare species and unique habitats.

In addition to its natural beauty, Eryri has a rich cultural heritage, with ancient settlements, castles, and a deep connection to Welsh identity. Managed by the Eryri National Park Authority, the Park's designation ensures it is protected through conservation policies and planning regulations. This includes the Eryri Local Development Plan, which provides guidelines for sustainable land-use planning and development within the Park. Additionally, Cynllun Eryri, the overarching strategy for managing the Park, sets out a long-term vision prioritising the protection of its natural and cultural resources while promoting sustainable use and development.

These plans help guide the responsible management of the Park, ensuring its environmental, cultural, and economic values are maintained for future generations.

Eryri Dark Sky Reserve

Yr Wyddfa is located within the Eryri Dark Sky Reserve, a designation aimed at mitigating light pollution to preserve natural nocturnal environments. This reserve is one of the best locations in the UK for astronomical observation, offering exceptionally low levels of artificial light and clear skies that provide remarkable views of celestial phenomena, including the stars, the Milky Way, and other astronomical events. The Dark Sky Reserve status helps protect the region's natural environment by reducing light pollution, while also supporting scientific research in astronomy and astrophotography. This designation also plays a crucial role in protecting biodiversity by preserving natural nocturnal wildlife cycles, while the reduction in artificial light may improve human health by promoting better sleep patterns and reducing the risk of health issues related to light exposure. Additionally, it contributes to the local economy by attracting visitors with an interest in stargazing and related activities.



Site of Special Scientific Interest (SSSI)

The area surrounding Yr Wyddfa, including its slopes, has been designated as a Site of Special Scientific Interest (SSSI) due to its exceptional scientific and biological significance. This designation provides legal protection to the site, which is home to a variety of rare plant species, as well as unique and ecologically sensitive habitats. The preservation of this area is crucial for maintaining biodiversity and supporting ongoing scientific research in the fields of ecology, conservation, and environmental science.

Special Area of Conservation (SAC)

Yr Wyddfa forms part of the Eryri Special Area of Conservation (SAC), a European designation within the Natura 2000 network of protected areas. This designation aims to safeguard critical mountain habitats and species, including those found in moorland and alpine ecosystems. The protection of these areas is vital for the conservation of unique biodiversity, supporting the persistence of rare plant and animal species, and maintaining the integrity of sensitive high-altitude environments. The SAC designation offers legal protection to minimise human impact and promote long-term management to maintain ecological health.

Yr Wyddfa National Nature Reserve

Formally declared in 1966, Yr Wyddfa National Nature Reserve spans 1,677 hectares and is owned by three landowners, including the National Trust. The site supports a wide variety of habitats, reflecting the diverse altitude and terrain. These range from sheltered broadleaved woodlands and heathland on the lower slopes, to exposed ridges and summits, and high cliffs that host montane and arctic-alpine plant species—considered to be at the edge of their range in Wales, Britain, and Europe.



Yr Wyddfa National Nature Reserve supports over 15 protected species and habitats.



Celtic rainforests - These forests are extremely rare habitats and are believed to be more threatened than tropical rainforests.



Ashworth's rustic moth - Yr Wyddfa is one of the few places in the UK where this species can be seen.



Rainbow leaf beetle - Yr Wyddfa is the only place in Britain where it can be seen.



Heathlands - Dry and wet heath habitats of national and international importance.

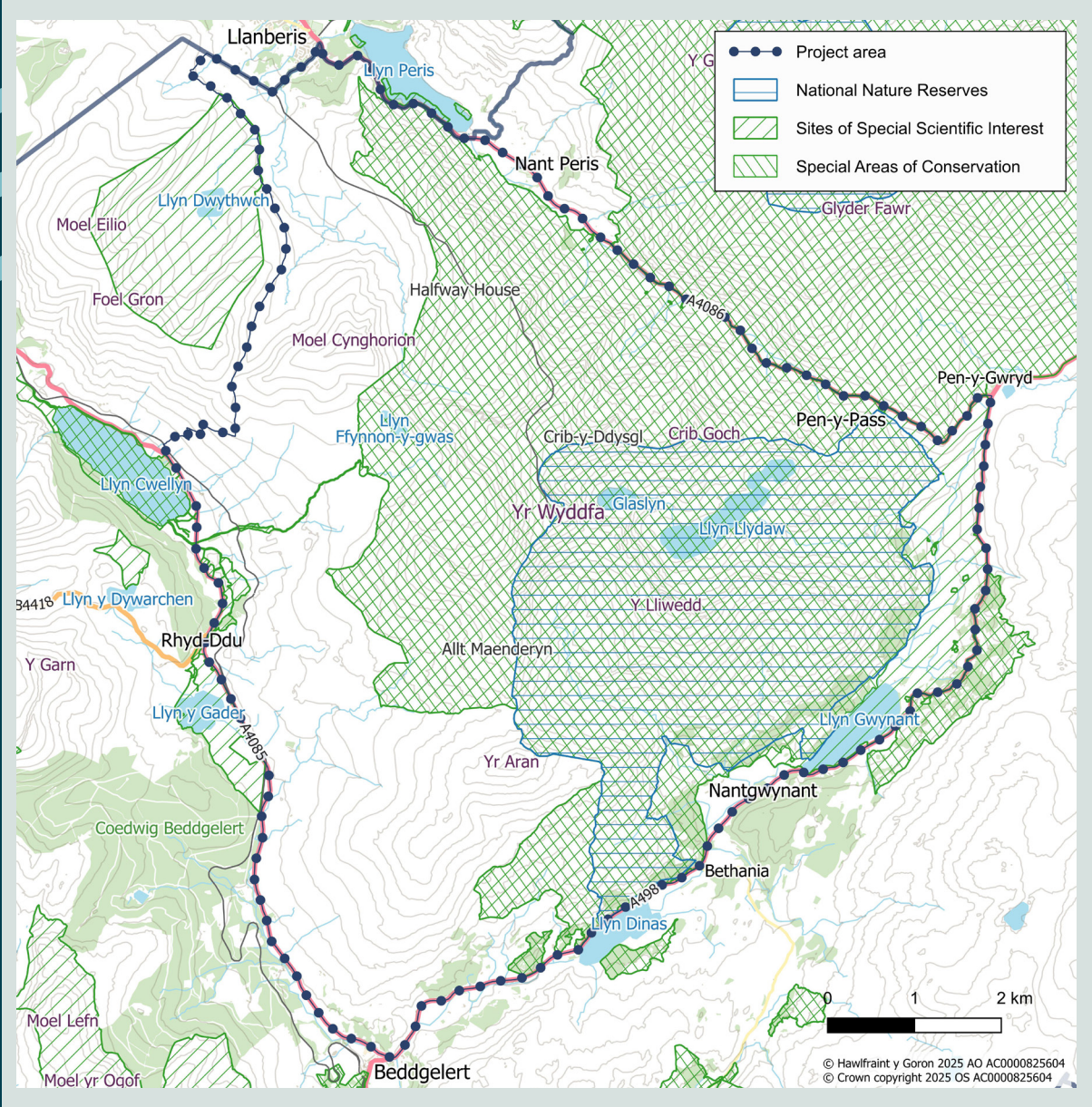


Spiderwort/Snowdon lili - Eryri is the only place in Britain where this plant grows.

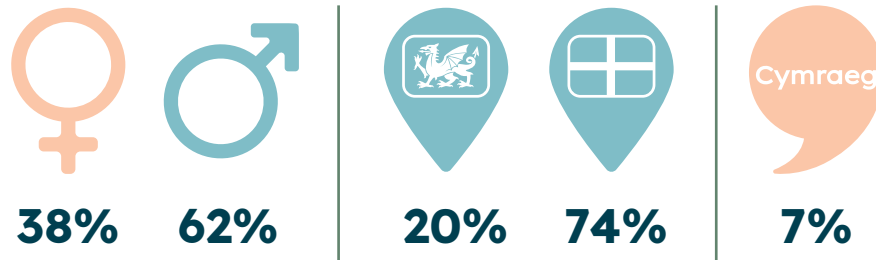


Starry saxifrage - Arctic-alpine plants are one of the most important features of Yr Wyddfa National Nature Reserve.

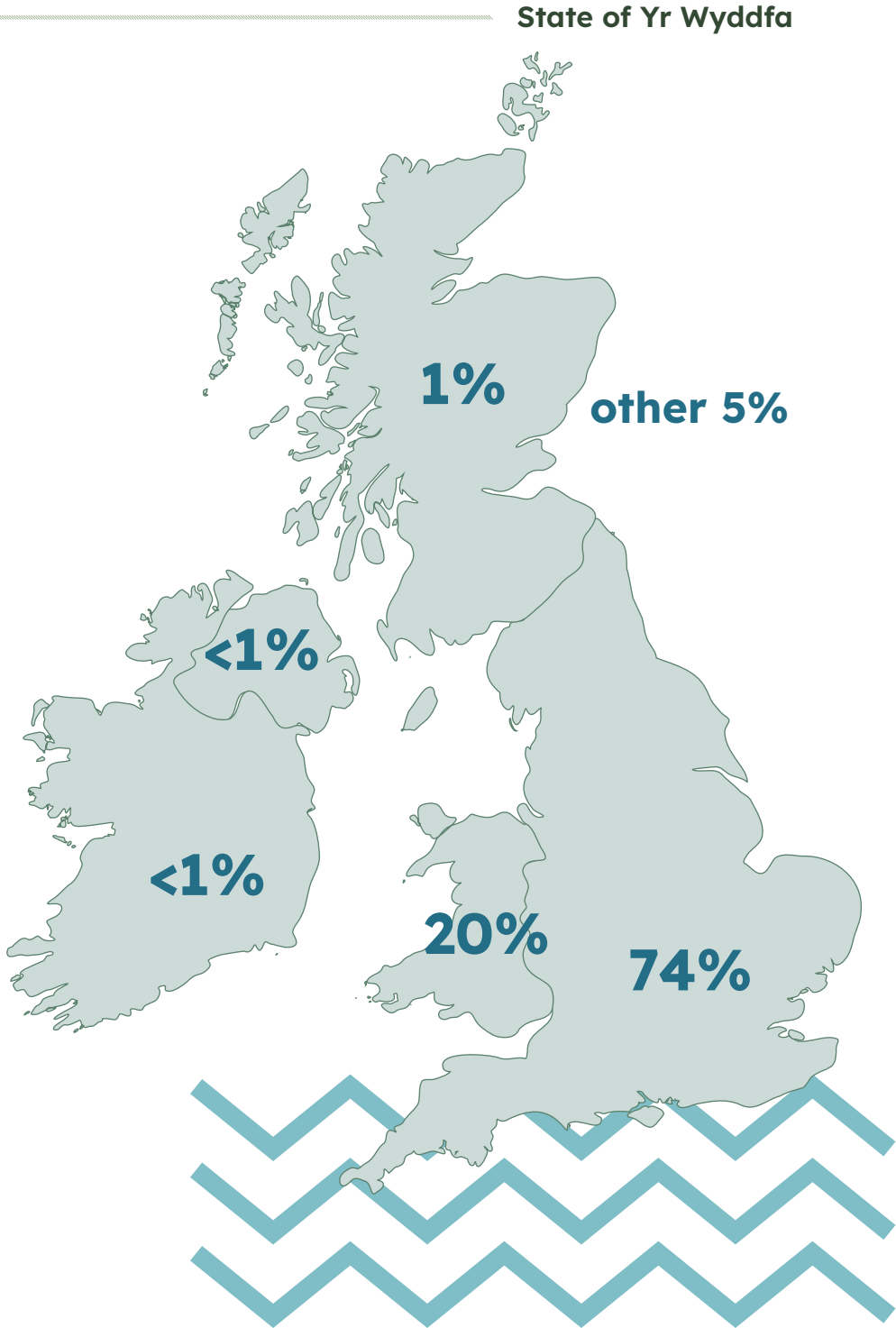
Map showing the designations



Demographic of users

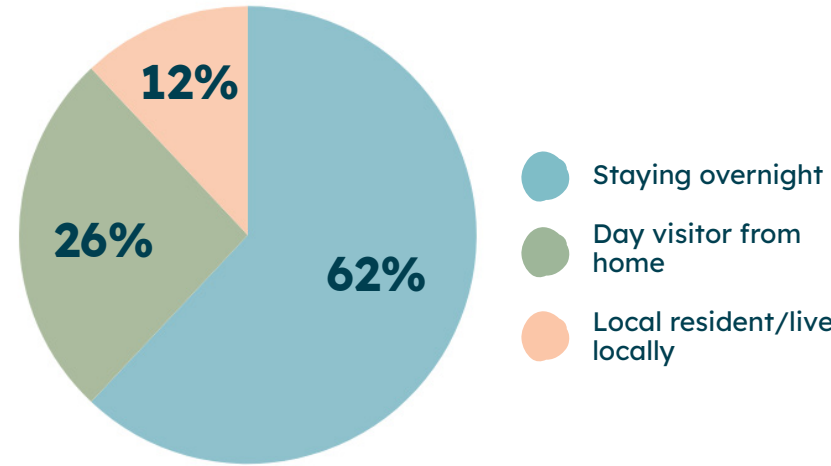


Regions in England	#	%
North East	29	2%
North West	200	15%
West Midlands	128	10%
East Midlands	73	5%
South East	166	12%
South West	139	10%
Greater London	122	9%
East Anglia	66	5%
Yorkshire and the Humber	61	5%

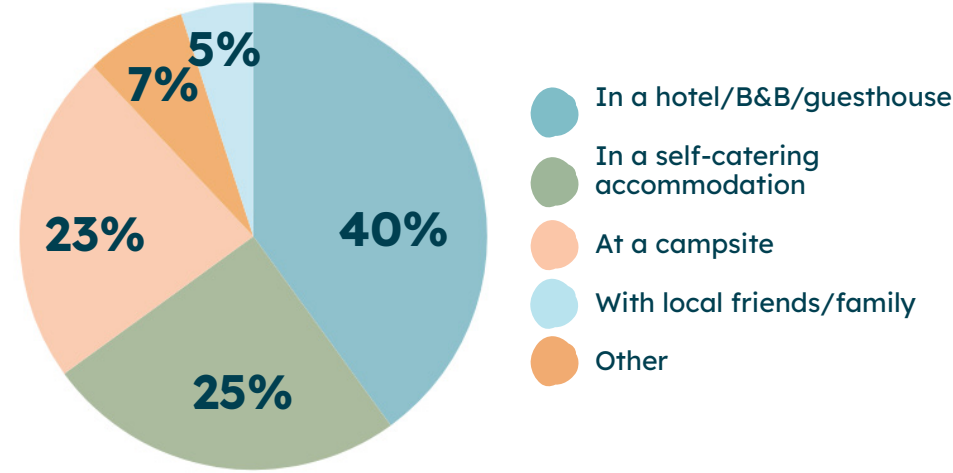


State of Yr Wyddfa

Type of user



Where do they stay?



Source: Yr Wyddfa User Survey 2024, ENPA

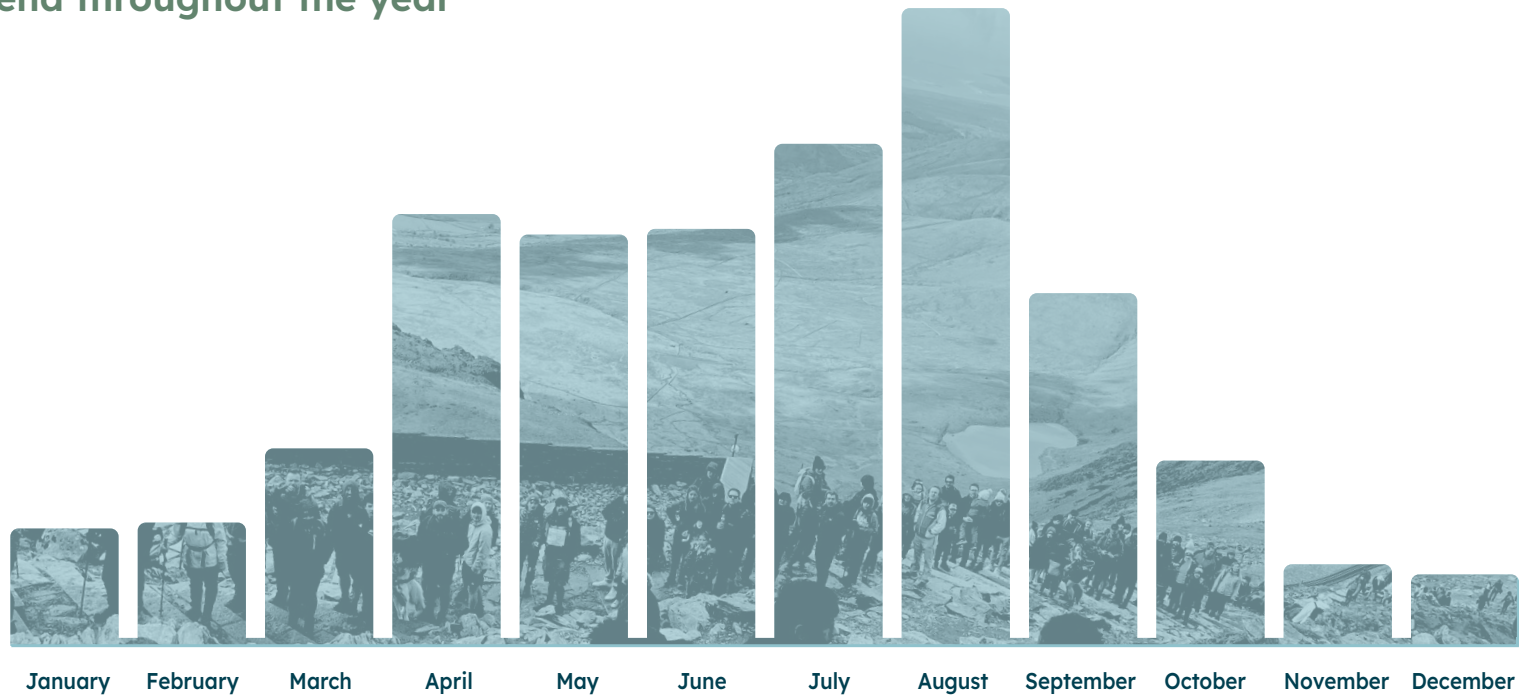
User monitoring statistics

Eryri National Park Authority has several counters located in strategic places across the Park and the data collected is the most comprehensive of any National Park in the UK.

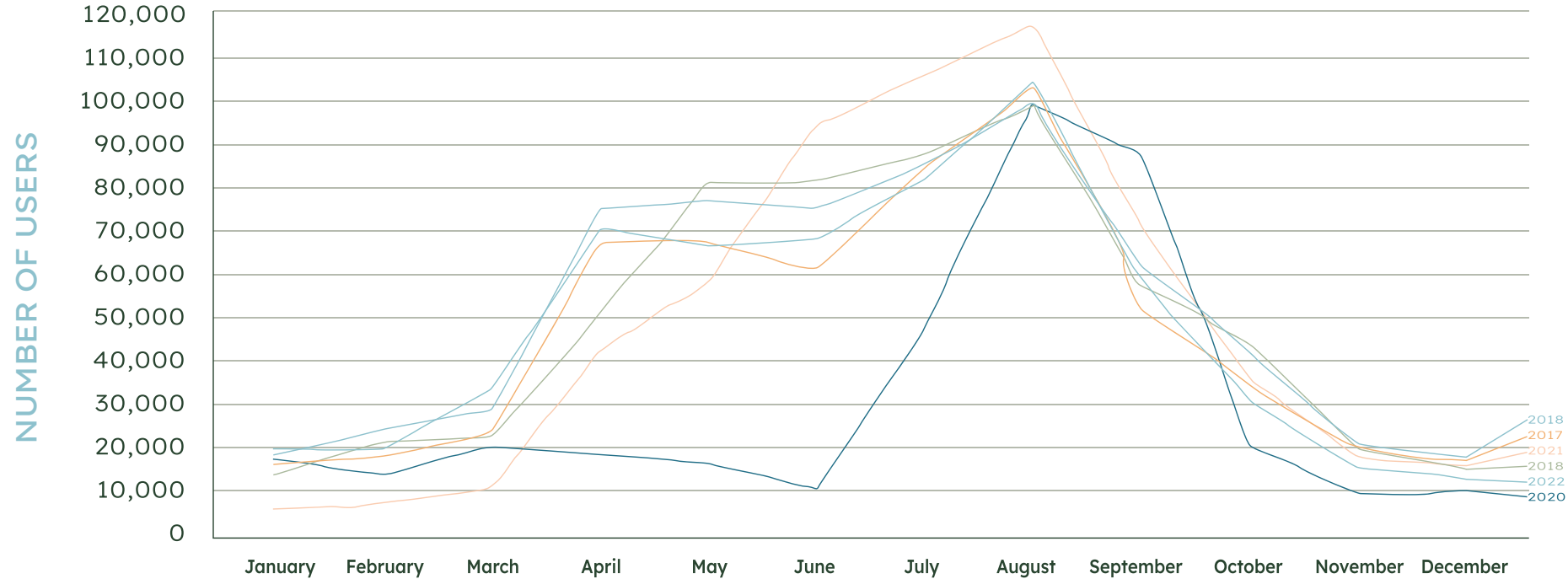
The data helps to identify popular routes as well as allocating sufficient resources for their maintenance and management. It also enables the Authority to predict staffing requirements for areas such as Yr Wyddfa. The data is also useful for other organisations and is used to assess trends and to influence decisions e.g. public transport and parking policies.

Unfortunately, there were technical problems with some of the counters on Yr Wyddfa during 2023. This has led to significant gaps in the data and therefore 2023 data is not included here. Some data from 2024 has also not been included, as it was not available at the time of publication.

User trend throughout the year

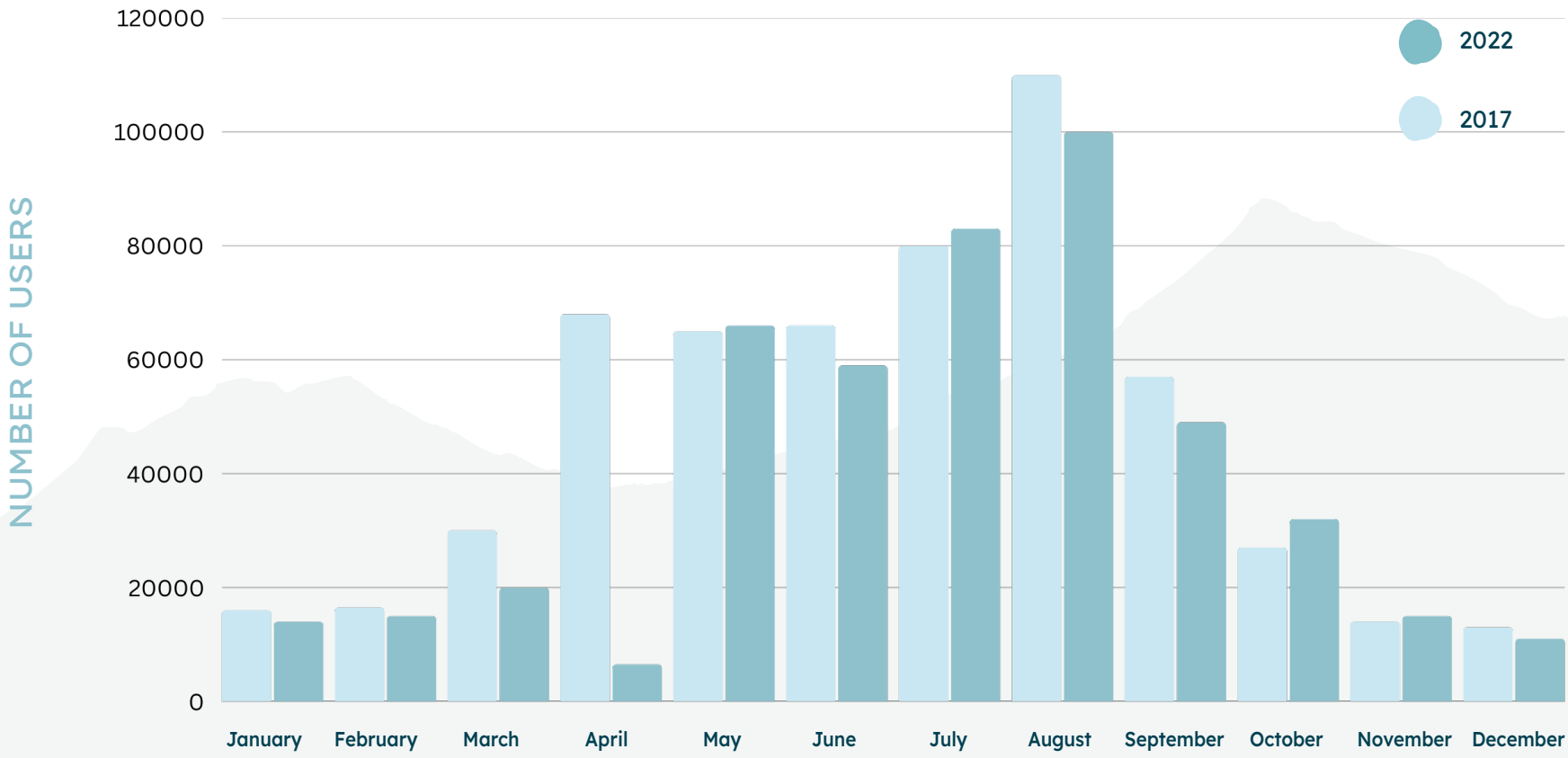


Annual total 2017 - 2022



Source: Visitor monitoring figures, ENPA

The comparison between Yr Wyddfa user numbers before the launch of Cynllun Yr Wyddfa and current day

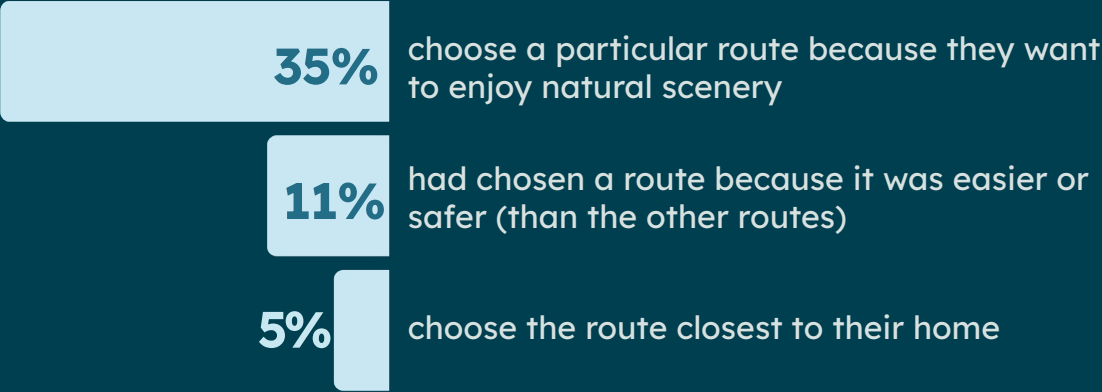


Source: Visitor monitoring figures, ENPA



Path statistics

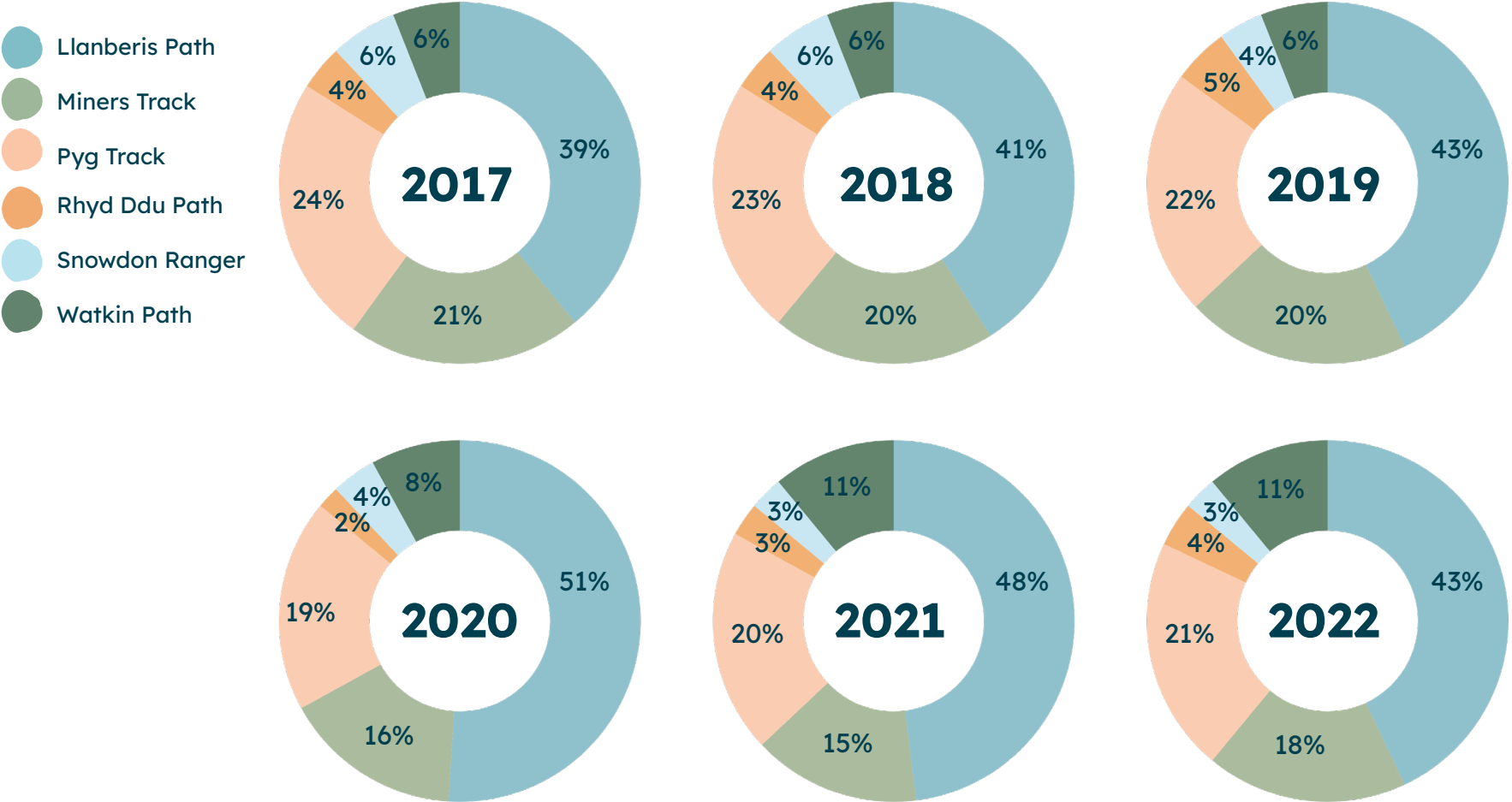
There are six main routes to the summit of Yr Wyddfa, each with its own unique features and challenges. Different routes appeal to different individuals and groups, with factors such as natural scenery, word of mouth, and the distance of the route from their home influencing user choices.



Source: Yr Wyddfa User Survey 2024, ENPA



User distribution by path 2017–2022



Source: Visitor monitoring figures, ENPA

Watkin Path

Following the relaxation of Covid-19 restrictions, the Watkin path became an extremely popular choice with a 44% increase in the number of users during 2021 compared to 2019.

With a huge national increase in the popularity of activities such as outdoor swimming, a survey in 2022 showed a clear pattern in terms of the popularity of the Cwm Llan waterfalls. An average of 50% of users on the path were seen walking as far as the waterfalls only and not continuing to the summit.

Visitor numbers declined in 2023 due to unknown factors; however, they rose again in 2024 to levels similar to those seen in 2021, suggesting that the Watkin Path remains a popular choice following the Covid-19 pandemic.



2021 - 44% increase in users compared to 2019.



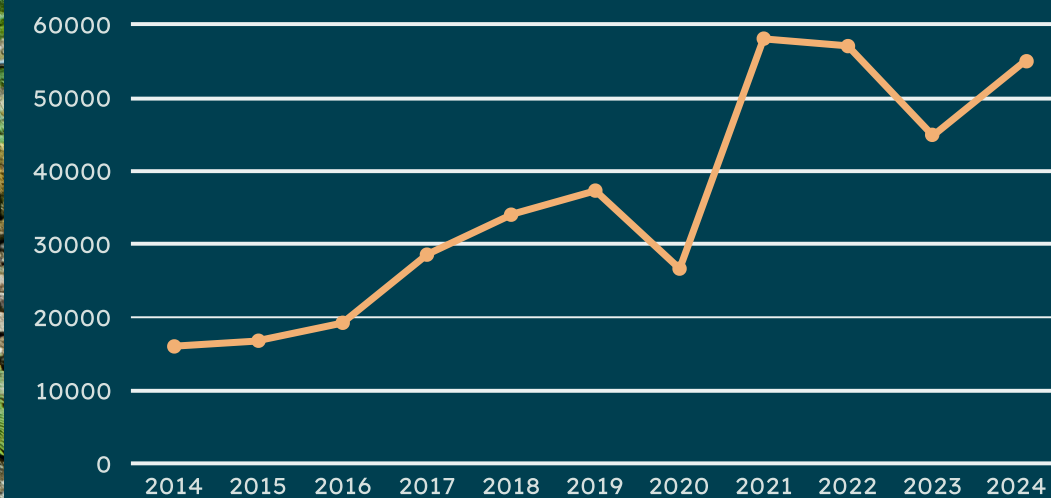
During 2022, on average, 50% of users on the Watkin Path had only visited the waterfalls (had not continued to the summit).



State of Yr Wyddfa

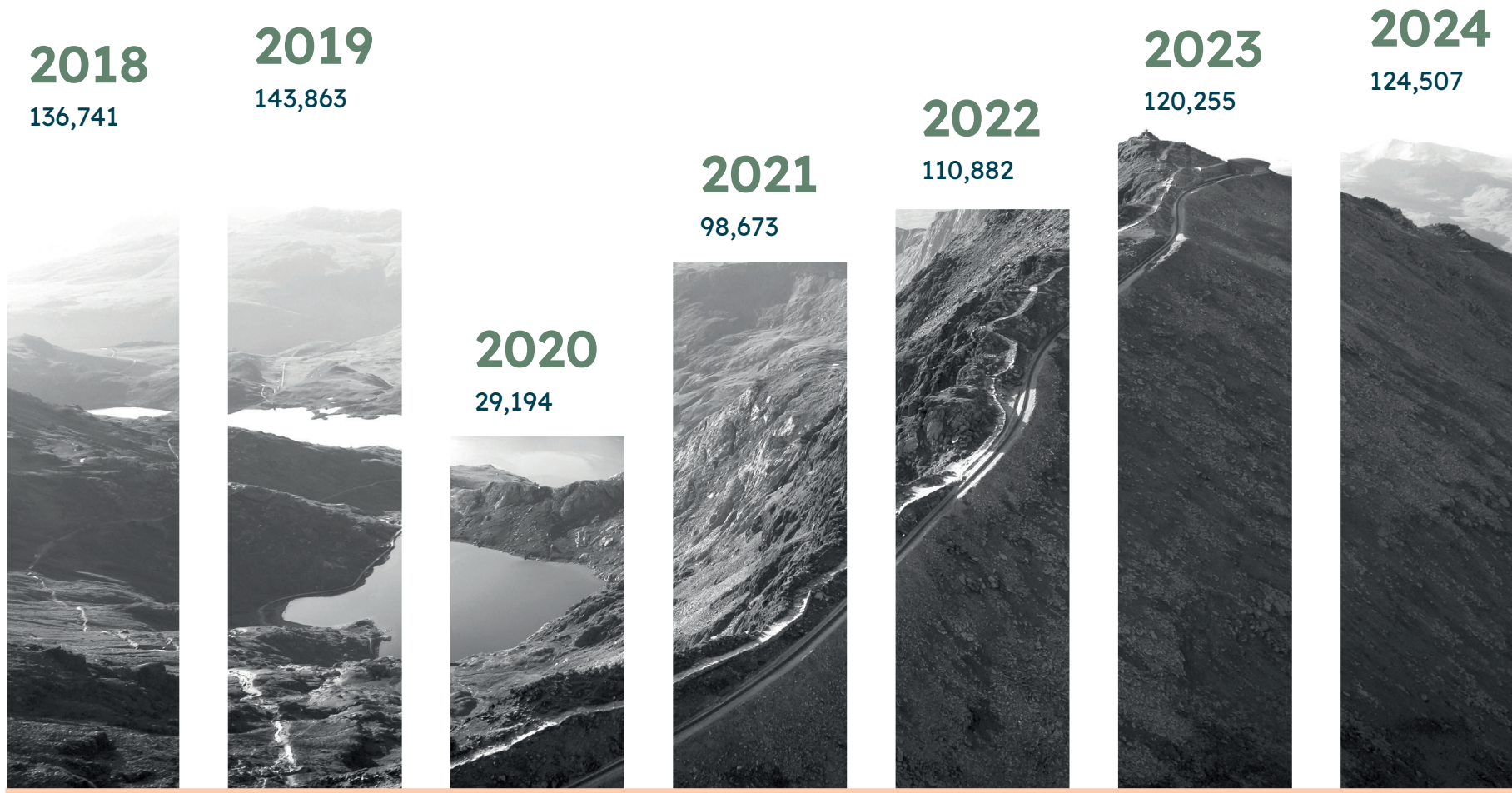
State of Yr Wyddfa

Watkin Path 2014 - 2024



Source: Visitor monitoring figures, ENPA

Snowdon Mountain Railway Users



Source: Snowdon Mountain Railway

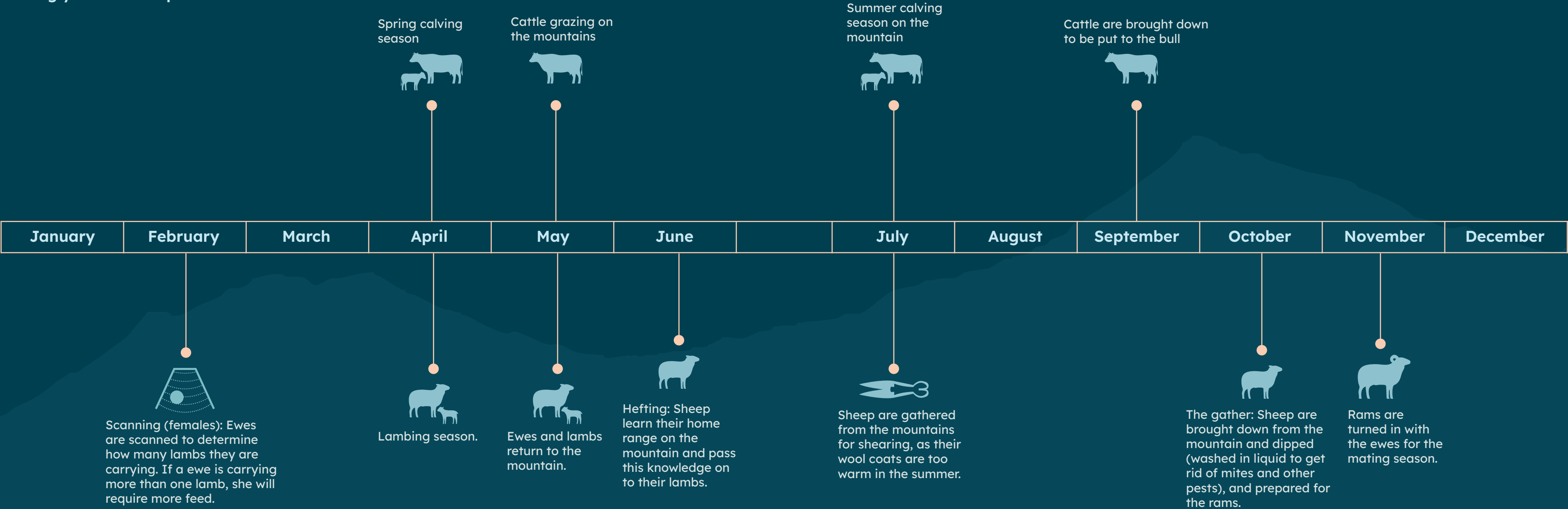
Yr Wyddfa compared to other Three Peaks Challenge mountains



*estimate

Sources: Visit Scotland, ENPA, National Trust

The farming year on the uplands



The Effect of Covid-19 restrictions wildlife

During the Covid-19 restrictions in 2020, ENPA, Natural Resources Wales and the National Trust commissioned research which assessed the impact of the restrictions on wildlife.

Surveys were carried out in several locations across north Wales including Yr Wyddfa. The survey was repeated in 2021 and in 2022 for comparison between the period of restrictions and the periods of ‘normal’ numbers of users. Here is a summary of the discoveries on Yr Wyddfa:

- In 2020, a significantly higher number of nests and breeding birds were seen on the paths compared to 2021 and 2022. This was as a result of the lack of use of paths during the restrictions, and the dense vegetation which was usually compacted by a high number of users.
- More individual birds were seen during 2020 on the three paths observed (Miners’ Path, Llanberis Path, Watkin Path) compared to 2021 and 2022.
- A greater variety of species was seen on the three paths observed during 2020 compared to 2021 and 2022.

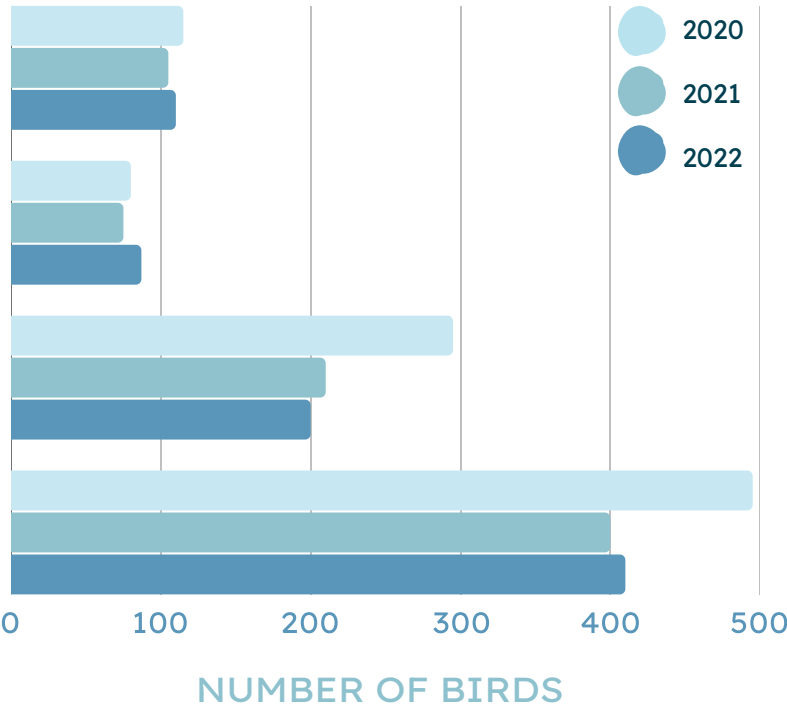
Common sandpiper



©Ben Porter

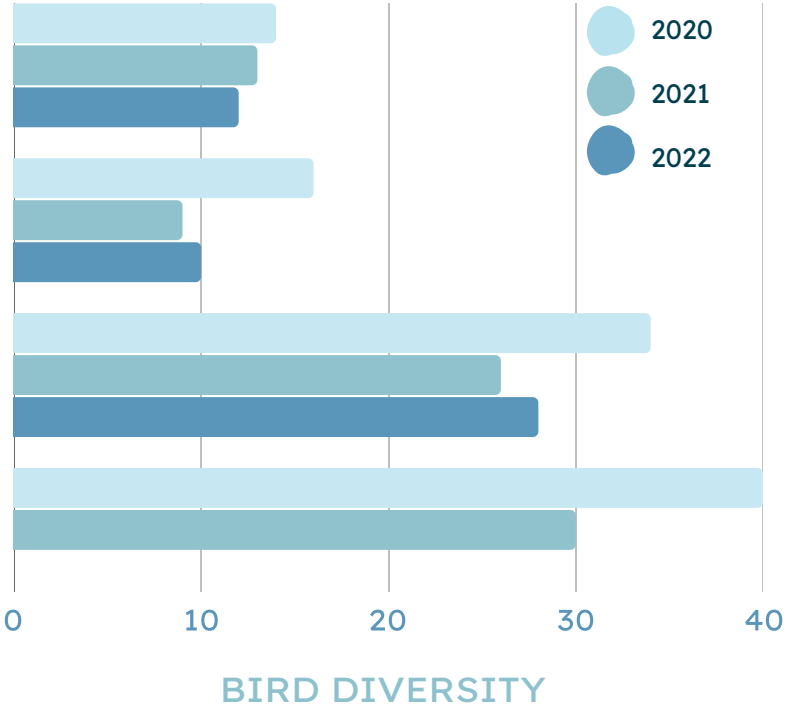
Comparison of the number of birds

(ie the number of individual birds recorded) along the main transect routes between 2020, 2021 and 2022



Bird diversity

(ie number of species) along the main transect routes between 2020, 2021 and 2022



Source: Locked Wildlife: Yr Wyddfa 2022 Report, ENPA

Species on the verge of extinction

Tlysau Mynydd Eryri is a project under the banner of Natur am Byth!; a partnership between nine environmental NGOs and Natural Resources Wales which has been established to reconnect people with nature, and to save species that are under threat.

Ten of Wales's most iconic mountain vascular plant species are the focus of the conservation action of the Tlysau Mynydd Eryri project. All are very rare in Wales, and several of them are also rare in Britain. The main issues which make them rare include climate change, un-managed grazing, historical collection, atmospheric nitrogen deposition and lack of adequate surveys.

Plantlife

Starry saxifrage



Condition assessments in 2023 noted that three of the ten target species can be found on Yr Wyddfa.

Alpine bistort (*Bistorta vivipara*)



Hollyfern (*Polystichum longchitis*)

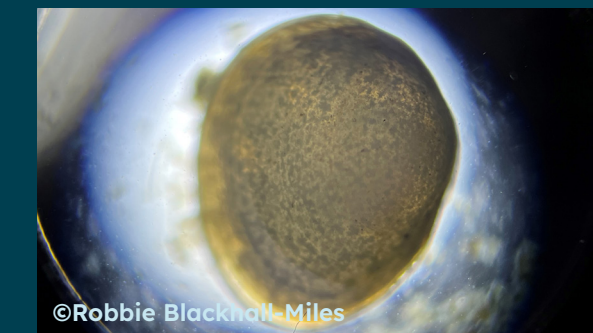


Alpine woodsia fern (*Woodsia alpina*)



In addition to the above, of the five lakes where the arctic pea clams (*Pisidium conventus*) could be found in Wales, three of them are on Yr Wyddfa. Also, the entire rainbow leaf beetle population can be found in the top 400 meters of the mountain.

Arctic pea clam (*Conventus conventus*)



Rainbow leaf beetle (*Chrysolina cerealis*)



*** Photo 207326689 by Jim Langley, © Jim Langley. Some rights reserved. Cropped and used under CC BY-NC 4.0. Available at: <https://www.inaturalist.org/photos/207326689>

Source: Condition Assessment 2023, Tlysau Mynydd Eryri

Volunteer Wardens 2024



Wardens:
47



Volunteer
days:
103



Volunteer hours
(mountain and van):
4338



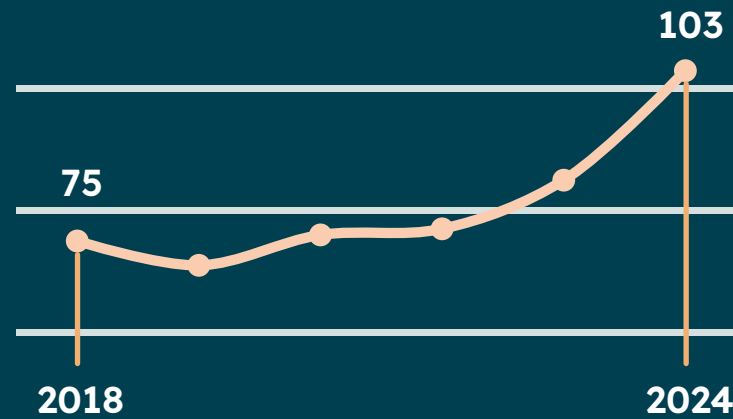
Number of days
the information
van was in use:
36



Number of people
that received support
(mountain and van):
4000*

*estimate

Volunteer days 2018-2024

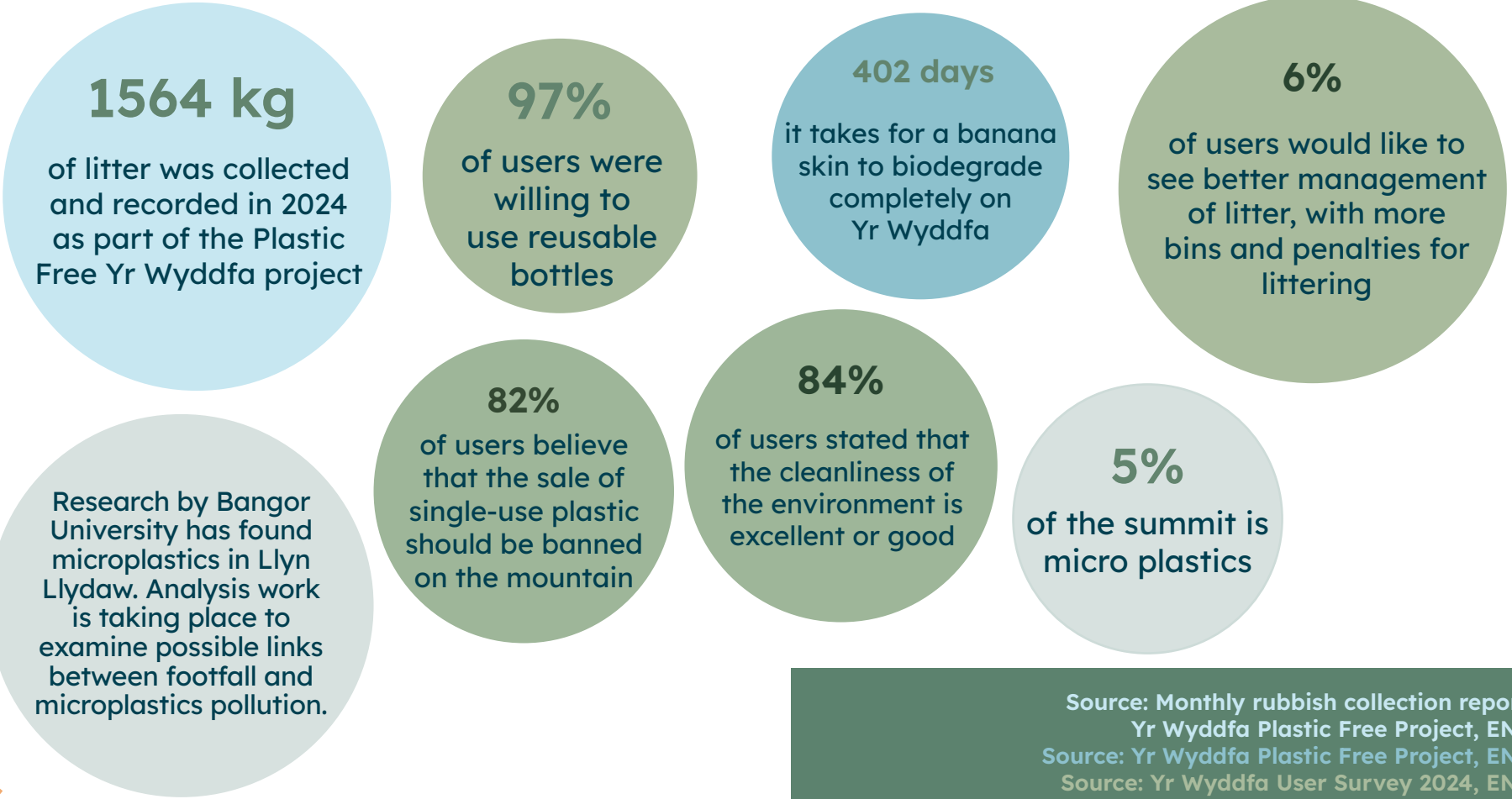


Source: ENPA



Litter



Due to the popularity of the area and the fact that not all users dispose of their rubbish responsibly, all sorts of litter is a real threat to Yr Wyddfa’s sustainable future. Volunteers and our Volunteer Wardens play an invaluable role in clearing and carrying rubbish down and disposing of it responsibly.



Source: Monthly rubbish collection reports, Yr Wyddfa Plastic Free Project, ENPA
Source: Yr Wyddfa Plastic Free Project, ENPA
Source: Yr Wyddfa User Survey 2024, ENPA
Source: Micro Plastics Pollution Survey 2021, CGG and ENPA

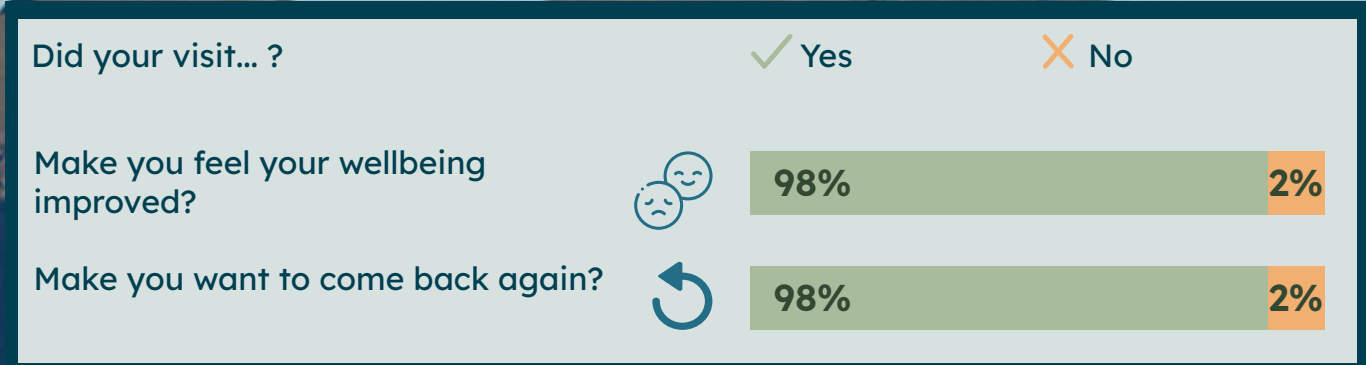


User information

Did you know... ?	✓ Yes	✗ No
The summit building is only open in late spring/summer? 	49%	51%
The only bins on Yr Wyddfa are in the car parks and the summit building? 	54%	46%

Source: Yr Wyddfa User Survey 2024, ENPA

Effect of visit on well being



Source: Yr Wyddfa User Survey 2024, APCE

“The experience made me feel ‘alive’ again. I felt happier and felt emotional on reaching the summit. I think the experience benefitted my mental health. I was excited by nature - I haven’t felt that way for a long time.
Wrexham, aged 45-54

“The magnificent scenery helps me relax.
Southeast England, aged 65-74

“It took my mind off my worries.
East Anglia, aged 25-34

“Succeeded to reach the summit and felt the thrill of happiness and pride.
Gwynedd, aged 55-64

“It helped me clear my head.
Southwest England, aged 25-34

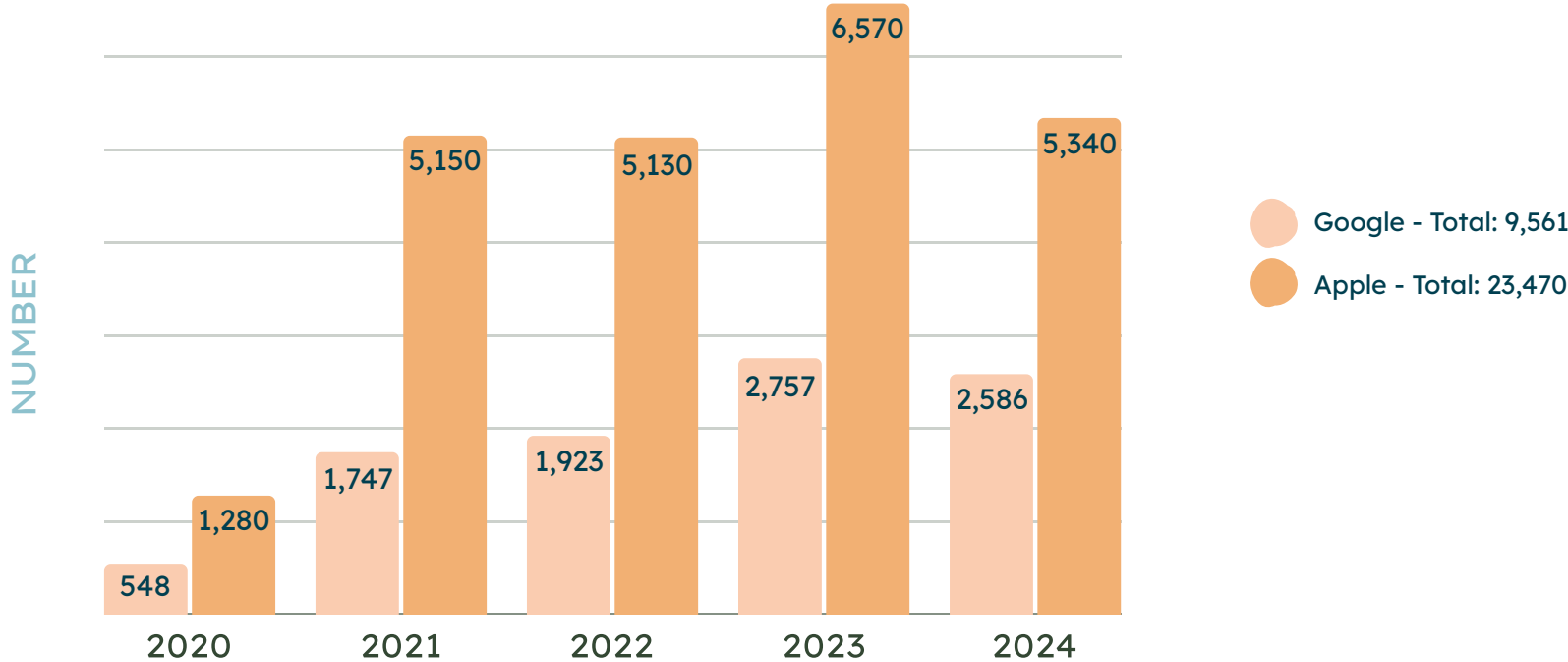
“Eryri is my ‘happy place’. An opportunity to escape to a wild area and shut out the everyday noise.
Southeast England, aged 45-54

“I relax after spending time in the natural world.
Northeast England, aged 16-24



Llwybrau'r Wyddfa App

Llwybrau'r Wyddfa app was designed by Partneriaeth Yr Wyddfa and was launched in July 2020. The app works with GPS and is designed to guide users along one of the six main routes to the summit. The app is available to download from either the App Store or Google Play.



Reviews

“Worth it. I wondered why this cost money but thought I'd give it a go. Must say I'm impressed. Easy to use and packed with features. Great app.”

“Brilliant. Fantastic app for anyone trying any of the 6 paths up Yr Wyddfa. Lots of great information, detailed maps and amazing that the pointer guides you up the mountain as you go.”

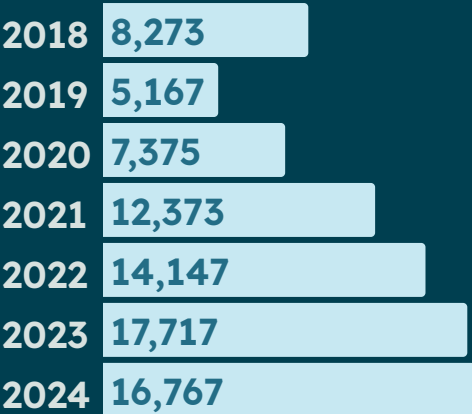
Impact of the Pen y Pass pre-booking system


The 2020 Parking and Transport Strategy for Yr Wyddfa and Ogwen areas recommended to reduce parking in the inner area of the National Park, with the exception of some provision for special permits or pre-booking. In accordance with this recommendation, and the need to trial possible solutions due to increasing number of visitors in peak periods - a pre-booking system was trialled at Pen y Pass during the summer of 2020. With support from Transport Wales in 2021, the pilot was extended and this arrangement has continued at Pen y Pass.

Pre-booking went hand in hand with the improvements to the Sherpa network. A better bus service from Llanberis and Nant Peris to Pen y Pass means that parking and travelling from those areas to Pen y Pass is much more appealing.



Pay and display ticket transactions at Nant Peris car park




A steady increase in the number of people using the Nant Peris site since the introduction of a pre-booking system at Pen y Pass in 2020 and the improvements to the Sherpa'r Wyddfa network.

Reviews on Just Park website

Since the launch of the system the reviews on the Just Park website have been extremely positive with the majority mentioning booking ease, the effectiveness of the service, and excellent customer care on site.

★★★★★
Was great to turn up and park, staff there all the time to help yes was £30 to park but well worth it.

★★★★★
Was greeted by a parking attendant which was surprising considering it was 4am. Very fast service. The staff were friendly. Perfect.

★★★★★
It was so convenient, easy to book. When I arrived they had my registration number and directed me where to park. The attendants were very helpful.

★★★★★
Outstanding, easy to use and great when you arrive.

Illegal parking

Following the establishment of the pre-booking system at Pen y Pass, the dangerous cases of illegal parking have almost completely disappeared.

- No incidents were reported in 2021 or 2022.
- During the 2023 season, there was a weekend when users parked on the road. This issue was promptly addressed by the police, and no further problems were reported for the remainder of the season.
- One incident occurred during Easter 2024, when the police were called due to cars being parked on the clearway leading to Pen y Gwryd.

7%

of users wish to see better parking facilities or lower costs

Source: Yr Wyddfa User Survey 2024, ENPA

Sherpa'r Wyddfa

During the spring of 2022 Sherpa'r Wyddfa was re-branded and re-launched. The new timetable offered more services and better service integration. The improvements were the result of close collaboration between Transport for Wales, Gwynedd Council, Conwy Council and ENPA.

With more frequent services and better options for customers to use public transport when travelling throughout the Park, the improvements have been a huge success.



The Sherpa'r Wyddfa won the silver award in the 'Leisure Buses' category at the 2023 UK Bus Awards.

The Sherpa buses are great.
West Central England, aged 55-64

The buses which serve the area around Yr Wyddfa are fantastic.
Gwynedd, aged 55-64

It is simple is easy and affordable.
West Central England, aged 16-24

Source: Yr Wyddfa User Survey 2024, ENPA

48%

of users feel that travelling by public transport when visiting is a viable option

76%

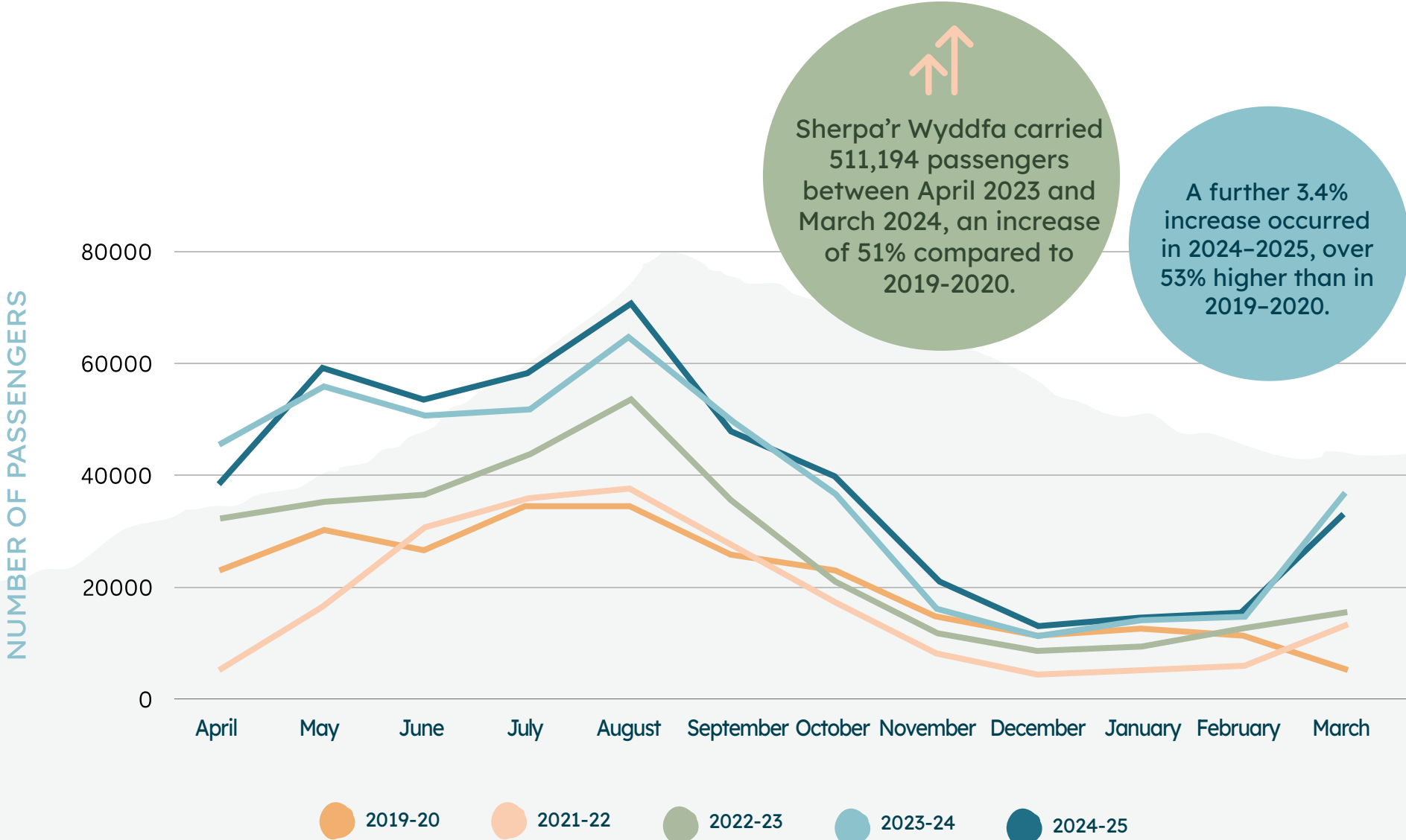
of users travel to Yr Wyddfa by car/van (fuel)

37%

of users used public transport during their visit

12%

of users travelled by bus



Sherpa user figures by month with annual comparison

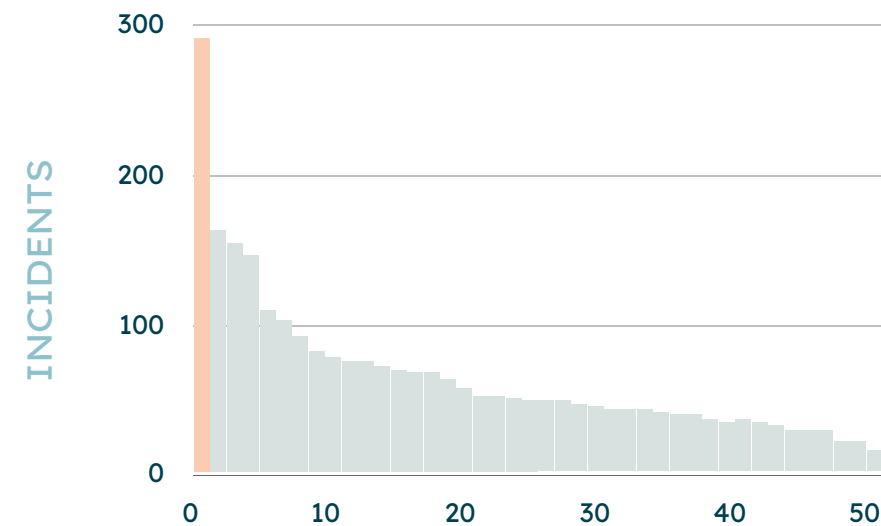
Passengers	2019-20	2021-22	2022-23	2023-24	2024-25
April	30,364	14,581	38,351	50,036	43,836
May	36,681	24,699	41,192	59,348	61,947
June	33,253	36,929	42,324	55,018	57,051
July	40,485	41,482	48,620	55,558	61,334
August	40,083	43,280	56,909	67,159	72,296
September	32,974	34,114	41,669	53,796	52,514
October	30,165	25,486	29,154	42,637	45,096
November	23,153	17,465	20,755	24,472	29,005
December	20,138	14,172	17,745	20,696	21,438
January	21,269	14,941	18,255	22,226	24,541
February	20,006	15,331	20,462	23,198	24,852
March	15,031	21,836	23,650	37,050	34,881
Total	343,602	304,343	399,086	511,194	528,791

An increase of 79% of passengers across the service compared to the period before Covid-19.

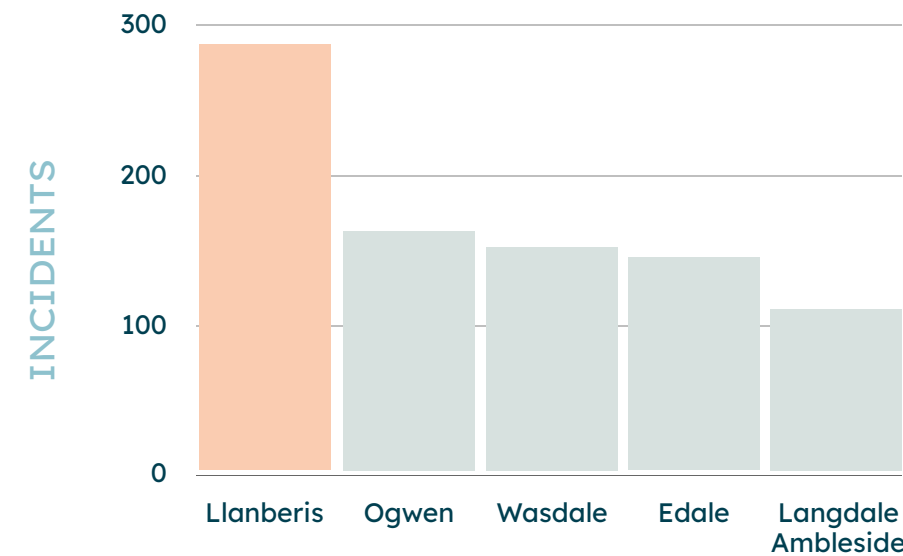


Calls to the Llanberis Mountain Rescue Team

The figures below show the number of incidents attended by Mountain Rescue England and Wales (MREW) teams between 1st January and 30th September 2023, with LLMRT highlighted.



All MREW teams, ranked by number of incidents



Five busiest MREW teams

Source: Llanberis Mountain Rescue Team Calls Analysis 2018-2023

The team



LIMRT is the busiest mountain rescue team in Wales and England.



LIMRT rescues approximately 1 in every 1,000 Yr Wyddfa users.



On average, team members attended twice as many events in 2023 as they did in 2015.

Consistent patterns



Most rescues take place at weekends (48%) with Saturdays being busiest (29%) where a consistent peak of call-outs around 4pm is observed.



Events take place around the summit, higher sections of the popular routes, and in locations such as Crib Goch.

Those that need help



The largest group needing assistance on Yr Wyddfa are young adults with more incidents involving men than women.



Group size is generally small, with individuals and parties of two rescued mostly (although this could be that some have stayed with an injured person from a larger group).

Source: Llanberis Mountain Rescue Team Calls Analysis 2018-2023

YR WYDDFA

User understanding of Welsh names

In 2022, the Eryri National Park Authority committed to prioritising the Welsh names Yr Wyddfa and Eryri in all communications. Since then, the Authority has been monitoring how the public has reacted to the change.

65% of users are aware of the Welsh names Yr Wyddfa/Eryri

65%

35%

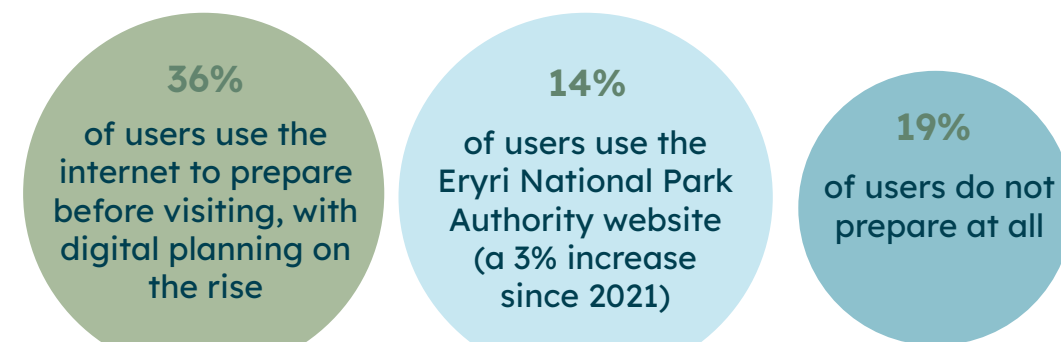
35% believe there is confusion between the names Yr Wyddfa/Eryri, Snowdon/Snowdonia

“A lot of people think by saying Snowdonia it’s actually Snowdon, but by using the Welsh name it becomes clearer.
Wales, Gwynedd, aged 55-64”

“The English names are very similar to each other. This isn’t a problem with the Welsh names.
West Central England, aged 65-74”

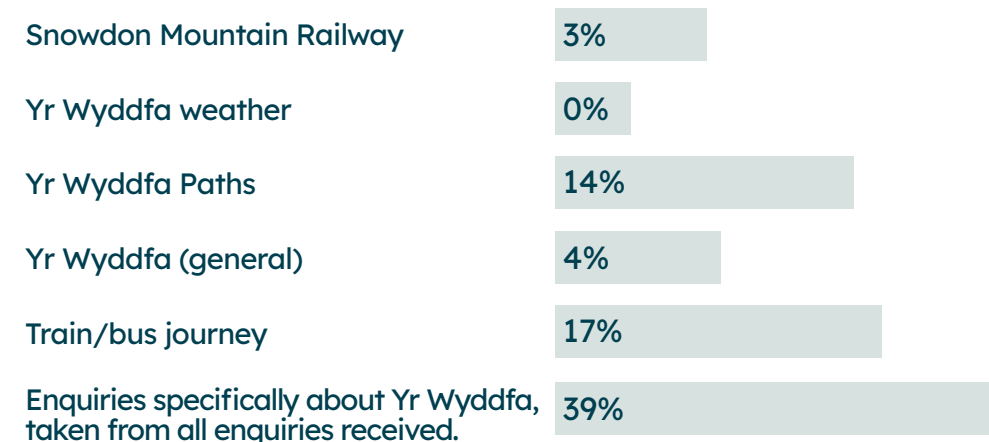
Source: Yr Wyddfa User Survey 2024, ENPA

Information sources



Source: Yr Wyddfa User Survey 2024, ENPA

Enquiries about Yr Wyddfa



(A total of 1,052 face-to-face enquiries were received at the TICs and the Park Offices' reception during summer 2024.)

Source: ENPA

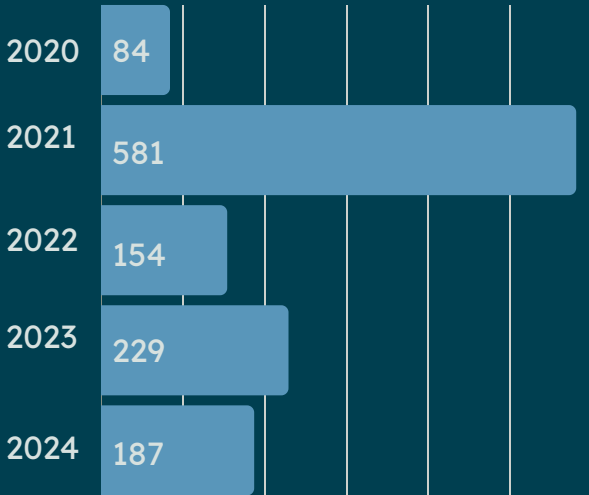
State of Yr Wyddfa

State of Yr Wyddfa

Water fountains around Yr Wyddfa



Number who have completed the Yr Wyddfa module of the Eryri Ambassador programme



Source: ENPA

The economic impact of visitors to Eryri

2023	Total	Visitors daily	Visitors that stayed overnight
Number of visitors to Eryri	4.89m	3.21m	1.69m
Economic effect	£822.49m	£198.96m	£523.53m

Source: STEAM



The Plan development process

Original Cynllun
Yr Wyddfa
Evaluation Report

2023

Analysis of recent and
ongoing consultations
and campaigns in
the area

2024

A series of meetings
among ENPA staff
to review the Plan
and develop a new
action plan

2024

Evaluating
membership and
new collaborative
relationships since
the 2018 Cynllun
Yr Wyddfa launch

2024

Introductory
workshop with
ENPA staff

2024

The Plan development process

A series of three
workshops for partners
and stakeholders

2024 - 2025

Presenting the
Action Plan to
ENPA Members

2025

Engaging children
and young people
from schools in the
Yr Wyddfa area

2025

Drop-in sessions in
Beddgelert, Llanberis,
and Waunfawr

2025

Three-week public
online consultation

2025

Launch Event

Our pledge

We will work together to nurture and enhance the qualities that make Yr Wyddfa special. In the face of significant challenges, we are dedicated to developing innovative solutions that restore and protect both the ecosystem and cultural heritage of the area. While we will carefully consider the needs of users, we will prioritise the protection of the fragile ecosystem, our culture, agriculture, and the well-being of our communities.

We will educate the public about Yr Wyddfa and how to visit safely and sustainably, ensuring a positive impact on the mountain. In doing so, we hope everyone will respect, enjoy, and care for both the mountain and its communities.

The people of the area will be at the heart of our work, co-designing solutions that bring lasting benefits to their communities, the environment, and the economy. By working together, we will ensure that local knowledge and perspectives are central to managing and preserving the mountain for future generations.



Our pledge

KEY TERMS

Work together	All organisations will collaborate closely, co-producing to bring the pledge to life. This includes sharing resources, co-leading projects, exchanging data and information, and making joint decisions through open discussion.
Qualities	All the qualities that make Yr Wyddfa iconic and special, including its diverse species and habitats, rugged landscapes, agricultural and cultural heritage, towering slopes and peaks, breathtaking scenery, legends, language, history, and its significance as a sought-after destination.
Challenges	Yr Wyddfa will face a range of challenges in the coming years, including climate change, the pressures of high visitor numbers, and insufficient resources and investment.
Users	Anyone who uses Yr Wyddfa for any purpose, such as visiting, recreation, or outdoor activities.
Cultural heritage	Tangible and intangible things that have been passed down through generations – some of which can only be heard or experienced. These include references to Yr Wyddfa in Welsh mythology, unique traditions and customs tied to the mountain, its historical significance, place names, folklore, and its role in shaping national identity.
Fragile ecosystem	A complex biological community of interacting species and their environment on Yr Wyddfa. Due to the numerous challenges the mountain faces, the ecosystem is in a critical state, with some species on the brink of extinction.
Agriculture	There are 26 farms on Yr Wyddfa, each with its own unique farming method and way of life, many of which have been passed down through generations.
Communities	Any group of people who share common characteristics, not limited to location, language, age, race, ethnicity, experiences, and/or interests. In the context of this Plan, this refers to any community with a connection to Yr Wyddfa in some way. However, particular consideration will be given to those communities living on or near Yr Wyddfa.
Public	Users, residents, staff of our organisations, volunteers, children and young people.
Visit sustainably	Visit and enjoy Yr Wyddfa in a way where no harm is done to the environment or to the special qualities of the area. This means making choices that safeguard nature, support local communities, and honour traditions—such as avoiding disturbance to wildlife, using public transport, taking litter home, and supporting local businesses.
Positive impact	Taking the above a step further, for instance, by volunteering to collect litter or engage in conservation efforts.
People of the area	The residents of Yr Wyddfa and the surrounding communities, including Llanberis, Nant Peris, Nant Gwynant, Beddgelert, Rhyd Ddu, and Waunfawr.
Economy	All key issues related to the local and regional economy are considered, including the Sustainable Visitor Economy and the rural economy, such as agriculture and local businesses.

How the Plan works

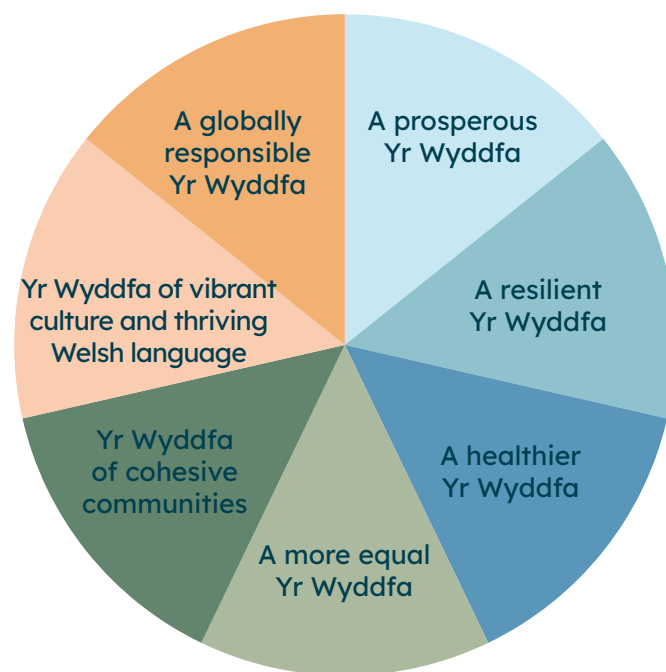
Policy influences

This Plan has been co-designed with consideration of local and national policies to ensure alignment with regional priorities and full compliance with legal obligations.

The main frameworks considered are:

Well-being of Future Generations (Wales) Act 2015

This Act ensures that public bodies consider long-term well-being and sustainability in all decisions, promoting balanced social, economic, and environmental management. The main changes we want to see as a result of Yr Wyddfa plan:



How the Plan works

The Environment (Wales) Act 2016

This legislation mandates the sustainable management of natural resources, ensuring ecosystems are protected and enhanced, while promoting resilience against climate change.

Cynllun Eryri

This Plan sets the vision and strategic direction for managing Eryri National Park, prioritising conservation, sustainable tourism, and local community involvement for long-term ecological and cultural protection.

Eryri Local Development Plan (LDP)

The Eryri LDP governs land-use and planning policies specific to the National Park, ensuring sustainable development.

Placemaking Wales Charter

The Charter has been developed by Welsh Government and the Design Commission for Wales in collaboration with the Placemaking Wales Partnership, and builds on the strengthening focus on Placemaking in policy and practice in Wales. It aims to provide a common understanding of the range of considerations that go into placemaking.

Natural Resources Wales Policies

Natural Resources Wales provides specific policies that guide the management of natural habitats and biodiversity, ensuring access is balanced with the need to protect sensitive ecosystems and species.

Gwynedd and Eryri Sustainable Visitor Economy Strategy

This strategy outlines the vision for sustainable tourism in the region, aiming to balance economic growth with environmental protection and community engagement, while promoting responsible tourism.



Additional frameworks considered:

The Wildlife and Countryside Act 1981

This Act provides protections for wildlife and designated conservation areas, ensuring compliance with the safeguarding of species and habitats of national importance.

The Countryside and Rights of Way Act 2000 (CROW Act)

This Act grants public access rights to much of the open countryside, including areas like Yr Wyddfa, and provides guidelines for managing recreational use in a way that balances access with conservation.

The Historic Environment (Wales) Act 2023

This Act ensures the protection of historical and archaeological sites, maintaining their value for future generations.

Wales' Climate Change Policy

This policy outlines Wales' approach to mitigating and adapting to climate change, ensuring that management accounts for climate resilience and environmental sustainability.

European Union Nature Directives (retained in UK law post-Brexit)

The Birds and Habitats Directives provide ongoing protection for designated habitats and species, ensuring compliance with European-level conservation standards.



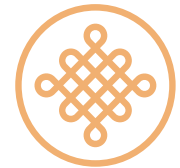
Focus areas

This Plan was developed with seven focus areas in mind, each reflecting the unique challenges and opportunities associated with this iconic landscape. These are central to realizing our promise, with specific actions outlined under each to ensure effective action. Each focus area addresses different aspects of Yr Wyddfa management, including restoring and caring for the ecosystem, co-managing the use of the mountain, and communicating messages that encourage responsible visits, providing a comprehensive framework for sustainable stewardship.



Yr Wyddfa's ecosystem

A complex biological community of interacting species and their environment on Yr Wyddfa.



Cultural heritage

Intangible things that have been passed down through generations – elements that can only be heard or experienced. These include references to Yr Wyddfa in Welsh mythology, unique traditions and customs tied to the mountain, its historical significance, place names, folklore, and its role in shaping national identity.



Communities

Any group of people who share common characteristics, not limited to location, language, age, race, ethnicity, experiences, and/or interests. In the context of this Plan, this refers to any community with a connection to Yr Wyddfa in some way. However, particular consideration will be given to those communities living on or near Yr Wyddfa.



Outdoor activities

Any activity occurring on the mountain, ranging from adventurous pursuits like climbing and caving, to charity events, guided tours, and challenges/races organised by private companies.



Infrastructure

Private and public structures within the area of the plan, including roads, paths, buildings, toilets, car parks, telephone and internet connectivity, and public transport systems.



Economy

All relevant issues concerning the local and regional economy are considered, including the Sustainable Tourism Economy and the rural economy, such as farms and local businesses.



Communications

The strategies employed by the Partnership to engage users, aiming to reduce negative impacts and amplify the positive effects on the mountain and its surrounding communities.

Pathway to success: Connecting our pledge, outcomes, and implementation plan

This Plan has been co-designed with effective delivery at its core. Our pledge, best possible outcomes, outcomes within reach, and the implementation plan are all closely interlinked.

Our pledge

Our pledge to the mountain and our approach to fulfilling it.

Best possible outcomes

The best possible outcome for each focus area. Excellence.
25 years

Outcomes within reach

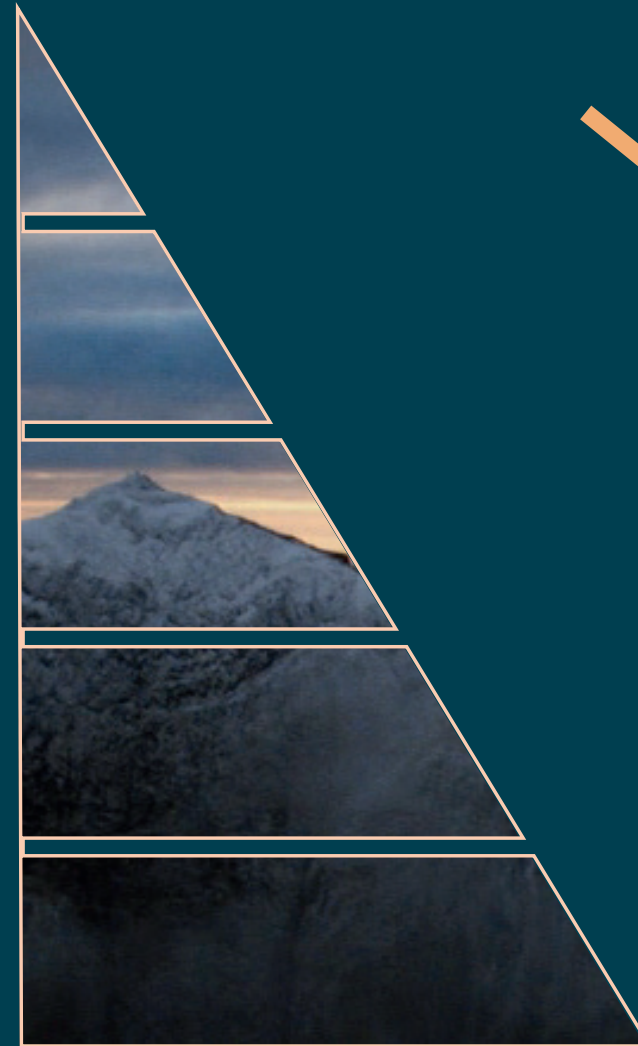
The specific actions required to achieve the best possible outcomes.
5 years

Implementation plan

A work programme detailing actions, methods, projects, and relevant partners for implementation.
5 years

Continuous evaluation

The processes for monitoring progress and continuously evaluating our work and approaches.



Yr Wyddfa's ecosystem

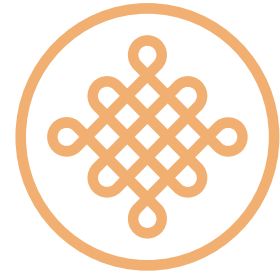


Best possible outcome:

A healthy and thriving ecosystem and a pristine, litter-free environment.

Outcomes within reach:

- 1.1 The Yr Wyddfa land management community is consistently supported to lead sustainable, innovative projects that improve ecosystem health and resilience.
- 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.
- 1.3 Yr Wyddfa is recognised globally as the first plastic-free mountain, setting an example in environmental sustainability.
- 1.4 Public education campaigns raise awareness of harmful behaviours such as barbecuing, off-path walking, allowing dogs off the lead around livestock or nesting birds, antisocial camping, littering, and graffiti.



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.

Outcomes within reach:

- 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.
- 2.2 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.
- 2.3 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.



Communities

Best possible outcome:

The communities play a vital role in fostering a sense of belonging. Their deep connection with the mountain continues to grow, enhancing their well-being and offering physical, emotional, and social benefits.

Outcomes within reach:

- 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.
- 3.2 Strengthening the connection between people and the land, ensuring that local communities actively contribute to the protection and enjoyment of the mountain.
- 3.3 All users are encouraged to engage with and support local services and businesses for the economic benefit of the communities.





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.

Outcomes within reach:

- 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.
- 4.2 More outdoor learning and engagement opportunities promote responsible land use, cultural and environmental awareness, and safety, including dog control.
- 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.
- 4.4 Ongoing research into the environmental and economic impacts of outdoor activities fosters partnerships to improve event management and ensure sustainability.
- 4.5 User numbers are monitored, and data collected from activities and events inform decisions to manage access, protect the environment, and support the local economy.



Infrastructure

Best possible outcome:

Excellent infrastructure and integrated services that are accessible and suitable for a variety of uses, with paths maintained to high standards, resilient to the challenges of the mountainous environment, and robust against human impact and erosion.

Outcomes within reach:

- 5.1 Cutting-edge technology makes information about Yr Wyddfa easily accessible, promoting responsible use and enhancing users' experiences.
- 5.2 The Yr Wyddfa area offers high-quality services with modern, clean, and accessible facilities for all users, ensuring an exceptional experience.
- 5.3 Paths on Yr Wyddfa are maintained to high standards, making them resilient to the environment, human impact, and climate change.
- 5.4 The Yr Wyddfa Circular Path connects local communities with mountain paths, improving access while protecting the environment.
- 5.5 Sustainable solutions are implemented to address parking and transport issues, improving accessibility and reducing environmental impact of too many vehicles.





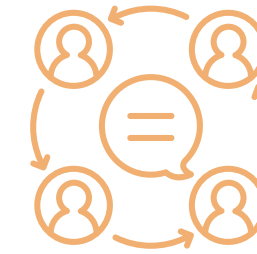
Economy

Best possible outcome:

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

Outcomes within reach:

- 6.1 More local people and users supporting local businesses and services, and participating in efforts to protect the area.
- 6.2 Users enjoy a high-quality, Welsh experience year-round, with balanced user numbers that support local businesses whilst pressures are managed sustainably.
- 6.3 Local contractors are commissioned for work by the Partnership, contributing to the regional economy while supporting sustainable practices.
- 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.



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.

Outcomes within reach:

- 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.
- 7.2 Signs along paths highlight safety messages to reduce avoidable calls to mountain rescue and ensure a safe experience.
- 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.
- 7.4 Communication adapts to manage high visitor numbers during peak times, providing real-time safety, environmental, and user information for responsible visits.
- 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.

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

Implementation plan



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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Implementation plan



1.1.3	Through a variety of events organised by relevant partners.	Where relevant, key performance indicators (KPIs) will be established as part of the development process for specific projects or campaigns.	ENPA	People and community, Mix of uses, Identity
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.	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.	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.	Plantlife Cymru	
			National Trust	
			FUW	
			NFU Cymru	
			CLA Cymru	
Explore and promote sustainable alternatives to current agricultural practices involving plastics, such as black bale wrap, feed bags, and mineral lick buckets.			The Baron Hill Estate	
			GwyrddNi	
			Snowdonia Society	

Implementation plan



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	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.	All partners	People and community, Mix of uses, Identity
A strong emphasis on educating the public that Yr Wyddfa is designated with multiple environmental protections of the highest level.		This has not been measured before, therefore a baseline will be established in the next Yr Wyddfa User Survey, planned for 2028.		

Implementation plan



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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Implementation plan



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 Gwyrfa. - 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

Implementation plan



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 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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Implementation plan



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 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 Gwynedd Council</p>	<p>People and community, Mix of uses, Identity</p>

Implementation plan



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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Implementation plan



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 BMC	People and community, Mix of uses, Identity
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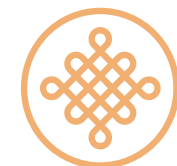
Cultural heritage

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.

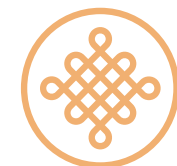
2.3.1 Convey the message that heritage belongs to everyone, thus everyone has a duty to protect it.	Sharing information about the heritage of the area and include specific details in communication materials when appropriate.	Percentage increase in the public's knowledge about the cultural heritage. This 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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Implementation plan



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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Implementation plan



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

Implementation plan

2.3.5	Improve public understanding and awareness of the cultural and historical significance of Yr Wyddfa, drawing on historical archival materials.	Increase broader public engagement with the project and foster knowledge and understanding of the mountain's cultural and historical significance, evaluating progress through both qualitative and quantitative measures.	ENPA	People and community, Mix of uses, Identity
Explore collaborative opportunities to support, develop, and secure funding the Retracing Footsteps research project.	Promote opportunities for diverse audiences and local communities to engage with the mountain's cultural history through exhibitions, oral history collection, digitisation and preservation of archival materials, public presentations, social media, and educational resources.	Monitor the use of project materials and research in supporting educational initiatives, community engagement, stakeholder involvement, and informing ENPA policy and strategy.	University of Chester	
	Encourage changes in behaviours and attitudes towards the mountain's social and environmental qualities and issues, both past and present.	Enhance engagement with the local community and stakeholders by offering opportunities for participation and preserving local knowledge and history.	Bangor University: Archives and Special Collections	
		External funding is secured to support the development of the project.	National Library of Wales, Aberystwyth	

Implementation plan



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.	ENPA to develop a co-production strategy and to adopt this approach as a way of making decisions collectively with the communities. Work within the ArdalNi structure established by Cyngor Gwynedd.	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. Actions delivered based on communities' input. Communities taking ownership and leading on projects.	All partners	People and community, Mix of uses, Identity



Implementation plan

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

Implementation plan



3.2.2	<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
3.2.3	<p>Undertake further work to understand who engages with Yr Wyddfa and the barriers individuals may face.</p> <p>The partnership will undertake further work relating to Equality, Diversity and Inclusion (EDI) to better understand who engages with Yr Wyddfa and the potential barriers individuals may face in accessing the mountain. This work will align with – and be informed by – the forthcoming EDI policy being developed by Eryri National Park Authority.</p>	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



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

Implementation plan



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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Implementation plan

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,

Implementation plan



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

Implementation plan



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 commitment at a strategic level to deal with the parking and transport challenges in the Yr Wyddfa area for the medium and long term.</p>	<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.	<p>Experiment with various media and trends to evaluate effectiveness/ impact.</p> <p>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.</p> <p>Explore opportunities to collaborate with influencers/companies/ outdoor clothing brands with aligned values, to share core messages to a more diverse audience.</p> <p>Review online information from all sources and work to improve high ranking websites.</p> <p>Continue discussions with Transport for Wales to explore possibilities of getting core messages displayed on buses.</p>	<p>Ensuring a wider audience receives accurate, standardised information on how to visit Yr Wyddfa sustainably and make a positive impact on 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>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>ENPA</p> <p>Cyngor Gwynedd</p> <p>Eryri Actif</p> <p>Trash Free Trails</p>	People and community, Identity
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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.	<p>Adapt and expand the offer according to project funding.</p> <p>The Eryri Ambassador Scheme and the Gwynedd Ambassador Scheme collaborating and sharing resources when the opportunity arises.</p>	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
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