



**O'r Graig;
Datblygu Diwydiant Newydd O'r Hen.**

***From the Rock;
Developing New Industry from Old.***

Antur Stiniog - Pam ac o le!? *Why and Where From !?*

- Communities First Bowydd & Rhiw: October 2006 - April 2013
- Gwynedd Council pay Leicestershire City Council : 'Kayaking on Llyn Gwynant'
- Feasability Studies for the 'Downhill Trails at Tanygrisiau'
- Central to the Mountain Biking and Outdoor Activities industry in North Wales
- Tourism Infrastructure already in existence
- Tourism £917 million – 15900 jobs
- Outdoor activity tourism £150 million – 8400 jobs
- 2007 – 5% of the local population working in this sector
- History, Heritage and Culture
- The Distinctive Characteristics of the Environment and its People

Os ddim y ni, pwy? *If not us, who?*



***“Llawer Mwy ‘Na Llwybrau beics”..... Mwynhad, Profiad, Hyfforddiant a Gwaith.
“So Much More Than Mountain bike trails”.....Enjoyment, Experience, Training and Work.***

In 2007 Antur Stiniog was established as a Social Enterprise with the support of over 2,000 local residents. The intention was to develop an “outdoor activities sector” for the benefit of the local residents and economy.

3rd September 2007:

1 self-employed part-time worker

1 Communities First Development Officer (part-time)

Completely Grant Dependent

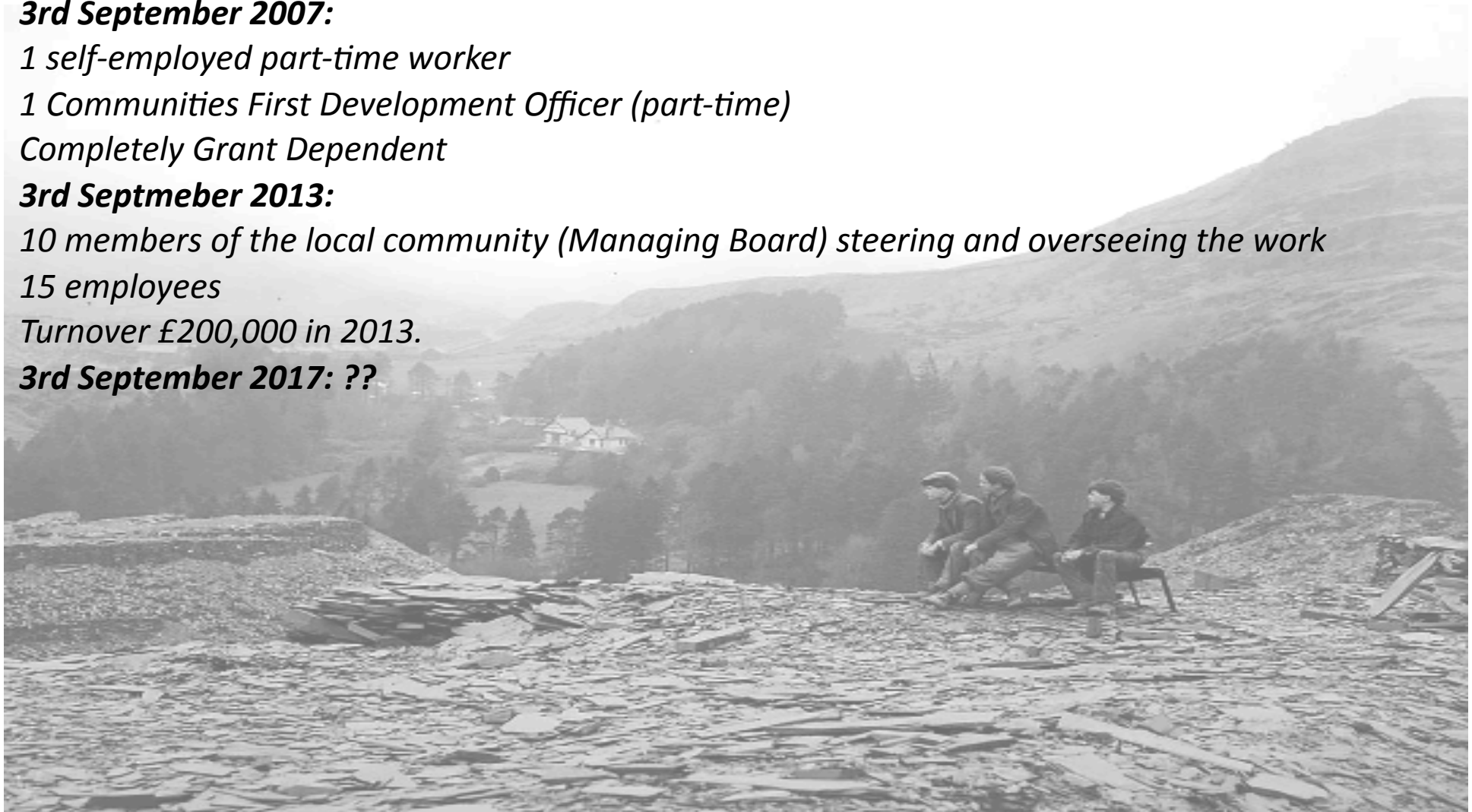
3rd September 2013:

10 members of the local community (Managing Board) steering and overseeing the work

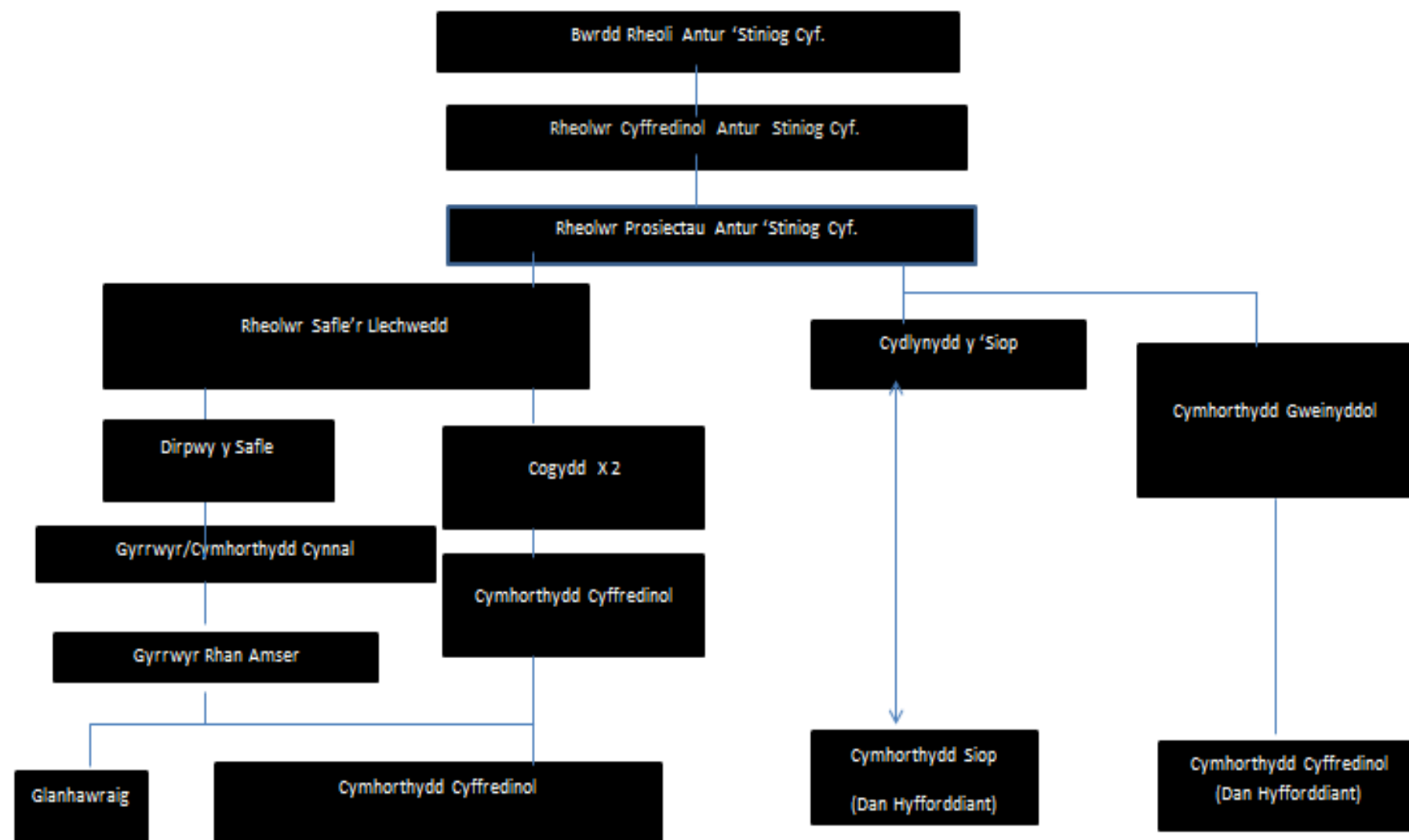
15 employees

Turnover £200,000 in 2013.

3rd September 2017: ??



Y GYMUNED



Gweithgareddau: *Activities:*

Social Enterprise- Re-Investing into the community.

Biking Trails– Attracting people and creating revenue

The Velorail – The Railway between Blaenau Ffestiniog & Traws. A wasted resource!

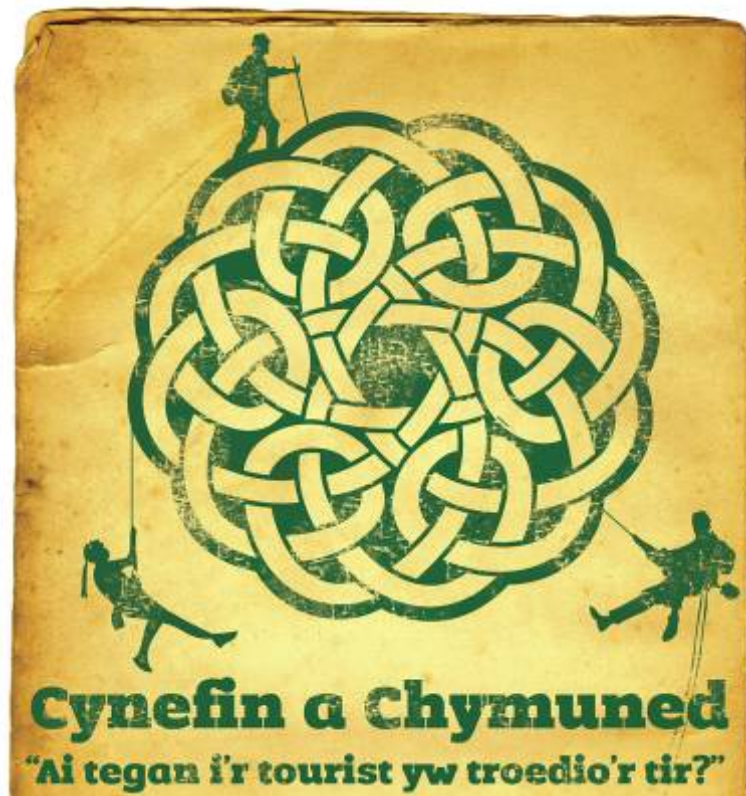
Training - Skills development and work opportunities

Outdoor Activity Clubs- Providing experiences for young people and local residents

Y Siop – A Centre for the activities

Snowdonia ‘One Big Adventure’– £1.26 million to build the trails and a visitor centre

Cynefin a Chymuned – ‘Is our land but a toy for the tourist?’



Llechwedd Downhill Biking Trails



- Approx £890,000 scheme
- Approx 10,000 have visited!
- Employs 7 – A capable, local workforce, dedicated to setting up the scheme.
- Creates a revenue for development work and re-investment
- Additional development opportunities?
- DHFfest 2013 biking Festival, British Championship 2014, World Championship 2017!?



Canolfan Ymwelwyr

- Scheme circa £260,000
- Purpose built Centre
- Toilers, Showers, and Bike cleaning facilities
- Food and Drink and Welcoming Staff
- A Promotional Resource for Bro Ffestiniog

Visitor Centre



Llwybr y Llyn – Tanygrisiau 2014

- Approx £180,000 scheme.
- Cross-country trails.
- 8.5km Circuit.
- 3km or 5km Option.
- Biking, fishing, running and walking.
- Rheilffordd Ffestiniog Railway – Bike carrying carriage.



Effaith Economaidd ar Flaenau Ffestinog a'r ardal *Economic Impact on Blaenau Ffestiniog and area.*

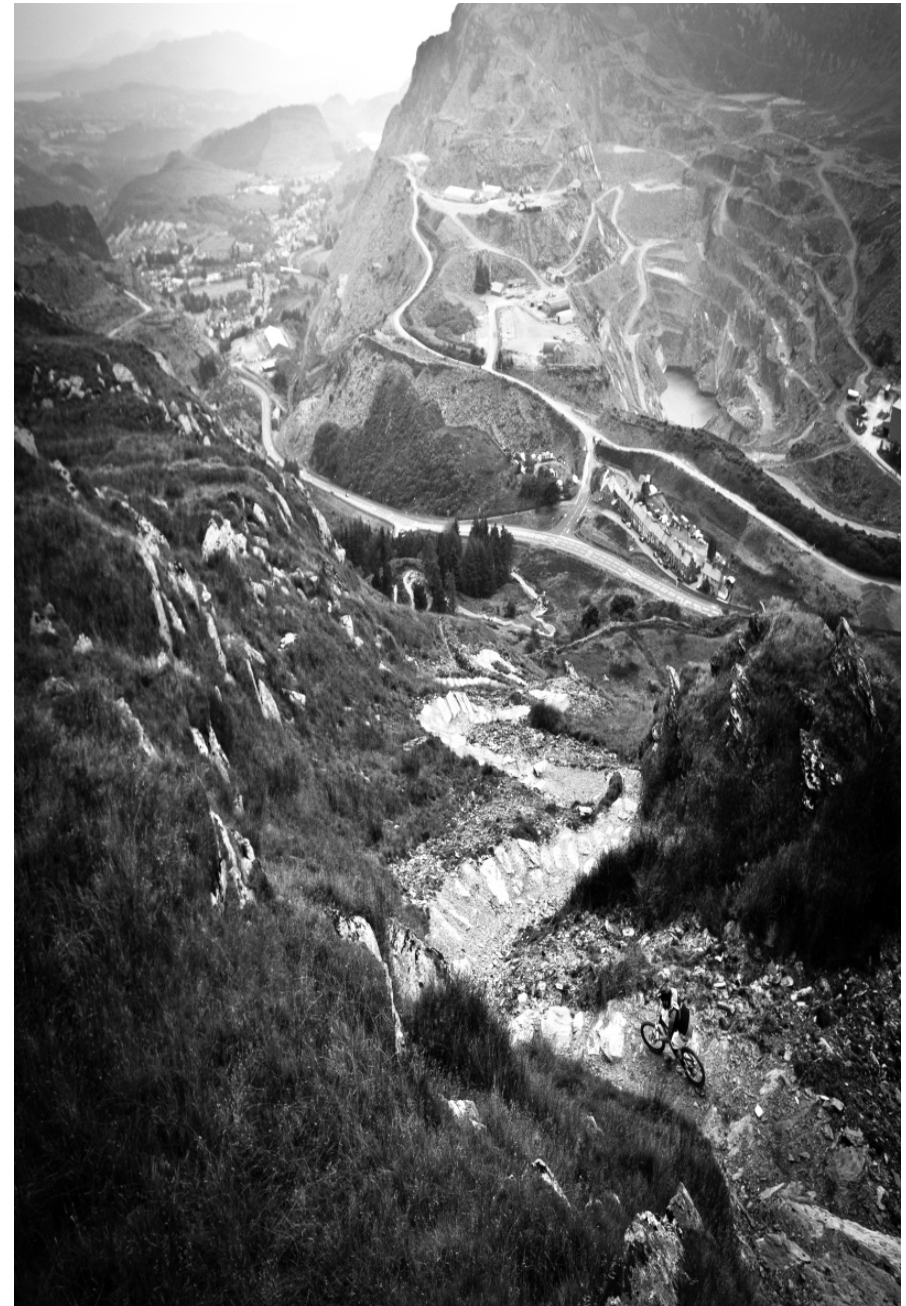
- 0.25p per head in 2006
- 28,000 extra visitors to the area
- Employing 15 people
- £100,000 net profit over 3 years
- Investing in the Community

Wider Scheme –Snowdonia One Big Adventure

- 59,225 extra visitors
- £17.00 per head / per day
- £989,825 for the local community
- Supporting 79 jobs

“A moral duty to protect the local culture from any undue influence ”

“Supporting local people as they develop new ventures that will enable them to stay in the area; which in turn supports the community and its cultural heritage”



Ymgynghoriaeth Antur Stiniog
Prynu 'Arbenigedd' i fewn!
Profiad a sgiliau perthnasol?
Creu Cyfleon a Cefnogi Cymunedau Eraill?



Antur Stiniog Consultancy

Buying in 'Expertise'!

Relevant Skills and Experience?

***Creating Opportunities and Supporting
Other Communities?***



DIWRNOD AGORED LLYN FFRIDD OPEN DAY



DYDD SUL
MEDI 8 FED

DIWRNOD O FLASU PYSGOTA ODDI-
AR CEUFAD NEU CANW I OEDOLION

SUNDAY
SEP 8TH

10_{YB} - 4_{YP}

A TASTER DAY OF CANOE OR KAYAK
FISHING FOR ADULTS

AM FWY O WYBODAETH CYSYLLTWCW A MARK JONES AR
FOR MORE DETAILS CONTACT MARK JONES ON
07717 301764
MARKANDREWJONES@GWYNEDD.GOV.UK

HYFFORDDWYR , OFFER A LLUNIAETH AR GAEL
COACHES, EQUIPMENT AND REFRESHMENTS
AVAILABLE

RHAD AC AM
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PARTNERIAETH AWR-AGORED
Profiad • Mwyhysu • Llysoedd



Experience • Enjoy • Achieve
OUTDOOR PARTNERSHIP



WILD FISHING
WALES
PYSGOTA
GWYLLT
CYMRU



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splash
Water Recreation Challenge Fund for Wales



Digwyddiadau-Events

2013
RAS Y MOELWYN
 SADWRN EBRILL 20^{ED} / SATURDAY 20TH OF APRIL

DIM FFANSI Y MYNYDD? DEWCH I'R CAE!
 DON'T FANCY THE MOUNTAIN? COME TO THE FIELD!
 CAE SAITH ERW (CAE PEIPS), GLAN Y PWLL, BLAENAU FFESTINIOG, LL41 3PL

2.00PM
 CYCHWYN Y RAS
 START OF THE RACE

1.00PM - 5.00PM
 ADLONIAINT AR Y CAE DRWYR DYDD!
 ENTERTAINMENT ON THE FIELD ALL DAY!

ANTUR STINIOG
 ceri.c@anturstiniog.com
 CERI CUNNINGTON (01766) 832 214
 WWW.ANTURSTINIOG.COM



13/7/2013 - 14/7/2013
ANTUR STINIOG DH-FFEST 2013

CERDDORIAETH / MUSIC:

13/7/2013
 Y WYNNES - BLAIDD (1 - 4m)
 CELLS - THE ZAYTONES + DJ (4 - 7m)
 CIWB RYGBI - MR HUW, THE INSIDERS,
 RADIO RHYDD A GARY LEWIS (7.30 - 12.30m)

14/7/2013
 MARION JAMES - ELU BAND (1 - 2m)
 Y CYWM - DAU CERN (4 - 7m)
 Y TAF - GAIT TOMS A'R BAND + CEFFYLAU
 LLIWGAR (7.30m - TAN TOCI)

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f t @DHStiniog

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Eryri | Snowdonia cellb

ALP STWLAN RAS BEICS CYCLE CHALLENGE
6.7.2013

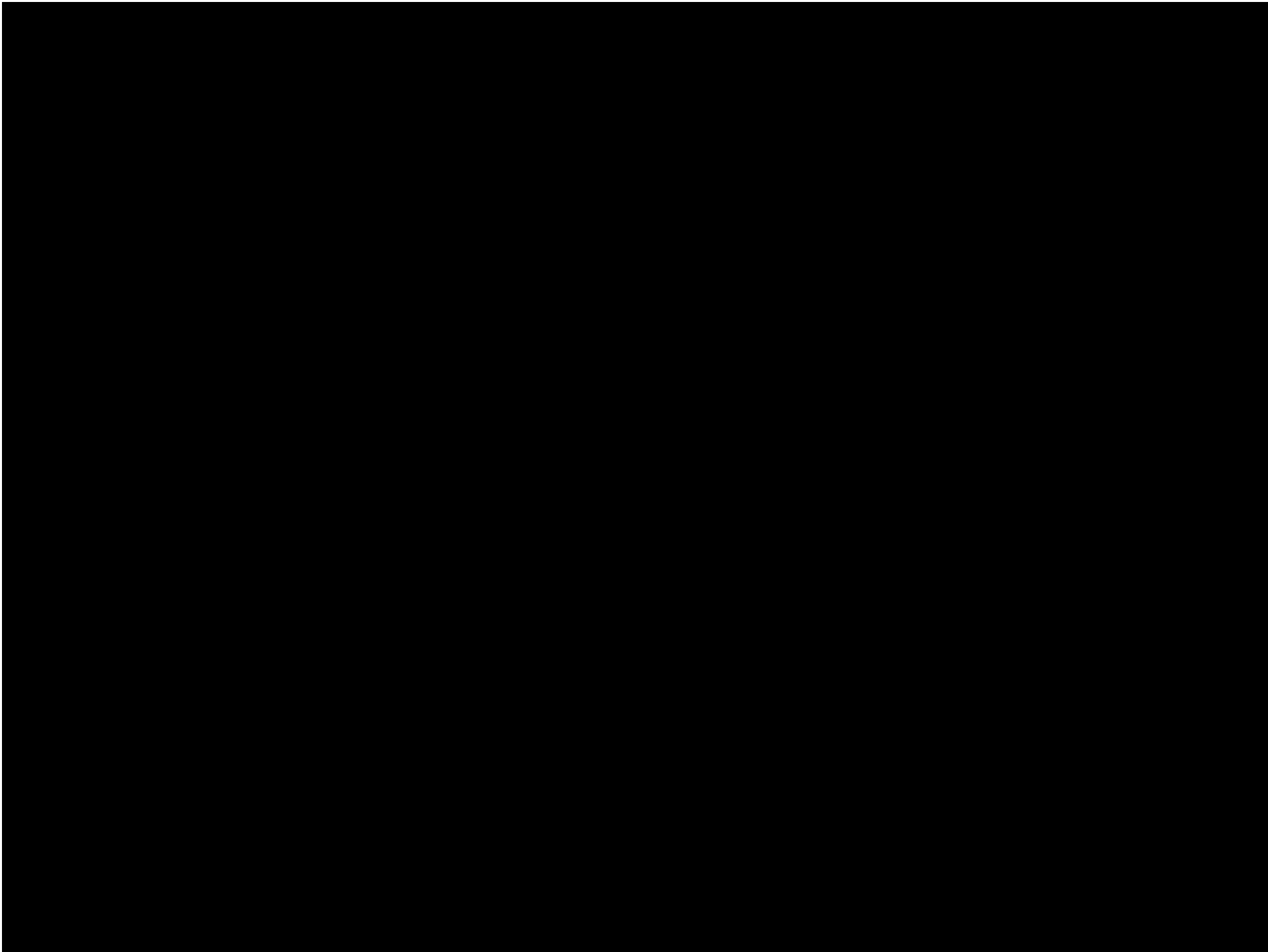
1.7 milltir a DRINGO 270 metr
1.7 miles and 270 meter CLIMB

11:00yb - 11:00am
 PRIS/PRICE: £3.00

Categoriâu a Cwobrau: Oedolion, o dan 18 a dros 40 oed.
 Categories and Prizes: Seniors, under 18 and over 40.

f Cofrestru / REGISTER:
 FACEBOOK / CIWB BEICIO ANTUR STINIOG

AM FWY O WYBODAETH / FOR MORE INFO:
07794 010532



‘Y Siop’

“ Develop skills, abilities and the confidence of the residents of the Ffestiniog Area by successfully opening an Outdoor clothing and equipment shop as well as being a centre for information and activity in the heart of the town.”

- Loan £215,000
- 3 Jobs
- Community Venture
- Promote the Area
- Training
- Customer Care
- Produce Goods
- Co-operation



Cafes, Restaurants and Hotels Working Together – **Croeso Cynnes Cymreig!**

A WARM WELSH WELCOME!

- Plenty of High Energy Foods on a plate!
- Suitable accommodation – drying facilities
- Packed lunches to take away if required.
- Snacks; nutritious drinks, healthy and full of energy.
- Speciality branded foods for the biking community.
- Local biking knowledge - eg make your location a centre for cycling guides.
- Build a rapport with local hotels/cafes that are biker friendly.
- A Warm Welcome – even when they are covered in mud!
- A safe place to store and keep bikes

PARTNERIAETH

WORKING IN PARTNERSHIP!



- Revive the Town Centre
- Invest in the people
- Celebrate the History and Heritage
- Respect the past but look towards a positive future with confidence



Further development : Railway from Blaenau to Trawsfynydd

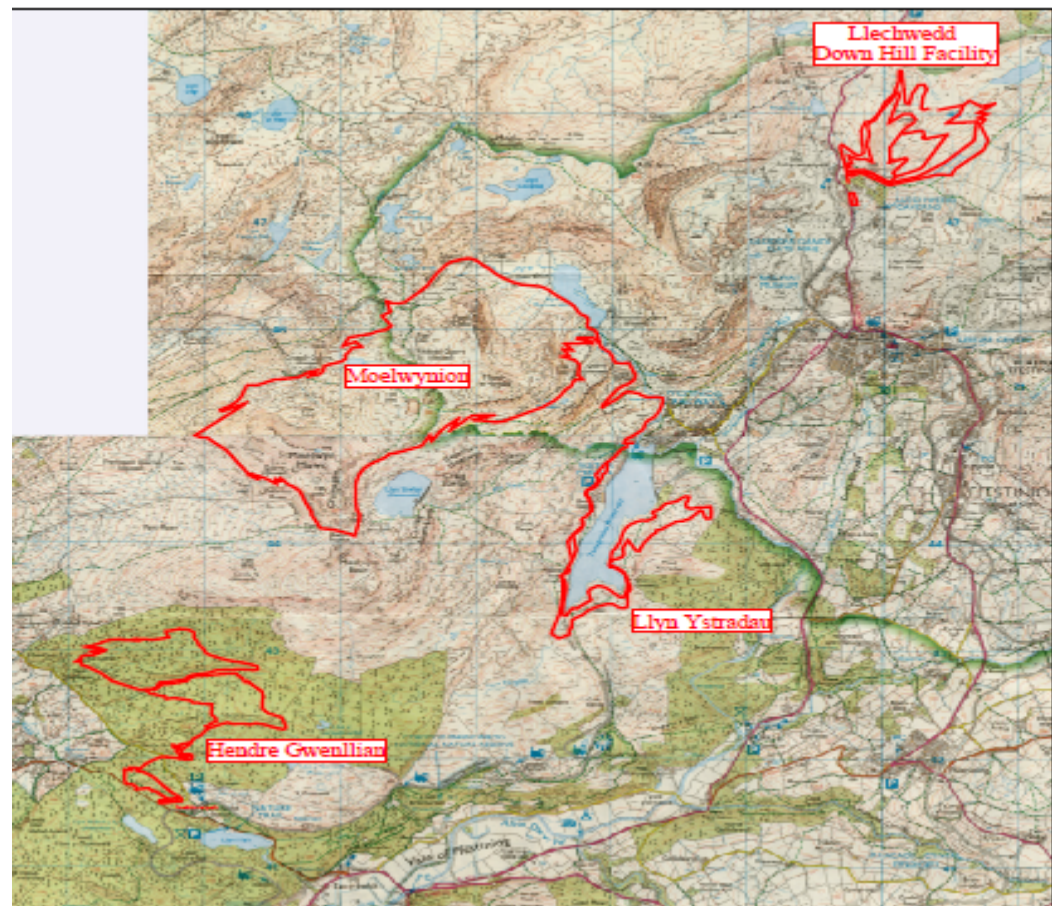
• **WASTED RESOURCE**

- Unique family attraction to Britain.
- Unite communities and attractions, Blaenau, Manod, Ffestiniog, Gellilydan and Trawsfynydd
- Build locally, creating new cottage industry.
- 16,000 more visitors.
- 5 Veolrail - Employ 2 Full Time
- Footpath or bike route for families?
- Nature Trail?



More Bike Trails?

- **Hendre Gwenllian Maentwrog** –Cross Country trail 11km
- **The Moelwynion Circuit** -15km in length making use of the old tramways
- **Link to Penmachno?**
- **Family Track?**



Hyfforddiant *Training*

- Accredited Training to over 40 members of the local community
- Offered outdoor activity experiences to over 300
- Bike Maintenance Courses
- Free Bike hire to the community
- Blaenau Paddling Club
- Skills Audit
- Enjoyment, Experience, Training and Work!
- Cooperate and work with schools, colleges, universities and jobcentres.
- OUTDOOR ACTIVITY CENTRE FOR ...



‘Cynefin a Chymuned’

‘Is Walking the land merely a Toy for the Tourist?’



“Wales is seen as a huge Adventure Park. The Welsh language and local culture is not important to them. The sad part is that some kind of introduction to the culture and history of the area is bound to increase the people’s enjoyment and educational experience as they spend time in Snowdonia, Cardigan or Pembrokeshire. But it does not happen.”

(Geraint George)



Llywodraeth Cymru
Welsh Government



communities first **cymunedau yn gyntaf**



“MEWN UNDEB MAE NERTH”

“N I NITV I EŶ STRENGTH”



PARTNERIAETH AWYR-AGORED
Profiad • Mwynhau • Llwyddo



Experience • Enjoy • Achieve
OUTDOOR PARTNERSHIP



Eryri | Snowdonia
un antur fawr | one big adventure



“It is essential that enterprises, agencies, governments, organisations and individuals consider the needs of local communities, respect the culture and traditions, and contribute to a sustainable society”

Diolch Yn Fawr

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