

Work, Produce and Skills

Key information (2011 figures have been amended for the AONB area)

- * Unemployment levels were lower in the AONB than the levels in Gwynedd and Wales.
- * Self-employment levels were significantly higher than the levels in Gwynedd and Wales.
- * A decrease was seen in employment levels in land ownership, manufacturing and the public sector since 2001.
- * Jobs in agriculture and forestry counted for over 8% of the employment total, whilst the tourism sector counted for a little over 17%.
- * Tourist expenditure in the AONB had increased by 5% since 2006
- * There had been an increase of 17% in the number of tourists to the AONB.
- * There had been a reduction in the number of day tourists.
- * There had been a reduction in visitors staying in serviced accommodation.
- * There had been a 12% reduction in the number of people employed in the tourism sector since 2006.

Introduction

Economic activities in the AONB and nearby are important due to their influence on different qualities of the area - for better and for worse. In addition, economic activities create produce, support skills and create jobs and, therefore, support the local community. When there's insufficient employment opportunities, or low salaries, people leave areas to search for work. Losing members of the community, including well-educated members, would impoverish the community and create other issues.

The economy in Llŷn, as in Rural Wales, is relatively weak with the levels of Gross Domestic Product (GDP) per head and the economic activity much lower than the British and European average. There are limited work opportunities in the area and, in general, the salary levels are low. This is reflected in a poorer community in terms of earnings and higher levels of deprivation. The fact that it's necessary to travel to services and facilities also contributes towards poverty and deprivation.

In Llŷn, there is much dependency on traditional industries, service industries and administration and there are no big companies or factories. The work opportunities in the rural areas are very limited and many travel to centres such as Pwllheli, Caernarfon and Bangor for work, services and goods.

As is common in the majority of rural Wales, many more young people leave the area than move into it. It's estimated that the annual percentage of the age group that leave the area is somewhere between 8% and 10%. Those who choose to live and work in the area tend to be connected to two main economic activities, namely agriculture and tourism. However, agriculture and tourism do not add significant value to the economy and there will likely be no growth in employment in these fields in future.

For the purpose of reviewing the Management Plan, information was received on economic and social matters through research by the Land Use Consultants company. The information was gathered from the 2011 Census and the STEAM tourism information.

Wherever possible, information was included on the level of Gwynedd and the whole of Wales in order to compare.

The results of the 2011 Census shows an increase in the proportion of the population that are of working age that are economically active across the Llŷn AONB. In the 2001 Census, the number of economically active people was lower than in Gwynedd and Wales, but this has now changed. The eastern area of the AONB has seen the biggest increase, with an increase of 11.9% in the number of people who are economically active. See Figure 5.6 in the LUC 2014 report.

In addition to a reduction in the number of people who are unemployed, there have been few changes in the population's constitution that are unemployed since 2001. A reduction was seen in those who were ill/disabled in the long-term and a small increase in those that cared for the home or a member of the family. The majority of the population who are of working age but that are economically inactive are retired people, and an increase was seen in this sector. See Figure 5.7 in the LUC 2014 report.

The LUC research work also shows lower levels of long-term and short-term unemployment compared to the level of Wales and the levels of self-employment in the AONB is higher than Gwynedd and Wales.

Guidelines from Natural Resources Wales on preparing the Management Plans of AONB note that having an economy (and, more specifically, economic activity) that is rooted locally is important in order to manage the quality of the AONB (these have to be living landscapes to be sustainable). Certainly, economic use, or lack of use, of the land and the surrounding sea strongly influences on the character of every landscape, including protected landscapes.

It's possible to measure to what degree the economy is rooted locally by considering factors such as:

- The expenditure proportion of the residents that buy goods and services locally (interpreted usually in terms of economic multipliers)
- The number of local workers (see the travelling to work pattern)
- The number of owners that live locally

In addition, where the environment is of high standard, it's likely to attract tourists and their expenditure proportion on local goods is also important.

For the purpose of the Management Plan of the AONB, the following was set as a Strategic Aim:

Strategic Aim

TO PROMOTE AND SUPPORT SUITABLE ECONOMIC ACTIVITIES THAT WILL BRING BENEFIT TO THE LOCAL COMMUNITIES ON THE CONDITION THAT THEY WILL NOT DISTURB THE AREA'S NATURAL ENVIRONMENT.

Special characteristics

Agriculture

Agriculture has existed on the lands of Llŷn for many centuries. It's likely that the peninsula was originally woodland, with the exception of the high lands. However, as a result of agriculture, many of the trees were cut down and boundaries were created to manage land and livestock. Over the centuries, more robust boundaries were constructed to manage lands - they were dry stone walls or *cloddiau* with clay surfaces. In some places, thorn trees were also planted to create hedges. These early fields were quite small, and a number were connected to cottages or farms. The historic field pattern is seen clearly in some areas such as Rhiw and Uwchmynydd, and the boundaries are important in terms of the landscape's appearance, history, culture and wildlife.

Traditionally, the farms in Llŷn were mixed, and they bred animals, grew crops and kept chickens or geese etc. Many were also producing milk and, consequently, South Caernarfon Creameries was established in 1938, which continues to be an important employer in the area today.

As a result of joining the Common Market in 1973, more emphasis was placed on creating single produce and a tendency was seen to specialise in one type of farming - this tendency has continued to the present day. Grants were available for creating different types of produce, but this led to excess waste.

More emphasis was then placed on environmental matters in the 1980s and 1990s and agri-environment grant schemes were established such as the Environmentally Sensitive Areas (ESA), Tir Gofal and Tir Cymen. Also, from 2003 onwards, the grants system was amended, leading to the Single Farm Payments that was designed, to a degree, to show more consideration towards the feeling of place, including environmental considerations.

Much of the Llŷn land is good agricultural land and the standard of the stock is generally high. The area creates agricultural produce of high standard, including lamb, beef, milk and bacon. A proportion of this produce is sold locally through direct sales or supplying small stores, but a large amount also leaves the area. There's not much production of vegetables, fruits and rarer meats e.g. venison, and it appears that there's an opportunity to produce more varied agricultural produce in the area as well as using more local produce. This could offer local economic and environmental benefits in terms of transporting goods.

Agriculture continues to be an important employer in the area although the Report on the condition of the AONB in 2014 showed that employment in agriculture and forestry had decreased. The employment comparison in every sector shows that agriculture and forestry provides 8.5% of employment (from the 2011 Census) whilst jobs relating to tourism provides 17.5% of employment (from the 2012 STEAM).

In addition to creating direct work for farmers and supporting rural families, the agricultural industry creates work directly for others – farm hands and contractors. Also, the industry supports many other businesses and jobs such as those that supply the industry with animal feed, fencing equipment, gates, machinery, etc. In addition, existing buildings need to be maintained and new buildings need to be erected regularly therefore work is provided for builders and craftsmen.

Farmers and their families also make invaluable contributions to maintaining history, culture and countryside practices. It's a Welsh community that maintains countryside practices, local history, and the names of fields and places, farm houses, and historic buildings and wells. Agricultural skills, such as constructing and maintaining stone walls, *cloddiau* and land management is very important in terms of the Area of Outstanding Natural Beauty's environment.

Another area in which Agriculture makes a contribution to the AONB is the diversification initiatives – creating income, salary and adding value and a resource for tourists. Due to the financial squeeze and the government's support, a number of farmers in Llŷn have diversified to bring additional income to their businesses. The most common enterprises are caravans, adapting outbuildings into holiday accommodation and outdoor activities. Agricultural diversification schemes are of assistance to support farm units and local communities, and support the local economy. However, some schemes could disrupt some special qualities of the AONB e.g. caravans in prominent places, noisy activities or unsuitable adaptations to agricultural buildings.

Forestry

During the 1950s and 1960s, the government had plans to produce more trees in Britain in order to be more self-sufficient in its produce. A number of pine woodlands were planted on high lands and other lands of low quality in Wales, England and Scotland. Only a limited number of pine forests are in the Llŷn AONB, namely near Garn Fawr, Moel Penllechog, Nant Gwrtheyrn, Garn Boduan, Garn Fadrun, the Rhiw area and the Glasfryn trees. Although pine trees aren't indigenous to the area, they have become part of the landscape's appearance. There's a significant visual impact when these forests are cut and the process of replanting starts because this leaves the landscape bare and open.

The LANDMAP landscape assessment has identified some woodlands as ones where there's a need to increase the number of broadleaf trees at the detriment of pine trees, namely Garn Boduan, Mynydd Rhiw and Garn Fadrun and this could create economic opportunities in terms of biodiversity.

There are few indigenous woodlands within the AONB but they form an important element of the landscape and the natural environment. There's ancient woodland on the side of Rhiw and other important woodlands in Cwmgward and Coed Eiernion. These woodlands are protected with Tree Preservation Orders in addition to being Areas of Special Scientific Interest.

In terms of work and produce, the pine forests provide very little, with the exception of Glasfryn Fencing Centre near Llanaelhearn which is a little outside of the AONB. A number of local people work here and many various products are provided including firewood, planks, fences etc. but specifically fencing stakes.

Fishing

Fishing has been an important activity in Llŷn across the centuries. There was dependency on the marine produce as a food source as well as something to trade.

According to the tale, there were large catches of fish in the past, especially herring, in the Nefyn area. Frequently, the fish were cured in order to transport them to market. It's important to remember that a number of tales and folklores are attached to the marine industry and those fishermen, like the farmers, played a part in maintaining local history and industry.

Today, the main marine produce are bass, mackerels, crabs, lobsters, prawns and whelks. No recent figures have been published on the fishing industry's catches in this area but catching fish, crabs and lobsters continue to be a popular activity, mostly as a secondary source of income, although some full-time fishermen remain.

Although some fish and shellfish are sold locally, to individuals and restaurants, the tendency is to sell the produce to companies that transport them from the area. Therefore, much of the quality local marine produce leaves the area, and is sold frequently for quite low prices.

Recently, the National Trust worked with local lobster and crab fishermen to adapt cowsheds in Cwrt near Aberdaron to develop storage, chilling, processing and packaging facilities, in the hope that more of the produce's economic value will remain in the area. They have also improved the facilities for landing at Porth Meudwy nearby. It appears that there's potential to sell and use more local marine produce in Llŷn and that there are economic and environmental opportunities tied to this.

Quarry work and mineral mining

Quarrying and mineral mining were very important industries in Llŷn during the nineteenth century and the beginning of the twentieth century. During that time, there were a number of granite quarries on the side of igneous hills that are scattered around the area – areas such as Trefor, Nant Gwrtheyrn, Nefyn Mountain and Tir y Cwmwd, Llanbedrog. Also, there was mineral mining in the Llanengan and Bwlchtocyn area (mainly lead) and manganese in the Rhiw area. It's possible to read more about these industries in local history books.

The quarries have had a striking impact on the peninsula's landscape and geology, but they have also provided raw materials for a large number of the area's historical buildings and it could be argued that there's justification to continue producing some local stone in order to maintain buildings and in order to ensure that new buildings in sensitive locations comply with traditional buildings. By now, only two granite quarries remain active in the Area of Beauty, namely the Trefor and Nanhoron quarries. The two quarries mainly produce on a small scale for the local market; therefore they provide for the local need and support some jobs. Also, the tradition of quarrying is maintained, and some of the old skills and tradition continue.

Due to the sensitivity of the AONB, the Heritage Coast, interest in nature, archaeological remains and the possible impact if the old quarries were re-opened, Gwynedd Council set a Prevention Order to regulate the situation at a number of sites in 2003.

Small companies and self-employment

Due to the rural nature of the area, there is a tradition of small businesses in Llŷn. Many of them supply the needs of homes or other businesses, especially agriculture. These businesses

are crucial as they support individuals and families and provide for the needs of the population and other businesses. Some of these businesses open their doors to tourists and therefore are a resource for tourists and local people.

Self-employment is high in the area as the Report on the condition of the AONB in 2014 confirms. This sector includes farmers, individual contractors, builders and plumbers, electricians, joiners etc. Again, these people provide a service for the local community and for those who own property in the area as well as maintaining property and lands, including some historical buildings and structures, *cloddiau*, walls, rural paths, etc.

Co-operative initiatives

Over the years, Llŷn and Eifionydd has been an area where a number of co-operative initiatives have been established. This is an example of a community taking steps to support and provide work and services within the community because companies or individuals did not see sufficient profit in doing so. The most obvious examples within the AONB itself are Tafarn y Fic and Siop y Groes in Llithfaen, whilst South Caernarfon Creameries in Rhyd y Gwystl, y Ffôr, is an important example and provides work for many in the area and processes local agricultural produce.

Public services

A large number of the area's population is employed in public service (local authority, health service, fire service etc.). Over recent years, substantial cuts were seen in the budgets of some of these services, which have led to far fewer job opportunities locally. However, the public sector remains an important employer locally, and the services that are provided are also important.

Tourism

The tourism industry is an important part of the local economy in Llŷn, creating and sustaining jobs and contributing towards supporting the communities. Also, the expenditure from tourists is a great boost to maintaining services and local facilities such as pubs, restaurants, cafés, hotels, shops and garages. As expected, studies have shown that the area's natural environment; the beaches, hills, paths and wildlife, is the area's main attraction. Ensuring a balance between profiting from the industry and over-development which would disrupt the area's qualities is important and necessary.

Recently, an increasing shift has been seen from the traditional British weekly and fortnightly holidays to shorter holidays - this is also true for Llŷn. Overall, this tendency is of economic benefit to the area, increasing the demand for making use of the area's natural leisure resources (the sea, public paths, the Coastal Path etc.) for longer periods of the year.

There is good provision of self-catering accommodation in Llŷn now - mainly as a result of buildings being amended into holiday accommodation and an increase in the number of caravans.

Information was received on tourist accommodation in Llŷn as part of the Survey in 2003, which showed that the majority stayed in self-catering accommodation - accommodation, holiday homes, caravans or camping. There has been a substantial reduction in those who stay in hotels, bed and breakfasts and other serviced accommodation and, as a result, there is a reduction in this type of establishment (a number of hotels have been demolished, and guest houses have been converted into private homes).

In recent years, Visit Wales has placed emphasis on outdoor activities, culture and history, as this will attract different types of people and extend the holiday season. Llŷn has much to offer in terms of this type of tourism, and it is more sustainable and more compatible with the area's qualities. It's already possible to partake in a variety of activities here and it's possible to visit a number of historical / cultural centres. An Ecomuseum was established here in 2014 and this is the first one to have been developed in Wales. It operates in partnership with seven heritage establishments: Nant Gwrtheyrn, Llŷn Maritime Museum, Felin Uchaf, Porth y Swnt, Plas yn Rhiw, Plas Glyn y Weddw, and Plas Heli. The implementation is digital by using new technology and social media in an innovative and positive way to attract a large audience to this special area. The Ecomuseum's aim is to increase cultural tourism and create a larger and more sustainable holiday season that will bring economic, social and environmental benefits to the area.

But there are side effects to the tourism industry as well. Overuse of paths and beaches create erosion, some activities are noisy or create conflict and litter is left in some places. Also, in some areas, caravans disrupt the landscape and high levels of second homes could impact the language and the culture. In addition, the industry places significant pressure on public and social services during the busy summer periods, and there are traffic jams in Abersoch and Pwllheli.

The Report on the condition of the AONB (2014) analyses the tourism levels within the Llŷn AONB, and the sector's economic contribution to the local economy, especially financial income and employment. According to the report, there had been a reduction in the number of tourists to the AONB, and the numbers had reduced by 17% since 2006 to 321,700 in 2011. The number of day visitors have seen the biggest reduction in numbers, although they still count for over half (52.7%) of all tourists to the AONB.

Between 2006 and 2011, there was an increase of £1.7 million (5%) to the tourism expenditure in the AONB to a total of £35.8m. Looking at the information, according to each sector a reduction can be seen in expenditure is accommodation. There was an increase in every other sector, and the biggest increase was in the leisure sector, where an increase of 23% in income was seen, which means that 7.4% of tourist expenditure in the AONB is spent on leisure.

The Report also shows the employment levels in the tourism sector within the AONB. It shows that the number of people employed by the sector has fallen (12%) to 711 individuals. This reduction has not been consistent across all sectors, as some sectors such as accommodation, shops, and food and drink have seen a greater reduction than leisure and transport.

Leisure

There is an opportunity to do many outdoor leisure activities in Llŷn, and this is certainly part of the area's appeal to tourists. As well as the broad network of public rights of way and the Coastal Path, there are a number of lands with open access and an opportunity to do a variety of other outdoor activities including cycling, horse riding and visit beaches.

Due to the area's geographical nature, many opportunities are connected to the sea and the coast. In addition to activities on the beach such as sports, sunbathing and fishing, it's possible to go rowing, sailing, canoeing, windsurfing or surfing. In 2015, Plas Heli's new National Sailing Academy at Pwllheli was opened and a variety of activities take place here, with an opportunity for local people and tourists to participate. Outdoor activities in the sea and on land are low impact ones that don't create pollution or congestions and it's likely that there's significant potential to develop some further activities of these types in Llŷn.

Indoor leisure resources also exist in the area. Amongst these, there are some centres that have been established for a while, such as the small stately home of Plas yn Rhiw, the Language and Heritage Centre - Nant Gwrtheyrn, Canolfan Hanes Uwchgwyrfaï in Clynnog, and Oriel Plas Glyn y Weddw.

Recently, indoor attractions have opened in the area, increasing the choice for visitors, including the Maritime Museum and the Cwrw Llŷn Brewery in Nefyn, Porth y Swnt (National Trust) in Aberdaron, Menter y Felin Uchaf in Rhoshirwaun and Plas Heli in Pwllheli.

Recently the first Ecomuseum in Wales was established here in Llŷn. The Ecomuseum's aim is to celebrate the area's distinctive identity and character by promoting seven heritage sites, namely Nant Gwrtheyrn, Llŷn Maritime Museum, Felin Uchaf, Porth y Swnt, Oriel Plas Glyn y Weddw, Plas yn Rhiw and Plas Heli's Sailing Academy.

The Ecomuseum operates completely digitally through social media in order to appeal to a wide audience. It aims to promote a cultural tourism industry and to extend the holiday season for the economic, environmental and social benefit of the Llŷn Peninsula.

Key Issues

Lack of various employment opportunities

As was shown, the economy here in Llŷn is quite limited with dependency on the traditional industries - agriculture, fishing and forestry. It's believed that there are opportunities to establish new businesses to produce process and sell local produce - a number of examples were seen of this recently.

There's also dependency on jobs in the public sector - teaching, local government, professional service and the hospitality industry (including shops, restaurants, pubs, etc.). Hopefully there will be no more cuts in these fields.

There are more varied opportunities in the towns of Caernarfon, Porthmadog and Bangor nearby but it's quite a journey to these places from Llŷn which means time and additional costs

and, as a result, this is not an option for some.

The worldwide web has created opportunities for existing businesses to expand and for new businesses locally. It's possible to market to the world through the web and the transport service is very effective these days. It's believed that there are further opportunities to expand existing businesses and establishing new businesses that aren't limited to location (i.e. there is no need to be near specific markets).

Develop new enterprises and the expansion of existing enterprises

There are opportunities to further promote local produce – to use it and process it locally in order to add value to the produce and create work locally. In terms of this, using the AONB as part of the produce branding could be beneficial. Provide support to local companies with marketing their produce and place emphasis on buying local produce. It's also believed that diversification and entrepreneurial needs to be promoted and encouraged in terms of existing and new businesses.

Tendencies in farming

Farming has changed much since the middle of the last century and this has had a clear impact on the area's landscape, and the community in general. In the 1970s and the 1980s, there was much land draining and treating, demolishing *cloddiau*, fertilizing and using pesticides. Unfortunately, many of these actions have had an impact on the area's landscape and wildlife. Attached to this, farms were seen uniting and fewer were being employed in the industry, impacting on the local society and culture.

The tendency for some farm businesses to expand at the expense of others seems to continue, and specialising in a specific method of farming was also seen - be it beef cattle, sheep or dairy produce. As a result of this, there is a need for new resources and new agricultural sheds, yards and milking parlours has become common.

Agri-environment plans that started with the ESA Plan have been beneficial to maintain the agricultural industry as well as supporting, sustaining and recreating local historical and natural qualities. This was continued with the most recent scheme, namely Glastir, and the continuation of this scheme would be beneficial to the AONB's natural environment, and beyond.

Broadband and Mobile Phone Service

By now, good and reliable broadband is very important to a number of businesses, as well as mobile phone service. As expected in rural areas at the moment, the broadband service is sub-standard. Also, due to the coastal and hilly nature of the area, the mobile phone service is poor in some areas.

The Welsh Government is committed to ensure that everyone has access to Superfast Broadband. The Superfast Cymru project will bring this service to the majority of homes and businesses in Wales that will not be receiving it through the service by the private sector.

The money comes from the Welsh Government and the UK, the EU and BT. Also, the Welsh Government is working with Airband to bring high speed wireless broadband to other places that will not be part of the commercial provision or Superfast Cymru.

Also, the Welsh Government is looking at other technologies at some other places without service.

Cuts in public spending

Substantial cuts were seen in public services in recent years. This has had a substantial impact on Gwynedd Council Departments, National Resources Wales etc. meaning less money for capital work and jobs relating to countryside and wildlife conservation.

This will have an impact on the tourism industry due to:

- closing tourism centres, including the one in Pwllheli
- less expenditure on tourism marketing material e.g. leaflets, etc.
- closing public toilets

It has also meant less work opportunities locally and less work for contractors. There might be an opportunity for co-operative enterprises to provide some of the services and facilities that have been lost and to create jobs.

Brexit and the European Union

Britain has been a member of the European Community since 1973. The result of the referendum to leave the European Union in June 2016 has created great uncertainty in terms of the economy, environment and the movement of people throughout the United Kingdom.

When reviewing the Management Plan, it was not possible to anticipate what the impact of Brexit would be on this area, but concerns exist on the economic impact as a result of:

- Reduction in the value of the £ against the euro
- Grants to agriculture and other businesses through the Rural Development Plan
- Losing access to European grant funds
- The future of Regulations and European Conservation Designations.

The environmental impact of tourism

Over-development of the tourism industry can place pressure on the area's natural environment as a result of issues such as traffic, erosion and pollution. So far, the erosion of sites due to overuse, and litter aren't large problems but traffic jams in Pwllheli and Abersoch during the peak holiday periods create difficulties and increase the air pollution levels.

Static caravans, chalets and touring caravans have a negative impact on the AONB's landscape in some locations, especially in the Abersoch and Sarn Bach area. An increase was also seen in the number of sites and touring caravans across the northern coast and the inland over recent years. Information from the Public Protection Unit, Gwynedd Council (2015) confirms the

small increase in touring caravans and tents in the AONB but, ideally, a thorough and detailed assessment is needed on caravans and tents in the area. Another factor to consider is that some owners and site operators keep more caravans than they should. It's believed that supervision and effective management is crucial, as well as considering opportunities to reduce the impact of existing sites by landscaping and that there is a need to consider additional protection to some sensitive parts of the area.

As a result of the tourism industry's importance to the area, a number of leisure activities are available, as previously explained. Of course, local people also take part in some of these activities. Overall, it doesn't appear that any activities create problems or disrupt the area's special qualities. It's likely that one cause for concern, however, is the conflict between different users on the area's beaches during the summer.

The increase of awareness of environmental matters, and the increase in travel costs, will likely lead to growth in the demand for holidays in high quality environment areas.

POLICIES

GP 1. PROMOTE THE CONTINUATION AND DEVELOPMENT OF THE AGRICULTURE INDUSTRY BY ENCOURAGING INITIATIVES TO DEVELOP NEW PRODUCE, PROCESS MORE LOCAL PRODUCE, MARKETING AND MAINTAINING AND DEVELOPING SKILLS.

Agriculture is an integral part of the Llŷn Peninsula and the AONB. Traces of farming from early days can be seen in the landscape and it is those practices and methods of farming that have given the landscape its present character. The agricultural community – the farmers and their families and also farm workers play an important part in the area's communities and enable the continuation of tradition, skills, practices, culture and language.

There have been many changes to farming in recent times – changes in policies, mechanization, markets and environmental regulations. But there are more changes to come as a result of leaving the European Union.

Whilst reviewing this Plan, an opportunity was established to support the agricultural industry by encouraging new produce – processing and selling more local produce and maintaining and developing skills.

GP 2. AIM TO ENSURE THAT NEW AGRICULTURAL DEVELOPMENTS ARE NOT HARMFUL TO THE AONB'S LANDSCAPE OR ENVIRONMENT.

It's clear that agriculture has to adapt as any other industry and that this will mean the need for buildings, slurry pits, silage pits etc. It is important to ensure that these developments are not made at the expense of the area's landscape and environment. Careful positioning (near other buildings if possible), design, colouring and landscaping can help. The aim therefore is to manage developments in order to limit the effect of new developments and this can include preparing and distribute a specific Design Guide.

GP 3. SUPPORT THE LLŶN FISHING INDUSTRY BY PROMOTING AND MARKETING MORE USE OF LOCAL PRODUCE AS WELL AS LOCAL PROCESSING INITIATIVES IN ORDER TO ADD VALUE

By now, only a few individuals make a full time living from fishing but the industry continues to be important locally and maintains a tradition that reaches back over hundreds of years. It is apparent that not much of the produce is sold and used locally – much is carried out of the area. It is thought that there are opportunities for more marketing and processing of local marine produce and to have more local businesses such as hotels and restaurants to use it and direct promoting within other local markets.

GP 4. PROMOTE THE USE OF LOCAL PRODUCE AND SERVICES FOR THE BENEFIT OF SUSTAINABILITY AND THE LOCAL ECONOMY

Even though there is emphasis on agricultural and marine produce in the area, other various products are made here also. Although not obvious, two granite quarries are still open and their product is useful for constructions and road works etc. There is a forestry initiative at Glasfryn and other smaller ones in other locations. Helping to promote and sell, such as through local markets, would be useful.

GP 5. URGE THE IMPROVEMENT OF THE AREA'S BROAD BAND AND MOBILE PHONE SERVICES, AS LONG AS THIS WOULD NOT HAVE AN UNACCEPTABLE EFFECT ON THE AONB'S LANDSCAPE AND COASTLINE.

In this day and age, keeping in touch and marketing is all important to businesses of all kind. Due to the area's rural and coastal nature, a broad band and mobile phone connection is poor in some areas, and this poses a disadvantage. The aim therefore is to support improvements in places that wouldn't affect the AONB's landscape and urge masts to be divided, and search for locations for new masts that are not prominent.

GP 6. PROMOTE AND ASSIST COOPERATIVE INITIATIVES AS A FORM OF RUNNING BUSINESSES, PROVIDING SERVICES AND SUPPORT JOBS

Some cooperative initiatives already exist in the area such as Tafarn y Fic, Siop y Groes and South Caernarfon Creameries. In a rural area such as Llŷn, it is believed that there is potential to expand this and establish new ventures in order to maintain businesses, services and jobs. These, in turn, maintain communities.

GP 7. SUPPORT THE ESTABLISHMENT OF NEW INITIATIVES AND DIVERSIFICATION VENTURES AS LONG AS THEY ARE NOT ON A SCALE, OR IN A LOCATION, THAT WOULD PUT UNACCEPTABLE PRESSURE ON THE AONB'S ENVIRONMENT.

Recently, many new businesses were established such as Pwyth Pistyll, Mirsi, Cwrw Llŷn, Glasu and Llaethdy Llŷn. New inherent businesses such as these are extremely important due to the income they create and the job opportunities they provide. Businesses such as these are compatible with the area and help young people find work locally. With partners therefore, the aim

is to assist present businesses and establish similar new ones.

- GP 8. ENCOURAGE NEW BUSINESSES, INCLUDING THE TOURISM SECTOR, TO BE MORE SUSTAINABLE IN TERMS OF ENERGY USE, RECYCLING AND MEANS OF TRAVELLING.

Maintaining and protecting the natural environment is one of the Management Plan's main aims therefore there is emphasis on reducing the side-effects that businesses have on the environment. The AONB Service and other organisations will co-operate to raise awareness on ways to save energy and renewable energy that are compatible with the AONB. Pressure also will be made to reduce pollution and other ways of travelling such as cycling, public transport and the Llŷn Coastal Bus.

- GP 9. SUPPORT NEW OUTDOOR LEISURE ACTIVITIES AS LONG AS THEY ARE NOT ON A SCALE, OR IN A LOCATION, THAT WOULD PUT UNACCEPTABLE PRESSURE ON NATURAL RESOURCES.

Outdoor activities have achieved popularity and there are many natural resources for this type of leisure in Llŷn. It seems that there are opportunities to further develop these types of leisure activities, thus benefiting from the industry and creating job opportunities locally. It is important to ensure that initiatives will not affect the special qualities and initiatives will be assessed and only the suitable ones supported.

- GP 10. PROMOTE CURRENT AND NEW TOURISM INITIATIVES, ESPECIALLY THOSE BASED ON LOCAL HISTORY AND CULTURE, AS LONG AS THEY WOULD NOT HAVE AN UNACCEPTABLE EFFECT ON THE AONB'S LANDSCAPE OR ENVIRONMENT OR THE NEARBY AREA.

The tourism industry brings a substantial economic gain to the area and provides jobs and creates income that maintains local services and businesses. Some new suitable initiatives can add to the range of activities for visitors as well as local people. Therefore, support will be given to current and new activities, which are compatible to the area's special qualities, especially ventures relating to local history and culture.