

COMMITTEE	Llyn AONB Joint Advisory Committee
DATE	July 2 nd 2025
TITLE	Ffermio Bro
PURPOSE	Inform members
AUTHOR	AONB Service Officer
RECOMMENDATION	Accept the information, elect representative

1.0 INTRODUCTION

1.1 This report contains information regarding a new environmental grant - Ffermio Bro – which is coming on stream in Wales’s Designated Landscapes.

2.0 FFERMIO BRO

2.1 The Designated Landscapes - National Parks and Areas of Outstanding Natural Beauty (AONBs) - are amongst the most special places in Wales. They showcase the best of our scenery, nature, culture and heritage. The Designated Landscapes and Welsh Government have collaborated to develop Ffermio Bro -a pioneering programme to help farmers in Designated Landscapes protect nature and the environment - while supporting rural businesses and communities.

2.2 Each Designated Landscape has been allocated a funding pool, and farmers can apply directly to the relevant body. Ffermio Bro supports activities that benefit nature and biodiversity. This could be anything from walling and hedgerows through to natural flood management etc.

2.3 Ffermio Bro differs in two important ways from past schemes. Firstly, it is a special programme for Designated Landscapes. Secondly, it is focussed on collaboration. We want to fund activities that span multiple farms and have an impact on a landscape scale. This doesn't just mean formal clusters or neighbours - we are looking for projects that achieve a common goal through action across multiple farms.

- 2.4 Ffermio Bro is part of the preparatory phase of the Sustainable Farming Scheme (SFS). Participation in Ffermio Bro will not affect eligibility for the SFS in any way, and any habitat that is created or enhanced under Ffermio Bro will count towards the SFS Universal habitat requirements. Ffermio Bro payment rates will be aligned with other Welsh Government schemes for the same activities – but bespoke projects can be supported at higher rates.

3.0 FFERMIO BRO ADMINISTRATION

- 3.1 The scheme will be administered by Eryri National Park in cooperation with the AONB Unit here in Llŷn. The simplest applications will be considered by officers while more complex/ higher value application will be considered by Panel which is in the Process of being established. An appeal has been made to select one of the JAC members to sit on this Panel.
- 3.2 Efforts have been made to raise awareness of the scheme through the Unions, agricultural/ countryside organisations, in the press and by social media. We have included an article of Ffermio Bro in Llygad Llŷn and raised awareness recently at Sioe Nefyn. Already there has been considerable interest in Ffermio Bro here in Llŷn.
- 3.3 The local Ffermio Bro farm advisor - Iwan Ifan will be present at the meeting to provide an update on the scheme.

4.0 RECOMMENDATION

- 4.1 To accept the information.
- 4.2 To elect a representative from the Joint Committee to serve on the Ffermio Bro Panel.