

## 12. LOCAL PRODUCE AND RURAL BUSINESSES

### Key information (based on 2011 figures that have been amended for the AONB area)

- \* Unemployment was lower in the AONB than in Gwynedd and Wales.
- \* Self-employment was significantly higher than in Gwynedd and Wales.
- \* 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 a decrease 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.

### 12.1 Introduction

- 12.1.1 Economic activities within the AONB and the surrounding area are important due to their direct influence on the area's special qualities - 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. As is common in other rural areas of Wales many young people leave the area. Losing members of the community, including well-educated members, has a negative effect.
- 12.1.2 The economy in Llŷn is relatively weak with 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 people have to travel to get to many services and facilities also contributes towards poverty and deprivation.
- 12.1.3 There is a high dependency on traditional industries, service industries and administration and there are no big companies or factories in Llŷn. 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.
- 12.1.4 For the Management Plan review information economic and social matters was obtained through research carried out by Land Use Consultants. 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.
- 12.1.5 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 State of the AONB (2014) Report.

- 12.1.6 There has also been some change in the make-up of those unemployed since 2001. A reduction was seen in those who were ill/disabled in the long-term while there was 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, an increase was seen in this sector. See Figure 5.7 in the State of the AONB (2014) report.
- 12.1.7 The State of the AONB Report 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.
- 12.1.8 Having an economy (and, more specifically, economic activity) that is locally embedded is an important contributor to the vitality of an area (they need to be sustainable, living landscapes). It's possible to measure to what degree the economy is locally embedded 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
- 12.1.9 In addition, where the environment is of high quality, an area has the capacity to attract tourists and their expenditure on local goods and services is also important.
- 12.1.10 For the purpose of the Management Plan of the AONB, the following was set as a Main Aim as regards Produce and Skills:

### **Main Aim**

<p><b>TO PROMOTE AND SUPPORT SUITABLE ECONOMIC ACTIVITIES THAT WILL BRING BENEFIT TO THE LOCAL COMMUNITIES ON THE CONDITION THAT THEY WILL NOT HARM THE AREA'S NATURAL ENVIRONMENT.</b></p>
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### **Special Qualities**

## **12.2 Agriculture**

- 12.2.1 Agriculture has been practiced on the Llŷn Peninsula for many centuries. Most likely the peninsula was originally woodland, with the exception of the higher peaks. However, as agriculture developed, many of the trees were felled and boundaries were created to manage land and livestock. Over the centuries, more robust boundaries were constructed - they were dry stone walls or *cloddiau*. In some places, whitethorn and blackthorn were used to create hedges. These early fields were quite small, and a number were

connected to cottages or farms. The historic field pattern can still be seen clearly in some areas such as Rhiw and Uwchmynydd, and these traditional boundaries are important in terms of the landscape's appearance, history, culture and wildlife.

- 12.2.2 Traditionally, the farms in Llŷn were mixed, keeping various animals, growing crops and usually some poultry such as hens or geese. Many farms in the area were also producing milk and, consequently, South Caernarfon Creameries was established in 1938 to process the milk, and continues to be an important employer in the area. As a result of joining the Common Market in 1973, there was more of a tendency to concentrate on one type of farming – beef, milk or sheep and this trend has continued to the present day.
- 12.2.3 More emphasis was placed on environmental considerations from the late 1980s onwards and agri-environment grant schemes were established such as the Environmentally Sensitive Areas (ESA), Tir Gofal and Tir Cymen. By now we have the all Wales Glastir scheme which is based on safeguarding and maintaining habitats, biodiversity and historical features.
- 12.2.4 A good proportion of Llŷn is good agricultural land and the standard of the stock is generally high. The area produces high quality agricultural produce 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 only limited 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.
- 12.2.5 To be economically viable and keep up with developments farms will need to adapt – this will include new infrastructure to improve efficiency and being able to facilitate modern machinery etc. In some cases new buildings and structures will be needed and within the AONB emphasis needs to be placed on ensuring that these blend into the landscape by measures such as suitable location, size, materials, colouring and landscaping.
- 12.2.6 Agriculture continues to be an important employer in the area although the Report on the State of the AONB (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).
- 12.2.7 In addition to creating work for farmers and supporting rural families, the agricultural industry creates employment 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.

12.2.8 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.

12.2.9 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, care needs to be taken to manage schemes which could have an impact on the special qualities of the AONB e.g. caravans in prominent places, noisy activities or adaptations to traditional agricultural buildings.

### **12.3 Forestry**

12.3.1 During the 1950s and 1960s, the government wanted to see more trees grown in Britain in order to be more self-sufficient in wood. Conifer woodlands were planted on high lands and other lands of low quality in Wales, England and Scotland. There are some conifer plantations within the Llŷn AONB, on Garn Fawr, Moel Penllechog, Nant Gwrtheyrn, Garn Boduan, Garn Fadrun, the Rhiw area and Glasfryn. Although these trees aren't indigenous to the area, they have become part of the landscape's appearance and there's a significant visual change when the trees are cut and the process of replanting starts because this leaves the landscape bare and open.

12.3.2 There are few indigenous types of woodland within the AONB but they form an important element of the landscape and the natural environment. Of special interest are the ancient woodland in Rhiw and woodlands in Cwmgwared and Coed Eiernion. These are protected with Tree Preservation Orders in addition to being Sites of Special Scientific Interest.

12.3.3 Conifer plantations only offer limited work opportunities with the exception of Glasfryn which is a little beyond the boundary near Llanaelhaearn. Glasfryn Fencing and Sawmill was established in the mid-1990s and produces fencing stakes, gates, benches, tables, fences, firewood etc. A number of local people are employed at the centre.

### **12.4 Fishing**

12.4.1 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 history, 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. Lots of tales and folklores are associated with the fishing industry and those fishermen, like the farmers, played a part in maintaining local history and industry.

12.4.2 Today, the main marine produce is bass, mackerels, crabs, lobsters, prawns and whelks. No recent figures have been published on the fishing 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 elsewhere for selling on. Therefore, much of the quality local marine produce leaves the area, and is sold frequently for relatively low prices.

12.4.3 It seems there is potential to process and use more marine produce in Llŷn with subsequent economic and environmental opportunities tied to this. In one initiative the National Trust has worked with local lobster and crab fishermen to adapt cowsheds in Cwrt near Aberdaron to develop storage, chilling, processing and packaging facilities, so as to add value to marine produce.

## **12.5 Quarrying and mineral working**

12.5.1 Quarrying and mineral working 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 igneous hills that are scattered around the area – areas such as Trefor, Nant Gwrtheyrn, Mynydd Nefyn and Tir y Cwmwd, Llanbedrog. Also, mineral ore was mined in the Llanengan and Bwlchtocyn areas (mainly lead) and manganese in Rhiw. More information is available regarding these industries in local history books.

12.5.2 The quarries have had a striking impact on the peninsula's landscape and geology and have also provided materials for a large number of the area's historical buildings. It could be argued that there's justification to continue producing some local stone to be used in maintaining buildings and to ensure that new buildings, in sensitive locations, comply with traditional buildings. By now, only two granite quarries remain active in the AONB, namely the Trefor and Nanhoron quarries. The two quarries produce stone 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.

12.5.3 Due to the sensitivity of the AONB, the Heritage Coast, biodiversity, archaeological remains and the possible impact if the old quarries were re-opened, Gwynedd Council took out Prohibition Orders on number of former quarrying sites in 2003.

## **12.6 Small companies and self-employment**

12.6.1 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.

12.6.2 Self-employment is high in the area as the State of the AONB Report (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.

## **12.7 Co-operative initiatives**

12.7.1 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 itself 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 near Y Ffôr is an important example and provides work for many from Llŷn area.

## **12.8 Public services**

12.8.1 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 important.

## **12.9 Tourism**

12.9.1 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. Studies have shown that the area's natural environment; the beaches, hills, paths and wildlife, form an important part of the area's attraction. There is a challenge to get the right balance between making the most out of tourism and over-development which would harm the area's special qualities.

12.9.2 Recently, an increasing shift has been seen from the traditional British holiday of a week or fortnight to shorter breaks – information shows that 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.

- 12.9.3 Recent information shows that majority of visitors now stay in self-catering accommodation - accommodation, holiday homes, and caravans or camping. 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. On the other hand 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).
- 12.9.4 In recent years, Visit Wales has promoted outdoor activities, culture and history with the aim of attracting different types of people and extending the holiday season. Llŷn has much to offer in terms of this type of tourism, which is more sustainable in nature and more compatible with the area's qualities. There are a variety of activities that can be undertaken in the area there are also a number of historical / cultural centres. In 2014 an Ecomuseum was established which was the first of its type throughout the whole of 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. It uses new digital technology and social media in an innovative and positive way. The Ecomuseum's aim is to increase cultural tourism and create a longer, and more sustainable, holiday season that will bring economic, social and environmental benefits to the area.
- 12.9.5 But there are also side effects associated with the tourism industry. For example overuse of paths creates erosion and some activities are noisy or create conflict between users. During the busy holiday periods there is significant pressure on public and social services, and there are traffic jams in Abersoch and Pwllheli. Also, in some areas, caravans disrupt the landscape and high levels of second homes could impact on the language and the culture (these issues are explored in other sections of the Plan).
- 12.9.6 The State of the AONB Report (2014) analyses the tourism industry within the Llŷn AONB, and the sector's economic contribution to the local economy, through income and employment. It must be stressed that the estimates contained in the Report are based on STEAM data for Gwynedd which have been adapted for the AONB.
- 12.9.7 Figures indicate there had been a reduction in the number of tourists to the AONB, the numbers having reduced by 17% between 2006 and 2011 to around 320,000. The number of day visitors have seen the biggest reduction in numbers, although they still account for over half (52.7%) of all tourists to the AONB. Between 2006 and 2011, it is estimated that there was an increase of £1.7 million (5%) in tourism expenditure within the AONB - to a total of £35.8m. Looking at the information for each sector a reduction in accommodation expenditure can be seen. There was an increase in every other sector, and the biggest increase was in the leisure sector, where there was an

estimated increase of 23% in income, which means that 7.4% of tourist expenditure in the AONB is spent on leisure.

12.9.8 The Report also estimates employment levels in the tourism sector within the AONB. It shows that the number of people employed by the sector has fallen by 12% between 2006 and 2011. 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.

## **12.10 Leisure**

12.10.1 There is an opportunity to take part in a variety of outdoor leisure activities in Llŷn, and this is certainly part of the area's appeal to tourists. In addition to dense network of public rights of way and the Coastal Path, there are a number of open access areas and opportunities to partake in a variety of other outdoor activities including cycling, horse riding and visit beaches.

12.10.2 Due to the area's geographical nature, many leisure 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, surfing and windsurfing. In 2015, Plas Heli's new National Sailing Academy at Pwllheli was opened and a variety of activities are available here. Outdoor activities in the sea and on land are generally low impact it's seems there's potential to develop some further activities of these types in Llŷn.

12.10.3 Indoor leisure resources also exist in the area. There are some long established centres such as the small stately home of Plas yn Rhiw, the Language and Heritage Centre - Nant Gwrtheyrn, Canolfan Hanes Uwchgwyrfai in Clynnog, and Oriel Plas Glyn y Weddw. Recently, new indoor attractions have opened in the area 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.

### **Key Issues**

## **12.11 Limited employment opportunities**

12.11.1 The economy here in Llŷn is relatively limited with a dependency on the traditional industries especially agriculture. 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.

12.11.2 There's also a dependency on jobs in the public sector - teaching, local government, professional services and the hospitality industry (including shops, restaurants, pubs, etc.). There have been significant cutbacks in some of these services recently and there are fewer new opportunities.

12.11.3 Although there are more job opportunities in Caernarfon, Porthmadog and Bangor this will entail a fairly long journey to work with associated costs. Travelling to work is not an option for some people due to not having access to a car or public transport not being suitable.

12.11.4 The worldwide web has created opportunities for existing businesses to expand and for new businesses to set up. It has opened out a world market and businesses do not have to be strategically located any more. Because of this there are further opportunities to expand existing businesses and establish new businesses in the area thereby creating income and employment.

## **12.12 Trends in farming**

12.12.1 The tendency for some farm businesses to expand at the expense of others seems to continue with smaller units being broken up. Also, there continues to be a concentration on one type of farming - be it beef, sheep or dairy. Farmers are still investing in their businesses and new sheds, milking parlours and infrastructure are being built. Machinery has developed significantly and large tractors and implements are common in the area.

12.12.2 Agri-environment plans that began on Llŷn with the Environmentally Sensitive Area scheme in the 1980s have been beneficial to the agricultural industry as well as safeguarding, and improving natural and historical features. This has continued with the most recent scheme, Glastir, and the continuation of this scheme would be beneficial to the AONB's natural environment, and beyond.

12.12.3 There are opportunities to further promote local produce – to process and sell more locally so as to add value and create work. Local companies need to be supported with marketing their produce and emphasis needs to be placed on buying local produce. Possibly using the AONB itself as part of the produce branding could be beneficial. It's also believed that diversification and entrepreneurship needs to be promoted and encouraged in terms of existing and new businesses.

## **12.13 Broadband and Mobile Phone Service**

12.13.1 By now good and reliable broadband is very important to most businesses, as well as mobile phone service. As expected in such a rural location, the broadband service is rather lacking in some areas. Likewise, due to the coastal and hilly nature of the area, the mobile phone service is poor in some places.

12.13.2 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.

## **12.14 Cuts in public spending**

12.14.1 Substantial cuts have been made in public services in recent years. This has had a significant impact on Gwynedd Council, National Resources Wales etc, meaning less money for capital work and jobs relating to countryside and wildlife conservation. Here are some examples which will have a direct effect on the tourism industry:

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

12.14.2 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.

## **12.15 Brexit and the European Union**

12.15.1 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 Europe. 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 other European grant funds eg Interreg
- The future of European Conservation Designations and Regulations.

## **12.16 Tourism**

12.16.1 The tourism industry brings in a significant amount of income to the area and benefits many business and attractions. Food and drink establishments do well during the holiday periods as do local shops and the food stores at Pwllheli. Local attractions also benefit, including National Trust properties, The Maritime Museum, Oriel Plas Glyn y Weddw and various others.

12.16.2 As far as accommodation is concerned there has been a move away from serviced accommodation such as hotels, guest houses and B & B to self-serviced accommodation and caravans. Although this type of accommodation creates work in the maintenance and gardening sectors

there are fewer opportunities generally. In fact the number of jobs associated with the tourism industry in the area is relatively low, many are of a seasonal nature and pay is modest. Many jobs are taken up by schoolchildren and students.

- 12.16.3 There are also some other negative effects associated with the tourism industry. Other sections of the Plan have deal with matters such as erosion, littering, traffic, holiday homes and caravans.

### **Policies**

#### **GP 1. PROMOTE THE FARMING INDUSTRY THROUGH MARKETING INITIATIVES, NURTURING TRADITIONAL COUNTRYSIDE SKILLS AND AGRI-ENVIRONMENT SCHEMES.**

Agriculture is an integral part of the Llŷn Peninsula and the AONB environment and economy. Farming has left its mark on the landscape from early days and developments and practices over time have contributed to how the landscape looks today. The agricultural community – the farmers, their families and farm workers form an important element of the area’s communities and enable the continuation of tradition, skills, practices, culture and language.

There have been many changes in farming in recent times – changes in policies, machinery markets and environmental regulations. More changes are on the horizon as a result of the decision to leave the European Union – which is one of the biggest markets for the industry at present.

This Plan aims to support the farming industry through helping to market agricultural produce in various ways and also by promoting and developing traditional countryside skills such as stone walling.

#### **GP 2. ENSURE THAT DEVELOPMENTS ASSOCIATED WITH AGRICULTURE HAVE THE LEAST POSSIBLE EFFECT ON THE AONB’S LANDSCAPE AND ENVIRONMENT.**

Agriculture has to change and adapt as any other industry and that this will mean the need for new buildings, slurry stores, 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 to lessen the impact of new developments. The aim therefore is to manage developments in order to limit the effect environmental effect through the planning process by preparing a specific Design Guide.

#### **GP 3. SUPPORT THE LLŶN FISHING INDUSTRY BY PROMOTING LOCAL PROCESSING INITIATIVES AND MARKETING.**

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. It seems there are opportunities for more marketing and processing of local marine produce and to target sales at more local businesses such as hotels

and restaurants and also to sell directly in other local markets.

**GP 4. PROMOTE OTHER LOCAL PRIMARY PRODUCTS.**

Various other products are made or sold in the area and contribute to the rural economy. For example there are two granite quarries are still open and the stone they produce is useful for building and road works etc. There is a forestry initiative at Glasfryn and other smaller ones in other locations.

**GP 5. PROMOTE IMPROVEMENT IN THE AREA'S BROADBAND AND MOBILE PHONE COVERAGE UNLESS THEY WOULD HAVE AN UNACCEPTABLE EFFECT ON THE AONB'S LANDSCAPE.**

In this day and age, keeping in touch and marketing is all important to businesses of all types. Due to the area's rural and coastal nature, broadband and mobile phone coverage is poor in some areas, and this poses a disadvantage. The aim therefore is to support improvements as far as there are no unacceptable effects the AONB's landscape and promoting mast sharing.

**GP 6. PROMOTE AND ASSIST COOPERATIVE INITIATIVES AS A METHOD OF RUNNING BUSINESSES AND SUPPORTING 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 establish new ventures in order to maintain businesses and services and support jobs.

**GP 7. SUPPORT THE ESTABLISHMENT OF NEW RURAL ECONOMIC INITIATIVES AND DIVERSIFICATION VENTURES UNLESS THEY WOULD HAVE AN UNACCEPTABLE EFFECT ON THE AONB'S ENVIRONMENT.**

Recently, many new businesses were established such as Cwrw Llŷn, Glasu and Llaethdy Llŷn. New indigenous businesses such as these are extremely important due to the income they create and the job opportunities they provide. Working with other partners the aim is to assist existing businesses and promote the establishment of similar new ones.

**GP 8. ENCOURAGE BUSINESSES, INCLUDING THOSE IN THE TOURISM SECTOR, TO BE MORE SUSTAINABLE IN TERMS OF ENERGY USE AND RECYCLING.**

Maintaining and protecting the natural environment is one of the Management Plan's main aims therefore there is emphasis on reducing the 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.

**GP 9. SUPPORT NEW OUTDOOR LEISURE ACTIVITIES UNLESS THEY WOULD PLACE 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 activities, thus benefiting from the industry and creating job opportunities locally. It is important to ensure that only initiatives that are suitable and would not harm the area's special qualities.

**GP 10. PROMOTE EXISTING, AND NEW TOURISM INITIATIVES, ESPECIALLY THOSE BASED ON LOCAL HISTORY AND CULTURE, UNLESS THEY WOULD HAVE AN UNACCEPTABLE EFFECT ON THE AONB'S ENVIRONMENT.**

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.