



**CMA Conference 2017**  
*Provisional outline programme*  
**21<sup>st</sup>-23<sup>rd</sup> November, Conwy YHA, North Wales**

**New opportunities in the outdoors –  
creative approaches to funding, partnerships and publicity**

**Aims:**

To increase understanding of different techniques for raising funds, partnership working and promotion.

**Objectives:**

By the end of the conference delegates will have:

- An increased understanding of partnership working and funding from presentations, workshops and site visits within Snowdonia National Park and beyond
- An increased awareness of how the media can help increase awareness of their work
- Had the opportunity to share experiences and network with other Countryside Professionals in the UK
- Been able to reflect on their own professional development

**Tuesday 21<sup>st</sup> November**

Arrivals and Registration

- 2.15 **Welcome to Conference** – Linda Nunn, CMA Chairman; Janice Burley, CMA National Training Co-ordinator
- 2.30 **'Welcome to Partnership Working in Snowdonia National Park'** – Jonathan Cawley, Director of Planning and Land Management, Snowdonia National Park
- 3.00 **'Professional fundraising for the non-professional'** - Richard Witt, professional fundraising consultant
- 3.40 Break
- 4.10 **'Partnership Projects and Funding: What is the current situation in Europe?'** - Speaker from Europarc
- 4.40 **Gordon Miller Award** – individual presentations
- 6.00 Dinner & voting
- 7.30 **Update from Ireland** – Lorcan Scott, District Conservation Officer (Peatlands), Kildare
- 7.45 **'Rangers in Europe and Worldwide – an update on the work of ERF and IRF'** - Frank Grutz, President, & Roger Cole, Vice President, European Ranger Federation and **'Looking Ahead to World Ranger Day 2018'** - Chris Lockyer
- 8.45 **Gordon Miller Award presentation**

### Wednesday 22<sup>nd</sup> November

9.00 Choice of site visits in Snowdonia: (details being finalised)

- **Cwm Idwal NNR** – partnership work with National Trust, Natural Resource Wales and Snowdonia NPA (and others) to manage access and grazing in the National Nature Reserve.
- **Parc Farm on the Great Orme** – the famous “£1 farm”, trialling active shepherding to manage grazing, partnership work with National Trust, Plantlife, Conwy County Council and others.
- **Snowdon** – a 2-3 hr walk on Snowdon with warden (travel & weather dependent) followed by presentation on the Snowdon Partnership and SNP Partnership Manager Helen Pye will discuss recreation management within the Partnership’s work
- **The Migneint or Dyffryn Mymbyr** – a trip to see the Upper Conwy Catchment Project work – a large landscape-scale partnership project to improve water quality, reduce flooding, improve habitats and peat bogs for locking up carbon.  
*(still to be confirmed)*

3.30 Return to Conwy Youth Hostel, coffee break

4.15 **‘Hints and tips for working with the media: Learn to shout about what you do’** – Sean Kirby, Press and PR professional, former journalist

6.00 Dinner

7.30 **‘The Ranger magazine: what do you want?’** - Editor Liz Bourne & Steve Peach  
Discussion & feedback on future content / structure

### Thursday 23<sup>rd</sup> November

9.00 **Welcome to the day followed by AGM plus regional round ups** - CMA Board

10.15 Break

The final day will offer the chance to try out different skills in facilitated groups depending on your interests. Whilst some are agreed, others await confirmation. They will explore in more depth additional ideas and experiences within the Conference theme of Partnerships, Funding and Promotion. Details to follow soon; delegates can attend two workshops, one before lunch, and one afterwards.

#### Workshop session 1

12.30 Lunch

#### Workshop session 2

2.30 **Summary and next steps**

3.00 Depart