

Aren't Welsh Birds Brilliant.
A Welsh European Funded ,Objective One, Measure 5 Priority 7 Project.

Project and Process

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Summary.

Aren't Welsh Birds Brilliant is a £2.1 million project, to undertake a comprehensive community based bird conservation program throughout the Objective One area of Wales. The project runs from June 2003 till July 2006.

The project has 4 main operational levels.

[1] The conservation of 7 priority bird species of Wales, and to advise, work with farmers and landowners [private and statutory] and manage habitat conservation projects.

[2] A life long learning program directed at communities to include schools, villages, societies, businesses as well as individuals, in order to teach people about the conservation issues facing their localities. Via this level of work, we hope to recruit 1000 volunteers to assist in small scale, widespread bird conservation projects.

[3] The funding will support an ambitious "Showing People Birds" programme, which will engage with holiday and tourist groups visiting Wales. Project Officers, will inform and direct people, about the project and to see the project in action, respectively, and by doing so bring a closer relationship between the increasing Welsh tourist industry and the countryside and environment of Wales.

[4] We are in the final process of building a unique mobile sensory cinema, which will deliver, utilising "state of the art" technology, a conservation led film produced in three dimensions accompanied by surround sound and smell of various Welsh habitats. The cinema will be taken to major Welsh national events, cities, towns, schools, business parks etc. 150,000 people will visit the cinema throughout the course of the project, which in turn has now attracted private sector investment.

The grant although significant, is not the largest awarded by the Welsh European Funding Office, but the project is the most complex in its structure and operation; this is reflected in the length of time spent within the application process [10 months], and understanding the process in itself. The application became more complicated in that we applied for additional funding, in parallel, from other major statutory organisations [

[Countryside Council for Wales , Forestry Commission for Wales and UK National Lottery New Opportunities Fund] which was essential to develop match-funding totals.

The key to this success was information share, developing good audit and information trails, coordination of applications and meetings with all partners and maintaining clear and concise communications with all those involved.

The project is underway, with team members being employed and inducted into the project system, we are beginning to see the initial outcomes of their work at all levels.

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