

# THE ANTIR PROJECT

GROWING A GREENER  
FUTURE FOR WALES



# GLOBAL PROBLEMS.....

The impact of human activity on our climate, other species and their habitats has been well documented; as have been the impacts on our own physical and mental health caused by our transition from maintaining a deep connection with nature to our exploitation of its resources.

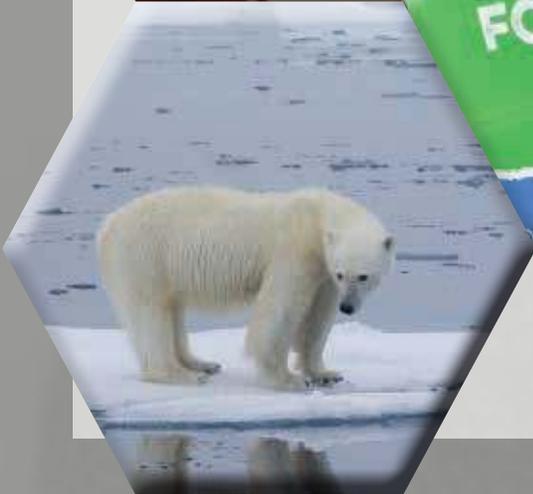
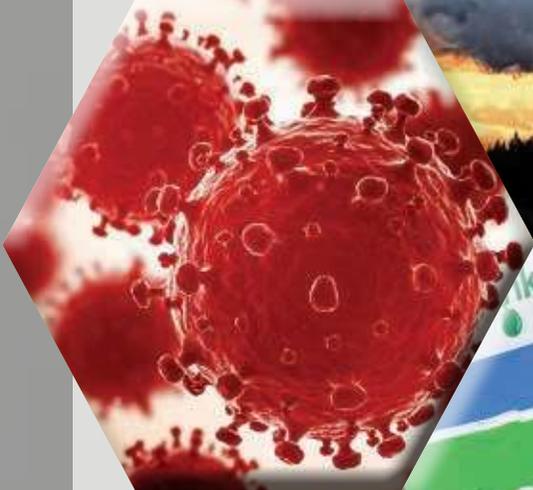
The current pandemic offers a stark demonstration of the further crises which are likely to arise from a globalised food chain.

And the impacts of our activity are not equal in their distribution among the human population: Inequalities in health correlate with inequalities in wealth and both closely track access to nature, training and food quality.

We can no longer sit back and wait for governments to act.

'Continents are on fire. Glaciers are melting. Coral reefs are dying. Fish are disappearing from our oceans. The list goes on and on... But we know what to do about it.'

*Sir David Attenborough*



# ..... LOCAL SOLUTIONS

**A**nTir is a 7-year project delivering training and wellbeing activities in sustainable land management (including food growing). It will run in the four rural counties of Ceredigion, Carmarthenshire, Pembrokeshire and Powys. The first year will be carried out in Ceredigion, followed by a wider pilot in all counties in Year 2 before full implementation of the project for the following 5 years.

AnTir – a play on the Welsh words Antur, meaning venture or adventure, and Tir, meaning land – will enable local disadvantaged people take practical steps to improve their health and wealth outcomes while benefitting local communities, green spaces, habitats and species

The project will help address global issues by developing a positive practical response at a local level.

Through our AnTir project, we will:

- Train people to sustainably meet the land management needs of the future
- Increase food security for the least well-off and wider communities
- Improve natural habitats and biodiversity where we live, work and play
- Reduce inequalities in health, wealth, training and access to land and green spaces in rural Mid and West Wales



# WHY NOW?

The world is rapidly approaching a crisis point: the environment, the economy, and the physical and mental health of people in Wales are all being pushed to their limit.

Young people in particular are becoming increasingly “frustrated and anxious” by the state of the world, with one in five having had a bad dream about climate change, according to

a survey carried out for BBC.

The AnTir project takes steps to tackle these global issues while also addressing the more localised problems of multiple deprivation, wealth, education, training and health

inequalities, food security, access to green spaces and the outmigration of our young people.

The AnTir project conforms to national policy, including the Wellbeing for Future Generations Act (2015).

The question we should be asking is not “Why now?”, but rather “Can we really afford to wait any longer?”

SOUTH WEST WALES SUFFERS THE HIGHEST UNEMPLOYMENT RATE OF ANY ECONOMIC REGION IN WALES

THE TRUSSELL TRUST DISTRIBUTED 70,000 FOOD PARCELS IN WALES BETWEEN APRIL AND SEPTEMBER 2020 – UP 21% ON 2019

A FIFTH OF SCHOOLCHILDREN HAVE HAD BAD DREAMS ABOUT THE CLIMATE CRISIS



# THE CONTEXT

**Covid-19:** The AnTir project's outdoor setting minimises risk of the spread of infection as transmission is greatly reduced outdoors. It is also easier to ensure social distancing.

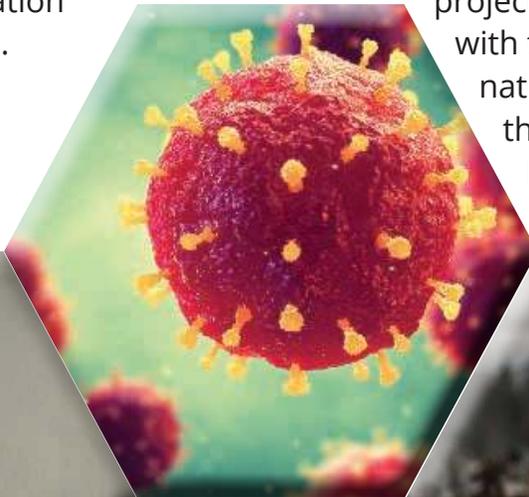
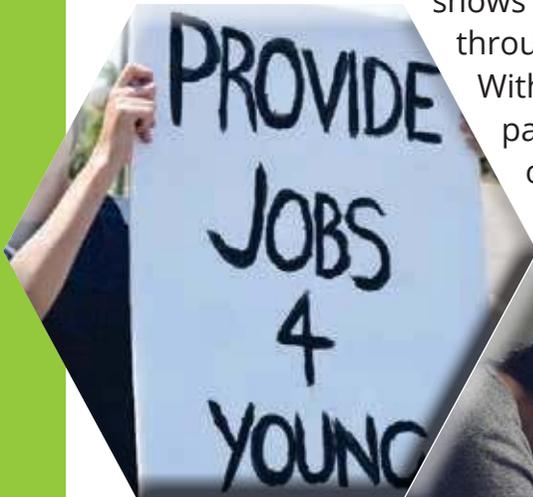
**Environment:** The scale of losses of forest, soils, species and the escalating ecological and climate crisis to which the Environment (Wales) Act 2016 responds, are overwhelming and often paralyse individual action. Tir Coed provides practical actions that make people part of a solution.

**Economy & Training:** The Welsh Index of Multiple Deprivation shows pockets of deprivation throughout rural Wales. With limited and low paid employment opportunities, our communities

are further disadvantaged by poor transport, housing, training and other services.

**Community Resilience and Food:** Food accounts for around a third of our carbon footprint. Evidence shows greenhouse gas emissions in the food system are generated from non-farm sources, including transportation, packaging and processing infrastructures as well as food waste. Supporting local farmers and growers builds resilience into the local economy.

**Wellbeing:** The aims, impacts and outcomes of the AnTir project are wholly in accord with those set down within national policy, including the Wellbeing for Future Generations Act 2015.



# WHY US?

**T**ir Coed is a highly-respected Welsh charity that connects people in rural Mid & West Wales with Land (Tir) and Woods (Coed) for learning and wellbeing.

With more than 21 years of experience in designing and delivering outdoor programmes, Tir Coed is ideally placed to meet the urgent need for food growing and sustainable land-based skills to disadvantaged people within the Mid and West Wales region.

Tir Coed has already carried out two years of extensive consultation amongst land managers, growers, farmers, referral agencies, staff and trainees, and members of the general public regarding the need for an expert-led land-based skills and wellbeing project.

Our ambitious seven-year AnTir project will engage around 19,000 people across our four counties of operation —Ceredigion, Pembrokeshire, Powys and Carmarthenshire.

Having completed the consultation and development phases, we are now at the stage of implementing our fund-raising strategy and aim to launch the pilot phase of the AnTir in 2021.

**We are ready and able to help Wales grow a greener, brighter future.**



2018-2019  
154 REFERRAL  
AGENCIES, TRAINEES, STAFF  
& MEMBERS OF PUBLIC  
CONSULTED

# EVIDENCING THE NEED

Tir Coed first identified the need for broader land management and food growing skills in the Mid and West Wales region in 2017.

In 2018, thanks to the support of a Rank Foundation Internship, we began researching the appetite and opportunities for what would become the AnTir Project.

Since then, we have carried out widespread consultation amongst staff, trainees, referral agencies, land owners, community groups, farmers and members of the public in order to better understand the demand for courses offering training in this skills as well as identify areas of support and availability of necessary resources such as land and

potential tutors.

Our research has identified both the need and the means to meet demand for increased land management and food growing skills within our region and beyond.



2020  
145 LAND MANAGERS,  
GROWERS, TRAINEES,  
TRAINERS, FARMERS &  
COMMUNITY GROUPS  
CONSULTED



identify areas of support and availability of necessary resources such as land and

NEED FOR  
ACCREDITED COURSES  
IDENTIFIED BY REFERRAL  
AGENCIES & TRAINEES

IMPROVING FOOD  
GROWING SKILLS SEEN AS  
IMPORTANT TO ALL

CONSULTATION  
FINDINGS

NO SIMILAR  
COURSES FOUND IN  
REGION OR FOR TARGET  
GROUPS

PROJECT  
ALIGNS WITH  
NATIONAL STRATEGIES  
AND LOCAL IDEAS AND  
NEEDS

# THE ANTIR PROJECT

**A**nTir is a seven-year project based in the four rural counties of Ceredigion, Carmarthenshire, Pembrokeshire and Powys.

The project will enable disadvantaged people to take practical steps to improve their health and wealth outcomes while benefitting local communities, green spaces, habitats and species.

The project proposes to engage people initially through activities in targeted communities and, through online activities, anyone from our local communities or communities of interest.

Early engagement activities will raise awareness, whet appetites and promote the project, gathering stakeholders and increasing referrals and self-referrals.

Eligible people (out of work or in low paid/part-time work) will be able to progress to Welcome Week activities.

Those that are able and ready to complete a 12-week course can gain accreditation that can offer a route into work or further training and those with an idea for enterprise or community involvement can join us for progression activity linked to industry-related work opportunities.

Progression activities are also open to other (paying) members of the community, bringing match-funding and sustainability to Tir Coed and ensuring the greatest breadth and quality of learning opportunities.



# ENGAGEMENT

## PUBLIC ENGAGEMENT

'How to' videos, Zoom engagement/ groups, newsletters and social media campaigns

## ENGAGEMENT/ WELLBEING

Activity / taster days  
Bespoke Family-Friendly Activity Sessions -  
Woodland crafts, bush craft, adventure  
Tree planting / seed collect & sow  
Towards Self-sufficiency -  
Save your own seeds  
Bite sized sow & grow fruit/veg/ wildlife  
Harvest Open Days/  
Events - soil to plate

## WELCOME WEEK

Short intro/ taster course  
Intro to Woodland Management/  
Greenwood  
Supporting Growth;  
using wood products to support food growing

## TRAINING & SKILLS (ACCREDITED)

Training & Skills (Accredited)  
12 week courses  
Sustainable Land Management  
Sustainable Woodland Management  
Sustainable Food Growing  
Estate skills -  
Construction & Countryside Skills

## PROGRESSION (ACCREDITED)

5-10 day training & individual placement  
Land Management - Trees, Boundaries, Hedges & Agroforestry  
Fruit Growing - Establishing, maintaining & harvesting  
Sustainable Vegetable Production  
Protected Cropping / Marketing & quality  
Soil restoration - Compost, fertility, Biochar  
Ecological surveying - Recording & monitoring

# EVALUATION & MONITORING

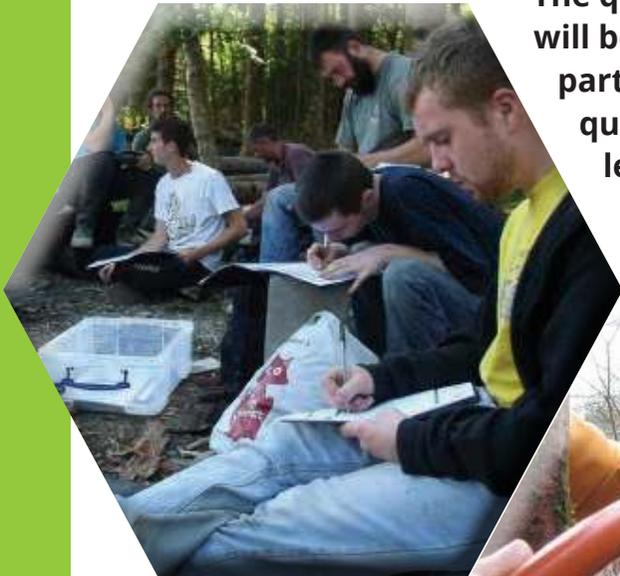
The effectiveness of the AnTir project will be **monitored throughout the lifespan of the project** by comparing baseline surveys and questionnaires, relating to wellbeing and/or skills, with those completed by participants following their engagement with Tir Coed.

**The quality of the delivery will be evaluated through participant surveys, internal quality checks on accredited learning delivery and focus group engagement.**

Project mentors will also **work with participants to develop and report back on progression pathways**, building our database of outdoor training, volunteering, work and enterprise opportunities to ensure we are able to help and support participants to take the required steps to achieve their goals.

**Monthly, quarterly and annual output reports** will be used for ongoing monitoring and reporting.

**Learning and improvement will be fully incorporated back into the project** throughout the duration of the evaluation cycle.



# OUTCOMES

YEAR	ENGAGEMENT LEVEL	COURSES/ACTIVITIES	NUMBER OF SESSIONS PER YEAR	NUMBER OF PEOPLE ENGAGED PER YEAR	TOTAL HOURS OF ENGAGEMENT	COST
<b>PILOT PHASE</b>						
<b>Pilot Year 1</b> (Ceredigion Only)	Building resources - Course content - Monitoring and Evaluation (ecological and social) - Ground preparation and new site scoping Dyfed-Powys; Convene steering group	6	17	83	726	£63,818
<b>Pilot Year 2</b> (Carms, Ceredigion, Pems, Powys)	Testing delivery and new resources in all counties of operation	25	121	340	5,448	£197,028
<b>Pilot Phase total</b>		31	138	423	6,174	£260,846
<b>PROJECT DELIVERY PHASE</b>						
<b>Annual delivery</b> <b>(Year 1-5)</b> Carms, Ceredigion, Pems, Powys	Community/online engagement	48	48	1,440	115	
	Online taster/"how to" video	40	40	800	400	
	Taster/Wellbeing	40	40	600	3,600	
	Welcome Week	16	80	128	3,840	
	Training and Skills course	16	384	128	18,432	
	Progression Week	16	80	128	3,840	
	Volunteering	72	72	576	5,184	
	Total	248	744	3,800	35,411	
<b>5-Year total</b>		<b>1,240</b>	<b>3,720</b>	<b>19,000</b>	<b>177,055</b>	£2,854,939

# KEY POINTS

**A seven-year project costing £3million, including two pilot years to fine-tune project content and delivery**

Developed over five years with key partners and consultees including referral agencies, past trainees, food producers and land managers

**To be delivered across four rural counties: Ceredigion, Carmarthenshire, Pembrokeshire and Powys**

Engaging more than 19,000 people over seven years in 3,858 engagement events

**Respected organisation with 21 years' experience in delivering practical skills and wellbeing outcomes, training through land and woodland activities**

## Project Delivery Phase

Average cost per year of Delivery Phase	£570,000
Average cost per person engaged during 5-year delivery phase of project:	£150

