



# **BROADEN YOUR HORIZONS**



**WILD  
FISHING  
WALES**

**WILDFISHINGWALES.COM**



## What is **Wild Fishing Wales?**

**Wild Fishing Wales** is a **£2.6 million** project which aims to enhance environmental quality and improve access to a network of river and still water fisheries throughout the **Convergence Area** of Wales\*, achieving sustained and measurable benefits.

Wild Fishing Wales is part-funded by the ERDF through the Welsh Assembly Government and is a component element of the Countryside Council for Wales' Communities and Nature strategic project.

\*<http://wefo.wales.gov.uk/programmes/convergence/areamap>



Asiantaeth yr  
Amgylchedd Cymru  
Environment  
Agency Wales



Cyngor Cefn Gwlad Cymru  
Countryside Council for Wales



Ewrop & Chymru: Buddsoddi yn eich Dyfodol  
Cronfa Datblygu Rhanbarthol Ewrop  
Europe & Wales: Investing in your Future  
European Regional Development Fund

# Why **Wild Fishing Wales?**

**Better Access Better Habitats  
Better Fishing – Wild Fishing  
Wales “Improvement Projects”**  
will help fund access and habitat  
improvements on your river and  
still waters, which can make  
your fishery more attractive to  
anglers and more sustainable.

**World class angling guides**  
– Visiting anglers are often  
floundering in the dark, literally.

Friendly, trained, fishing guides  
can help them catch fish, but  
more importantly make them feel  
welcome, and they will be more  
likely to come back to Wales again.  
We will provide accredited training  
for angling guides, giving more  
people the skills and confidence  
to earn an income from providing  
a great service to anglers.

## Putting **your fishery on the map!**

For trained guides and fisheries  
that deliver successful improvement  
projects **Wild Fishing Wales**  
will create a strong brand which  
customers will identify as a  
benchmark for high quality  
sustainable angling holidays in  
Wales. We will develop this brand  
and help you promote your fishery  
and bring growth in the value  
of your angling product.  
Our research shows that the  
customers you are keen to attract

fit in to the cash rich / time poor  
group. Packaging makes you more  
attractive to this profitable market.  
In a recession everyone likes to  
see the up front costs. This makes  
the decision to buy an easier  
and therefore faster one. We can  
help you benefit from an existing  
database of customers who have  
previously requested Fishing Wales  
literature, and our experience in  
the market means you will get  
great results.

## Your **3 step** guide to getting involved

**1.**

Improve your  
fishery with  
an access and  
habitat project.

**2.**

Get trained as  
an accredited  
angling guide.

**3.**

Promote your  
fishery - WFW  
will promote  
angling your  
opportunities.

# What are the marketing benefits?

## GET BRANDED!

All fisheries that will qualify for the project will get branded by us. A plaque bearing the Wild Fishing Wales project partners and logo will be awarded to each fishery that qualifies. The logo can then be used for your own marketing purposes.

**GET ON BOARD** and we'll give you the opportunity to advertise in the next issue of the **Fishing Wales Magazine**, as well as promote your business online at [www.wildfishingwales.com](http://www.wildfishingwales.com)



Sample plaque

On-line sample page

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## THINGS THAT GO BUMP IN THE NIGHT!

Sea trout fishing break.  
3 nights guided fishing on the Tywi,  
3\* accommodation D, B&B £389pp.  
[Click here for more details](#)



The river Tywi is widely touted as the best big sea trout river in Europe. We offer parties of 6 the opportunity to fish for 3 nights on 3 different beats of the Private water with our specialist guides. Bed and breakfast and evening meal are provided in the VisitWales 3\* Nice Hotel Llanfyrddin. Cost **£389** per person.

To book go to [www.bigfish.co.uk](http://www.bigfish.co.uk)  
call 0800 800 800 or  
e-mail [sewin@bigfish.co.uk](mailto:sewin@bigfish.co.uk)  
quoting **WFW100**

Book  
now!



# HOW DO I GET INVOLVED?

**1.**

**Consider what access and habitat improvements your fishery needs.**

**2.**

**Do you want to be a professional angling guide?**

**3.**

**Think of how you want to package your fishing offer with accommodation providers.**

**...and GET IN TOUCH.**

For an informal chat call Rhys Llywelyn on

**01341 440 756**

or e-mail [wildfishingwales@environment-agency.gov.uk](mailto:wildfishingwales@environment-agency.gov.uk)

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# EHANGU EICH GORWELION



**PYSGOTA  
GWYLLT  
CYMRU**

[WILDFISHINGWALES.COM](http://WILDFISHINGWALES.COM)



## Beth **yw Pysgota Gwylt Cymru?**

Prosiect gwerth **£2.6 miliwn** yw **Pysgota Gwylt Cymru** sy'n ceisio gwneud gwelliannau cynaladwy all gael eu mesur i Gymru drwy hyrwyddo safon amgylcheddol a gwella mynediad i rwydwaith o bysgodfeydd afon a dŵr llonydd drwy ardal **Cydyfeirio Cymru\***.

Ariannir Pysgota Gwylt Cymru yn rannol drwy Lywodraeth Cynulliad Cymru a mae'n ran o brosiect strategol Cymunedau a Natur Cyngor Cefn Gwlad Cymru.

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Europe & Wales: Investing in your Future  
European Regional Development Fund

# Pam **Pysgota Gwyllt Cymru?**

**Gwell Mynediad Gwell Cynefin**  
**Gwell Pysgota** - Bydd prosiectau gwelliant **Pysgota Gwyllt Cymru** yn helpu i ariannu gwelliannau i fynediad a chynefin ar eich afon neu lyn fydd yn gwneud eich pysgodfa yn fwy deiniadol i bysgotwyr a mwy cynaliadwy.

**Tywyswyr pysgota o safon byd** - Bydd ymwelwyr pysgota yn aml yn ymbalfalu yn y tywyllwch yn

llythrenol! Gall tywyswyr cyfeillgar wedi eu hyfforddi yn gallu eu helpu i ddal pysgod ond yn bwysicach ei gwneud yn gartrefol a' denu yn ôl i Gymru dro ar ôl tro. Fe fyddwn yn darparu hyfforddiant awdurdodedig ar gyfer tywyswyr pysgota, i roi yr hyder a'r sgiliau i ennill incwm o ddarparu gwasanaeth gwych i bysgotwyr.

## Rhoi **eich pysgodfa ar y map!**

I dywyswyr sydd wedi eu hyfforddi a physgodfeydd sy'n llwyddo i wneud gwelliannau llwyddiannus fe fydd **Pysgota Gwyllt Cymru** yn creu delwedd nod gryf y gall y cwsmer uniaethu a gwyliu pysgota safon uchel cynaliadwy. Byddwn yn datblygu'r ddelwedd nod yma a'ch helpu i hyrwyddo eich pysgodfa a dod a thŵf i werth eich cynnyrch pysgota chi.

Mae'n hymchwil ni yn dangos fod y cwsmeriaid yr ydych yn frwd i ddenu yn perthyn i grwp cyfoethog

yn ariannol a thlawd mewn amser. Mae pecynnu yn eich gwneud yn fwy deiniadol i'r farchnad lewyrchus hon. Mewn dirwasgiad mae pawb am weld y pris o flaen llaw. Mae hyn yn gwneud y penderfyniad i brynnu'n haws ac felly'n gynt.

Manteisiwch ar fasdata parod o gwsmeriaid sydd wedi ymholi am wybodaeth am bysgota yn y gorffennol. Mae ein profiad yn y farchnad yn golygu ein bod yn gallu cael gwerth ein harian.

## Eich **3 cam** i fod yn rhan

### 1.

Gwella eich pysgodfa drwy brosiect i wella mynediad a chynefin.

### 2.

Hyfforddych fel tywyswr awdurdodedig.

### 3.

Hyrwyddo eich pysgodfa - bydd PGC yn hyrwyddo eich cyfleuon pysgota chi.

# Beth yw'r buddiannau marchnata?

## CYRRAEDD Y NOD!

Bydd y pysgodfeydd sy'n gymwys i'r prosiect yn derbyn delweddnod gennym. Bydd plac yn nodi partneriaid y prosiect a delweddnod Pysgota Gwyllt Cymru yn cael ei gyflwyno i bob pysgodfa sy'n gymwys. Gall y logo gael ei ddefnyddio yn eich marchnata chi hefyd.

**YMUWCH A NI**, a fe gewch gyfle i hysbysebu yn y rhifyn nesa o gylchgrawn **Fishing Wales** ynghyd a hyrwyddo eich busnes arlein ar [www.wildfishingwales.com](http://www.wildfishingwales.com)



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# SUT MAE BOD YN RAN O HYN?

**1.**

**Ystyriwch pa welliannau  
cynefin a mynediad sydd  
angen ar eich pysgodfa.**

**2.**

**Ydych chi am fod yn  
dywysydd pysgota  
proffesiynol.**

**3.**

**Meddyliwch sut ydych am  
becynnu eich pysgota gyda  
darparwyr llety.**

**...Cysylltwch a ni.**

Am sgwrs annffurfiol ffoniwch Rhys Llywelyn ar

**01341 440 756**

neu e-bostiwch [wildfishingwales@environment-agency.gov.uk](mailto:wildfishingwales@environment-agency.gov.uk)

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