

GAFR COMPANY OVERVIEW

FEBRUARY 2023



CONTENTS

CYMNWYS

- 03 ABOUT US *AMDANON NI*
- 04 THE GOAT *Y GAFR*
- 06 OUR MISSION *EIN GENHADAETH*
- 07 OUR VALUES *EIN GWERTHOEDD*
- 08 OUR TEAM *EIN TÎM*
- 10 OUR JOURNEY *EIN TAITH*
- 11 OUR TRAVEL DESTINATIONS *EIN CYRCHFANNAU
TEITHIO*
- 13 WHO IS GAFR FOR? *AR GYFER PWY MAE GAFR?*
- 14 PARTNERS *PARTNERIAID*
- 16 QUALIFICATIONS AND INSURANCE *CYMWYSTERAU
AC YSWIRIANT*
- 17 GET IN TOUCH *CYSYLLTU*



ABOUT US *AMDANON NI*

GAFR IS A GROUP OF LOCAL MOUNTAIN GUIDES AT THE HEART OF NORTH WALES. WE ARE A FAMILY RUN BUSINESS AND PROVIDE SERVICES TO KEEN ADVENTURERS. WE ARE PROUD OF OUR WELSH CULTURE AND BEAUTIFUL MOUNTAIN RANGE. WE HAVE CREATED A COMMUNITY TO SUPPORT AMATEUR EXPLORES WHO WISH TO HAVE AN ADVENTURE!

WE ARE COMMITTED TO CUSTOMER WELL-BEING AND SAFETY. AS LOCAL GUIDES, WE WANT TO OFFER OUR UNIQUE EXPERTISE. EVERY GUIDE AT GAFR IS EQUIPPED WITH LOCAL EXPERIENCE, KNOWLEDGE AND SKILL. GAFR GUIDES ARE HIGHLY TRAINED FOR CHALLENGING AND HAZARDOUS SCENARIOS. YOU'RE SAFE WITH US!

WE ARE NAMED GAFR, AFTER THE WELSH WORD FOR GOAT. OUR MOUNTAINS ARE HOME TO THE WELSH MOUNTAIN GOAT, WHO ALIKE TO US, ARE CURIOUS AND INTELLIGENT IN NATURE. WE STAND STRONG TOGETHER IN PURSUIT OF YOUR GOALS! A GUIDE TO ADVENTURE.



GAFR

GUIDE TO ADVENTURE



THE GOAT *Y GAFR*

THE WELSH MOUNTAIN GOATS OF NORTH WALES ARE A NATIONAL TREASURE! THE GOATS ARE NATIVE TO THE SNOWDONIA MOUNTAIN RANGE AND ROAM FREELY THROUGH THE REGIONS OF THE GLYDERS, BEDDGELERT, THE MOELWYNS, RHINOGS, RHOBELL FAWR, CADAIR IDRIS AND CRAIG ADERYN.

AT GAFR, WE EMBODY THE SPIRIT OF THE MOUNTAIN GOAT. FROM THEIR CURIOUS AND ADVENTUROUS NATURE. TO THEIR INTELLIGENCE AND KNOWLEDGE OF THE WELSH MOUNTAINS.

WE SUPPORT ONE ANOTHER THROUGHOUT OUR ADVENTURES- NEVER LEAVE A FELLOW GAFR BEHIND!

WHETHER YOU ARE A NANNY, BILLY OR KID- YOU ARE ALWAYS PART OF THE HERD!



Y MAE GEIFR CHWILFRYDIG YM MHOB PRAIDD

THERE'S A CURIOUS GOAT IN EVERY FLOCK





OUR MISSION *EIN CENHADAETH*

TO SUPPORT EXPLORERS ON THEIR ADVENTURES ACROSS WELSH MOUNTAIN RANGES. TO GUIDE AND OFFER LOCAL EXPERTISE AND UPHOLD OUR VALUES.

OUR VISION *EIN GWELEDIGAETH*

A GUIDE TO ADVENTURE- LOCALS LEADING THE WAY.



OUR VALUES EIN GWERTHOEDD



AUTHENTICITY *DILYSRWYDD*

WE ARE GENUINE TO OUR BRAND. WE AIM TO ALWAYS BE CLEAR AND HONEST. TO BE EXACTLY WHAT WE CLAIM.



INTEGRITY *UNIONDEB*

WE HAVE STRONG MORAL PRINCIPLES. TO ALWAYS BE FAIR AND HONOUR OUR MISTAKES. STAY TRUE TO OUR WELSH CULTURE.



TRUST *YMDDIRIED*

WE ARE RELIABLE AND INSTIL CONFIDENCE WITHIN OUR CLIENTS. TO GIVE ASSURED DEPENDENCE IN OUR CHARACTER, STRENGTH AND ABILITIES.



TOGETHERNESS *UNDOD*

WE ARE IN THIS TOGETHER. WE ALWAYS LOOK OUT FOR ONE ANOTHER. THIS IS A TEAM EFFORT.

OUR TEAM EIN TİM

MEET THE HERD



ROB ANSELL

LEAD MOUNTAINEER & FOUNDER

'ROB IS AN AVID HIKER WHO IS HIGHLY SKILLED IN NAVIGATION & WILDERNESS FIRST AID. HE HAS COMPLETED MAJOR CHALLENGES SUCH AS THE NATIONAL 3 PEAKS IN THE UK. ROB ALSO PLAYS THE DRUMS IN HIS SPARE TIME'



STEVE ANSELL

ASSISTANT MOUNTAINEER

'STEVE COMPLETED HIS GOLD DUKE OF EDINBURGH AT THE AGE OF 17. HE IS CURRENTLY STUDYING GAME ART AND DEVELOPMENT AT UNIVERSITY. IN HIS SPARE TIME HE LIKES TO HIKE AND PLAY GAMES'



BEN ANSELL

JUNIOR MOUNTAINEER

'BEN IS A HIGH SCHOOL STUDENT CURRENTLY STUDYING A LEVELS IN 6TH FORM. HE IS INTERESTED IN ENGINEERING AND UX DESIGN. HE IS A KEEN LEARNER AND LOVES TO HELP PEOPLE IN THE COMMUNITY'



A person in silhouette stands on a rocky ridge, holding a camera up to their eye to capture a sunset. The sun is a bright orange orb partially obscured by clouds, casting a warm glow over the scene. The sky transitions from a deep orange near the horizon to a pale blue at the top. The foreground shows the rough, textured surface of the ridge.

EANG YW'R BYD I BAWB

THE WORLD IS WIDE TO EVERYONE





OUR JOURNEY *EIN TAITH*

GAFR IS A SMALL FAMILY RUN BUSINESS , NEARLY 5 YEARS OLD! HERE IS A TIMELINE OF OUR JOURNEY.

2019

GAFR WAS BORN

GAFR WAS CREATED BY OUR FOUNDER ROB ANSELL. AFTER COMPLETING HIS MOUNTAINEER COURSE HE DECIDED TO START GUIDED TOURS ACROSS THE SNOWDANIA MOUNTAIN RANGE. AT THIS POINT IT WAS MAINLY LARGE GROUPS OF KEEN TOURISTS,

2020

GAFR ONLINE

DUE TO THE PANDEMIC, GAFR MOVED ONLINE DURING LOCK-DOWN. THIS ALLOWED US TO REACH A NATIONAL AUDIENCE THROUGH SOCIAL MEDIA. GAINING MORE CHARITY PARTNERS AND SHARING DIGITAL MOUNTAIN TOURS.

2021

EXPANDING THE TEAM

AS THE WORLD WAS PREPARING TO GO OUTSIDE, SO WAS GAFR! STEVE ANSELL JOINED THE TEAM AS INTEREST IN THE COMPANY STARTED TO GROW. IN-PERSON GUIDED TOURS WERE BACK ON!

2022

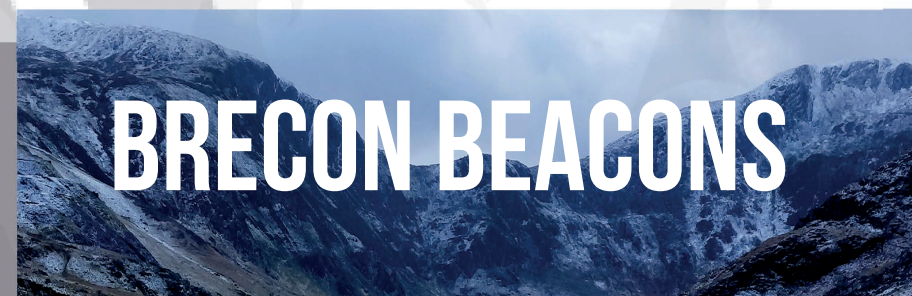
THE STAY-CATION

DURING THIS TIME, THE CONCEPT OF THE STAY-CATION WAS BOOMING! TOURISTS FROM ALL AROUND THE WORLD WANTED TO VISIT OUR POPULAR WELSH MOUNTAIN RANGE. BEN ANSELL SOON JOINED THE TEAM TO KEEP UP WITH HIGH DEMAND.

2023

FUTURE PLANS

CURRENTLY OUR COMPANY IS FLOURISHING WITH NEW OPPORTUNITIES EVERY DAY. WE HOPE TO EXPAND OUR BUSINESS TO INCLUDE MORE GUIDES AND MORE LOCATIONS WITHIN WALES.

LEVEL OF EXPERIENCE *LEFEL PROFID*NOVICE
*NOFIAD*ADVANCED BEGINNER
*DECHREUWR UWCH*COMPETENT
*CYMWYS*PROFICIENT
*HYFEDR*EXPERT
*ARBENIGWR*OUR TRAVEL DESTINATIONS *EIN CYRCHFANNAU TEITHIO*



GAFR



WHO IS GAFR FOR?

AR GYFER PWY MAE GAFR?

AT GAFR WE HAVE A RANGE OF DIFFERENT CLIENTS SEEKING OUR SERVICES. INCLUDING INDIVIDUALS, ADULT GROUPS, FAMILIES AND SCHOOL TRIPS.

ALL WE ASK FROM OUR CUSTOMERS IS TO-

- BE WILLING TO LEARN
- BE ADVENTUROUS
- BE READY TO EXPLORE
- BE PREPARED TO HAVE FUN!





PARTNERS *PARTNERIAID*

AT GAFR WE SUPPORT LOCAL CHARITIES AND BUSINESSES WHO WE REGULARLY PARTNER UP WITH. WE AIM TO BE A POSITIVE FORCE IN THE COMMUNITY AND HELP WHEREVER WE CAN.



SNOWDONIA SOCIETY



WELSH NATIONAL TRUST



NORTH WALES WILDLIFE TRUST



Cymdeithas Eryri
Snowdonia Society

TOGETHER WE CAN MAKE A CHANGE

GYDA'N GILYDD GALLWN WNEUD NEWID

VOLUNTEER TODAY

YMUNWCH Â NI



QUALIFICATIONS AND INSURANCE *CYMWYSTERAU AC YSWIRIANT*

AT GAFR WE TAKE PRIDE IN OUR 'UP TO DATE' TRAINING AND QUALIFICATIONS. ALL GAFR GUIDES ARE HIGHLY SKILLED AND EQUIPPED TO OFFER GREAT SERVICE. WE ARE INSURED FOR YOUR SAFETY AND GUIDE FOR ADVENTURE- RISK FREE.



WINTER MOUNTAIN LEADER COURSE



HILL AND MOORLAND LEADER



MOUNTAIN LEADER
AWARDING BODY



BRONZE, SILVER AND GOLD
AWARDS



THE BRITISH MOUNTAINEERING
COUNCIL INSURANCE



HEALTH AND SAFETY
AWARDING BODY

GET IN TOUCH *CYSYLLTU*

BECOME PART OF THE HERD AND LET US GUIDE YOU ON
YOUR NEXT ADVENTURE!

- **GENERAL** *CYFFREDINOL*

HELLO@GAFRGUIDES.COM

- **CAREERS** *GYRFAOEDD*

CAREERS@GAFRGUIDES.COM

- **WEBSITE** *GWEFAN*

WWW.GAFR.COM

