

Getting Started with Cymru Drones

What's in a name?

I wanted the name to indicate the region in which we work. It's also a nod to my Welsh roots as my family are from Blaenau Ffestiniog.

Your position?

Founder and owner.

About your business?

We provide videography, photography, photogrammetry and 3D mapping services. We work within numerous channels including tourism, hospitality, construction, real estate and architecture to name a few. We provide a full end-to-end service from applying for any permissions to fly right through to editing and delivering 4k video content.



About you!

I'd been in commercial specification sales for the previous 25 years. My most recent role was as Group Sales Director for a large British manufacturer where we employed 250 people. I was with the business for 10 years and travelled extensively and frequently across Asia, Europe, the Middle East and America. It was a fantastic experience which exposed me to numerous new cultures, cities and countries.

We worked extensively with the British Department for International Trade so I had the opportunity to visit many British embassies and meet some amazing people. I also had the pleasure of accepting the Queen's Award For Enterprise on behalf of the business, this was followed by a visit to Buckingham Palace where I met King Charles.

Why?

The travel element and also the continual management of a large, complex sales team although very rewarding, does not come without its challenges.

I'd considered a career change post-covid but didn't particularly want it to be a full-on sales role, consultancy was an option which I considered but I was looking for a role where sales wasn't the only function involved.

The light bulb moment!

The 'light bulb' moment came about in the Autumn of 2024. I'd been a keen photographer from the age of 10 when I was given a Pentax K1000. I'd also been flying drones as a hobbyist for the previous seven years. Both photography and drones were my hobbies and it just seemed obvious to combine my sales and business experience with my passion for flying, photography and film making.

Who is your ideal client/customer?

Somebody who has a clear brief of what they want to achieve in terms of images and video from the air. We have so many tools at our disposal now that we can help with this by creating virtual 3D flight plans. This means that we can show clients exactly what the drone will be seeing to ensure that we agree on what they want to capture.

Best moment so far?

There have been a lot, I think the most rewarding moments were giving something back via our work with St David's Hospice. We photographed their three locations and will continue to support them during 2025. I'm also thrilled with the reviews that we're receiving.

Biggest challenges?

Not so much a challenge but more of an opportunity. I recognised early on that we needed to bring the Welsh language into the business. The challenge was how?

Thankfully a fellow Chamber member introduced us to the Welsh Language



GETTING STARTED



■ Paul of Cymru Drones meeting the Prince of Wales (soon to be King) at Buckingham Palace, July 2022 to collect the Queen's Award.

Commissioner, we've now embarked on a programme with them, it is early days but we have clear steps and milestones to work to.

Obviously, the weather is a constant challenge as we're limited by wind and rain. It can make planning extremely difficult for both ourselves and our clients, that said we don't charge if we're "weathered off" and will just look to reschedule when the weather permits.

Benefits of the Chamber Start-Up club since you joined?

Obviously, networking and access to company services. We've engaged a member from a Chamber meeting who are now looking after our SEO for us. Also, the Start-Up Club meetings are excellent. I attended an event in Llandudno where the Intellectual Property Office presented information on trademarks and copyrights. This was invaluable as we provide image and video content and it was great to understand fully the law around copyright.

I'm looking forward to attending many more of these meetings.

Lessons learnt...what would you do differently and why?

I probably would have taken the plunge and started sooner knowing how rewarding it is doing what I'm now doing.