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# Coaltown Limited - coffee centre of excellence for roasting, brewing and servicing coffee



## What are the projects aims?

The intention was to create a centre of excellence for roasting, brewing and serving of coffee in Wales and beyond. The aim was to create new jobs in the local area. Coaltown Limited had ambitions to use their business as a vehicle to kick-start the local economy. Celebrating the heritage of their community would act as a template for other communities, Bringing social and economic change to their hometown of Ammanford and bring an industry back to an ex mining community.

## How were these aims achieved?

Two members of staff were recruited. Bronwen Tinney was offered continuous employment on 30/10/2018 as a Barista and Customer Service Assistant. Prior to this Bronwen was

unemployed, Coaltown gave her an opportunity through Jobs Growth Wales and offered continuous employment once the 6 months ended. Within her role, Bronwen was trained as a Barista and maintained consistency and continuity as a point of contact for all customers during the transition period.

Bronwen was also responsible for all social media content, communicating future plans for the upcoming opening of the new Roastery. In addition to Bronwen a Graphic Design & E-commerce Manager was recruited. Nicholas Haines was recruited to rebrand Coaltown prior to the opening of the Roastery. He was fundamental in developing and bringing Gordon, Jennine and Scott's vision to life.

From rebranding all retail bags to giving the website a complete new visual customer experience

ensuring navigation was user friendly and showcasing what Coaltown is all about.

The Roastery quickly took shape and the fit out was well underway. The Italian summer holiday hindered progress due to the La Marzocco factory shutting down during this period however, it was an opportunity to focus on other aspects of the project. The Office was the first room to be completed followed by the Cupping Platform and Academy.

## Who was involved?

Local tradesmen and fabricators were used throughout the whole project. Wherever possible local fittings and furnishings were purchased from antique dealerships, stone masonries, and furnishing stores.

### **Who was involved?**

This project, led by Powys County Council, is on behalf of and in partnership with Local Authorities noted below. It spans a wide geographical area and demonstrates the ambition of collaboration for mutual benefit, delivering a package of projects to enhance area awareness and drive tourism growth along the Cambrian Way route.

Lead body – Powys County Council

Project Partners - Conwy County Borough Council, Gwynedd County Council, Ceredigion County Council, Brecon Beacons National Park Authority, Merthyr County Borough Council, Rhondda Cynon Taff County Borough Council, Cardiff Council.

### **How was the project funded?**

Through the Regional Tourism Engagement Fund with match funding from Powys County Council, along with unaccounted time from all partners in delivering the project components.

### **Where did you go for help and advice?**

Working with Local Authority partners who had been involved in a previous project for The North Wales Way was immensely beneficial, building on their learned experience and connecting with their network of companies for possible contract delivery.

### **How was the project funded?**

Director's personal finances.

### **Where did you go for help and advice?**

Landsker.

### **What has been the greatest achievement so far?**

Achieving the goal of creating and generating a new industry in their hometown of Ammanford.

### **And the biggest challenge?**

COVID-19 hindered growth plans.

### **Any tips for those setting up a similar project?**

Grit, determination, resilience, patience and organisation when it comes to invoices and procurement. Ensure you have a good understanding of the grant guidelines before you start.

### **What's next for your project?**

Continue to open more Espresso Bars and grow online presence.

