

# Deorfa Wledig Case Study

## Introduction

It is believed that there are ways of strengthening the economy and the language at the same time, rather than seeing it as a problem.

There are lessons to be learnt from other parts of Europe and the need to work in new ways.

Three strategic steps are therefore recommended:

- Establish an economic development organisation based on Udaras na Gaeltachta'
- Emulate the work of Andoain Kulturpark from Euskadi in three areas in Mid Wales, starting in Machynlleth
- Develop a Rural Incubator as part of the Enterprise Park

The work of the development organisation will be to integrate work based on promoting:

- Indigenous economic enterprise
- Community development
- Based on the principles of linguistic sustainability

The ability to network, share ideas, share resources, and to jointly develop enterprises is acknowledged in economic development as a means to an end. Also, in relation to the Welsh language there's a need for new cultural domains, and the opportunity for individuals and companies to share resources and develop new opportunities naturally through the medium of Welsh.

The first step will be to emulate the Andoain Kulturpark model [www.kulturparkea](http://www.kulturparkea) from Euskadi/Basq Country, with the proposal to develop a site at Machynlleth, now being used as the sheep market and part formerly Travis Perkins. The site was secured for Tesco, who have now withdrawn from the development.

The location at Machynlleth is strategic, as it links between Ceredigion and Gwynedd and is also accessible from Powys, with easy access to the facilities at Aberystwyth University, but also can work with the new site spun off from Bangor University on Ynys Mon/Anglesey.

## Challenge

The main challenge has been the pace of development. This is due to the time it takes to access capital investment for long term development, in order to develop an integrated site.

Also, the initial site i.e. the Hyddgen building on the school site, couldn't be released in time as the builders for the new school, Dawnus Ltd, went into receivership, hence being unable to build the new school and release the Hyddgen building in time.

## Solution

The solution has been to focus energy on developing the Owain Glyndwr Centre as a facility and business resource centre initially. It has also involved working with the Heritage Lottery Fund in developing plans with architects for this site. This secured £10,000 from the Heritage Lottery Fund and is now the basis of a stage two project for £50,000 and a capital investment of £550,000. In the meantime, and in parallel, they have also focused on future development and the use of the Hyddgen building on the school site as a future development and the potential use of the Mart site for new capital investment as part of the Mid Wales Growth Deal. Naturally, both of those elements will take longer but are a natural progression of this work to date.

## Benefit

The benefits include:

- Providing a base for a cluster of enterprises
- Enabling new businesses to start
- Creating a base for Welsh language activities
- Enabling the development of a Heritage Lottery funded project

## Result

The positive solution has been:

- A base in Canolfan Owain Glyndwr in the immediate term
- Enabling further work to be done for the longer term on the Hyddgen site
- Enabling work to be incorporated into the Mid Wales Growth Deal

## Project Outputs/Outcomes

Output (Case Level Indicator)	Achieved
No. of feasibility studies	0
No. of networks established	0
No. of jobs safeguarded	7
No. of pilot activities undertaken / supported	0
No. of community hubs created	0
No. of stakeholders engaged	30
No. of participants supported (awareness raising events only)	20

Outcomes	Achieved
----------	----------

No. of jobs created	0
No. of communities benefitting	0
No. of businesses benefitting	12

## Project Contact Details

For more information please contact: Elwyn Vaughan, [post@mentermaldwyn.org](mailto:post@mentermaldwyn.org)

## Partners/Match Funders Logos



## Project Details

Key Data	Project Specifics
Delivered by:	Menter Maldwyn
Start Date:	18/11/2016
End Date:	31/03/2018
LEADER Theme:	2: Facilitating pre-commercial development business partnerships and short supply chains

## Financial Details

Description	Amount	%
Total Expenditure:	£30776.35	100.00%
RDP Funding:	£24120.00	78.3719%
Match funding:	£6656.35	21.6281%

Case study completed on: 07/08/2020