



Growing Mid Wales November Newsletter

Shared Prosperity Fund

A warm welcome to readers old and new,

Back in September we focused our newsletter on the UK Government's Shared Prosperity Fund (SPF).

We weren't able to fit in all the information we wanted to at the time and since then, so many more projects have been awarded funding. So far, 44 projects are focusing on supporting our local businesses so we want to share all this good news with you this month.

We also have a brand new monthly feature where we shine the spotlight on a Mid Wales business or organisation that is in the process of, or planning on, delivering a project or programme with the aid of funding. This month, Menter a Busnes and Mid Wales Tourism (MWT Cymru) talk to us about how their SPF-funded projects are going to help businesses and individuals in the community.

Our *Meet the Team* colleague this month is Barbara Green, Project Support Officer, who is involved with many of the funding streams that Growing Mid Wales helps to coordinate alongside the Local Authority (Ceredigion & Powys) Delivery Teams.

Have you heard there's a [consultation](#) running on the Corporate Plan for the region's Corporate Joint Committee? The closing date to comment is 11th December (more information featured in our *Other News* section).

Helping to grow opportunity in Mid Wales,

The Growing Mid Wales team

[Cover image: New Quay, Ceredigion ©Visit Wales]

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Supporting local businesses through the Shared Prosperity Fund

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POWERED BY
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Funded by
UK Government

Mid Wales is home to a diverse range of businesses, in particular micro-businesses employing less than 10 employees. As a region, we have particular strengths in the manufacturing, tourism, agriculture, food and drink sectors.

We are seeking to attract new businesses and grow existing ones; create more and higher-paid job opportunities; provide the right set of circumstances for young people to stay in the region; and to increase the average earnings.

The UK Government's Shared Prosperity Fund provides opportunities to support local businesses to thrive, innovate and grow.

Under the 'Supporting Local Business' strand of the Fund, the Mid Wales region has already awarded funding to **44** projects – **11** in Ceredigion and **33** in Powys, with a total value of £8.8 million.

These projects are varied in nature and include:

- Business support through advice and grant schemes
- Energy related projects
- Support for social enterprises and the social economy
- Tourism and events
- Research and Development / Innovation
- Feasibility Studies

Two of these projects are featured in our 'Meet the Business' section below: Menter a Busnes and Mid Wales Tourism.

Both Ceredigion and Powys County Councils are also operating grant schemes to support businesses to start up, to sustain, grow and innovate. These schemes are summarised here:

CEREDIGION COUNTY COUNCIL – Cynnal y Cardi Fund



Cyngor Sir
CEREDIGION
County Council

- Aimed at businesses to start, sustain, grow and innovate
- Small business grants of between £1,000 - £10,000
- Business development grants of between £10,001 - £50,000 (Larger bids will not be excluded but a robust rationale will be required)
- Each grant award will be based on 80% of eligible costs. Match funding must be cash (rather than 'in kind')
- Funding can be used to help fund capital schemes and one-off revenue projects but cannot be used to cover usual running costs
- First round recently closed – anticipating to open a further round in 2024.
- For further information visit [Cynnal y Cardi Business Fund](#) or email: cynnalycardi@ceredigion.gov.uk



- Aimed at businesses to start, sustain, grow and innovate
- Grants of between £1,000 - £25,000
- Each grant award will be based on 50% of eligible project costs or a maximum of £5,000 per job created and/or £5,000 per job safeguarded, whichever is the lesser. (At least one new job must be created and/or one full time equivalent job safeguarded, to access the grant.)
- Funding can be used to help fund capital schemes and one-off revenue projects but cannot be used to cover usual running costs
- Currently open for applications – the deadline is 15th December. The next round will open in April 2024.
- For more information visit the Powys County Council website: [Powys Business Growth Grant](#) or email: regeneration@powys.gov.uk

If you are interested in seeking funding for your own project, please register your interest to be the first to know when new calls for applications are announced:

ukspf@ceredigion.gov.uk

ukspf@powys.gov.uk

The SPF funding story so far in the region

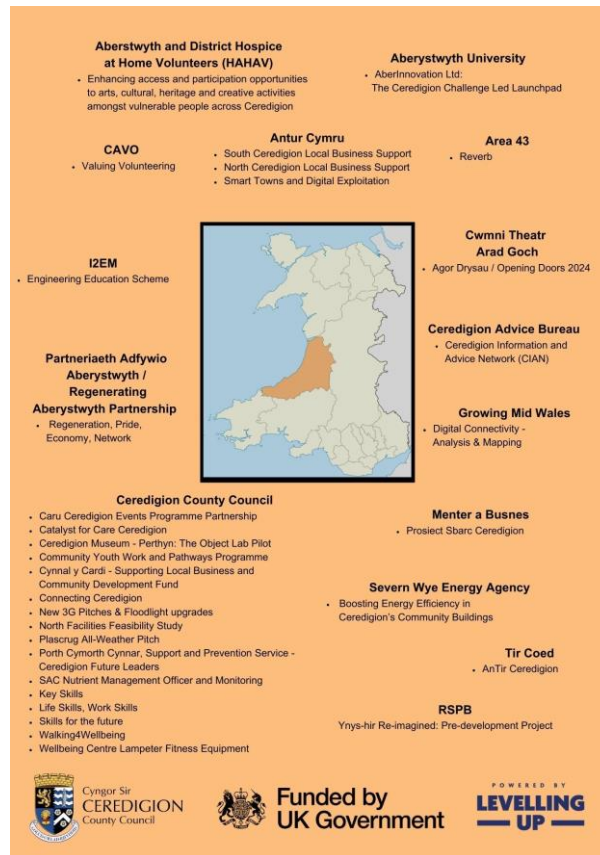
Ceredigion

Following a successful round of applications, a total of 33* projects have been awarded SPF funding in Ceredigion. The lists on the diagram below outlines the projects. Each project will have been awarded funding under the four main investment priorities:

- a. Communities and Place
- b. Supporting Local Business
- c. People and Skills
- d. Multiply (Adult numeracy)

More information on these projects is available on the UK Shared Prosperity Fund page on Ceredigion County Council's [website](#).

*Only projects that have completed the signed funding agreement are noted here. Projects that are still going through this process are not named.



Powys

Following a successful round of applications, a total of 68* projects have been awarded SPF funding in Powys. The lists on the diagram below outlines the projects. Each project will have been awarded funding under the four main investment priorities:

- Communities and Place
- Supporting Local Business
- People and Skills
- Multiply (Adult numeracy)

More information on these projects will be made shortly on the UK Shared Prosperity Fund page on Powys County Council's [website](#).

*Only projects that have completed the signed funding agreement are noted here. Projects that are still going through this process are not named.

AberInnovation Ltd

- Mid Wales Solutions Catalyst

Age Cymru Powys

- Lifeline at Home/ Achubiaeth y Cartref Feasibility Study

Antur Cymru

- Global Reach Out Programme

BBNPA

- Energy Efficiency & Decarbonisation: Community Buildings & Energy Champions

Mid Wales Tourism Ltd

- Revitalising Mid Wales: Rewards & Incentives Scheme

NPTC Group of Colleges

- Growing Mid Wales Careers
- Insulating Powys
- Numeracy in Health

PAVO

- Rebuilding Community Foundations in Powys
- Making a difference in Powys

Wyeside Arts Centre

- Wyeside Works
- Wyeside Workshop Development

Centre for Alternative Technology

- Cynefin Master Plan and Strategies 1.1

Coed Lleol / Small Woods

- Machynlleth Wellbeing Centre – Outdoor Health Feasibility Study

Cwmpas

- Specialist Support for Social Enterprises in Mid Wales

Grand Pavilion Events CIC

- Pavilion Mid Wales Development Plan

Growing Mid Wales

- Growing Mid Wales Digital Connectivity Analysis & Mapping

Gwasg Gregynog Limited

- Gwasg Treftadaeth Gregynog – Gregynog Heritage Press

Hay Festival Foundation Ltd

- Hay Festival

Innovation Strategy

- ReValue2

Keep Wales Tidy

- Caru Powys

Mid Wales Manufacturing Group

- Expand numeracy skills for employed adults

Royal Welsh Agricultural Society

- Strategic Vision and Masterplan for the Royal Welsh Showground

Severn Wye Energy Agency

- Mid Wales Business Energy Efficiency Boost

Social Farms & Gardens – Wales Team

- Powys Community Growing Support

Threshold DAS Limited

- 'MOVING FORWARD'

Welshpool Town Council

- Welshpool Town Hall: An 1870's building fit for the next century

Powys County Council

- Arts and Culture: Service Redesign and Strategy
- Biodiversity engagement - Nature Recovery officer
- Business Dev Cym System - Evolutive
- Business Boost – Growth Grant
- Business Growth Support&Workshop
- Cost of Living Co-ordinator
- Decarbonisation - Contract & Sm
- Develop Digital support for the Local Communities
- Digital Community Hubs
- Early Intervention Youth Support – 11-16
- Enhanced Food Hygiene Health & Safety Business Support
- Expand digital training offer (particularly to front line staff)
- Expand numeracy skills for employed and unemployed adults
- Feasibility Study- Improvements to Bro Ddyfi Leisure Centre, Machynlleth
- Financial Training and Upskilling
- Greenspace enhancement, Tremont Estate Llandrinodod
- Holistic Money Advice
- Improving care services in Powys through the use of LoRaWAN technology
- Improvements to Penrhos Youth Centre
- Improvements to signage on public rights of way, with volunteer engagement
- Llanfyllin - Replacement of all weather surface
- Llangoose common options appraisal
- Maintenance of Llandloes Old Market Hall
- Mid Wales Advanced Manufacturing Centre (MWAMC) MWAMC Feasibility Study
- Number Up! For parents
- Online Collaboration and Promotion of Creative Industries
- Powys Cultural Tourism Feasibility Study
- Powys Digital Marketing Feasibility Study & Delivery Plan
- Powys Event Network Development Project
- Powys Evidence Resource
- Powys Smart Towns - Digital Infrastructure and Business Support Project
- Property Flood Resilience
- Refurbishment Of Automobile Palace
- River (Special Areas of Conservation) SAC Nutrient Management Officer
- Talgarth Low Carbon Energy Project
- The Arches Ystradgynlais Feasibility
- Town Centre Digital Infrastructure
- Town Centre Liaison Officers
- Town Centre Placemaking Plans
- Trading Standards - Enhanced Business Advice Service
- Training to support recruitment

Powys

Funded by UK Government

POWERED BY LEVELLING UP

Meet the Business in Ceredigion: Menter a Busnes

SBARC Ceredigion - New project launched for Ceredigion's aspiring entrepreneurs

The SBARC Ceredigion project was launched in September 2023, funded by SPF and managed by Menter a Busnes. The project will give 24 aspiring Ceredigion entrepreneurs an opportunity to gain valuable insight and to learn from the very best entrepreneurs at home, and abroad.

As part of the 18-month project, the successful candidates will spend two residential weekends in Ceredigion, and take part in a study tour abroad. The programme will also offer participants the opportunity to gain a postgraduate level 7 Leading Change certificate from Aberystwyth University. Anyone 18 years of age or over that lives or works in Ceredigion can apply for SBARC Ceredigion.

As part of the project launch, there was a successful campaign to recruit the first cohort of 12 people to take part in the SBARC Ceredigion programme this Autumn. A farmer, an illustrator, a TV producer, and a musician are among the twelve selected for SBARC Ceredigion programme; read their [biographies](#) to learn more. The first cohort of twelve individuals will enjoy a host of learning experiences, including seminars, workshops, and mentoring opportunities and a study tour to Reykjavik, Iceland.

Continue to read the full article on the SBARC project [here](#).



1 - The first cohort of 12 people to take part in the SBARC Ceredigion programme this Autumn.

Meet the Business in Powys: MWT Cymru

Revitalising Mid Wales: Innovative Loyalty & Rewards Program for Sustainable Local Communities



Mid Wales Tourism ([MWT Cymru](#)) has successfully applied for, and been awarded, SPF Funding from Powys to develop an exciting project that proposes the implementation of targeted rewards and loyalty programs across towns in the county. This innovative program aims to benefit the local towns and communities.

By conducting this project in Powys, MWT Cymru aim to gather valuable insights and learnings that could be applied to other towns in Wales. The project seeks to demonstrate the impact of this technology on the long-term sustainability and unique character of towns in Powys, paving the way for the broader adoption of these solutions in Mid Wales communities and beyond.

MWT Cymru has appointed a team of local co-ordinators who will assist local groups and town councils to work with local businesses assisting them to integrate the rewards and loyalty program into their operations.

• **Personalised offers and incentives:** By analysing customer data and preferences, businesses can offer targeted rewards and incentives that are more relevant and appealing to their customers.

Benefits: Increased customer satisfaction and loyalty, higher redemption rates, and improved customer retention for local businesses.



• **Boosting local economy/circular economy:** Targeted rewards and loyalty programs can encourage residents to shop locally and support small businesses, which helps to keep money within the community.

Benefits: Stronger local economy, more job opportunities, and increased financial stability for local businesses.



• **Fostering community engagement:** By offering targeted rewards for participating in community events, volunteer activities, or local initiatives, loyalty programs can encourage residents to become more involved in their community.

Benefits: Increased civic participation, stronger social connections, and a more vibrant community.



• **Promoting sustainable practices:** Local businesses can use targeted rewards to incentivise customers to adopt sustainable behaviours, such as using reusable bags, participating in recycling programs, or choosing eco-friendly products.

Benefits: A more environmentally friendly community, reduced waste, and increased awareness of sustainable practices.



• **Supporting local causes and initiatives:** Targeted rewards programs can be designed to support specific local causes or initiatives, such as fundraising for a local school or community project.

Benefits: Increased funding for local initiatives, strengthened community bonds, and a greater sense of civic pride.



• **Encouraging healthy lifestyles:** Health and wellness businesses can offer targeted rewards to promote healthy behaviours, such as attending fitness classes, participating in wellness programs, or purchasing healthy food options.

Benefits: Improved physical and mental health of residents, reduced healthcare costs, and a healthier community.



• **Enhancing local tourism:** Local businesses and attractions can offer targeted rewards and incentives for tourists to visit the area, encouraging them to explore local attractions, shops, and restaurants.

Benefits: Increased tourism revenue, greater exposure for local businesses, and a positive impact on the local economy.



By implementing targeted rewards and loyalty programs, local areas can enjoy various benefits, including increased customer loyalty, a stronger local economy, and a more engaged and vibrant community. These programs can also help address specific local needs and priorities while enhancing the overall quality of life for residents.

The programme will implement a gamification element to engage local communities and encourage positive behaviours among individuals.

Some of the benefits the targeted rewards and loyalty programme could provide are highlighted in the diagram (see left).

For more information on the project, contact: Zoe Hawkins at Mid Wales Tourism Ltd, zoe@mwtcymru.co.uk.

Meet the Team

Barbara Green - Growing Mid Wales Project Support Officer



- **When did you start with the team?**

I joined the team at the end of February 2022 as a Project Support Officer, after spending 15 months with Ceredigion's COVID-19 Track and Trace Team. Prior to that, I was working as an Operations Manager with an international exhibitions company based in London, providing services for UK food and drink companies including Welsh companies to promote their products for export at international exhibitions.

When I started with Growing Mid Wales, I was working specifically for the Mid Wales Regional Engagement Team supporting the Manager. As European funding for that post has come to an end, my role has evolved and I am now providing administrative support for Becky Jeremy, Regional Manager of the Mid Wales SPF team and Marie Evans, Levelling Up Fund (LUF) Programme Manager in Ceredigion.

- **Can you tell us more about your role?**

My role is varied and has changed enormously since initially starting.

My work with both the LUF & SPF teams includes arranging programme board meetings, internal progress meetings and ad-hoc meetings where needed and dealing with the subsequent correspondence and minute taking.

I coordinate the GMW Partnership regional meetings, working with colleagues confirming presentations and papers before circulation to the external stakeholders and internal regional colleagues.

I also arrange seminars via ZOOM or TEAMS for external stakeholders for the Shared Prosperity Fund and recently coordinated the Welsh Government/Organisation for Economic Co-operation and Development (OECD) Workshop focusing on the new Mid Wales Corporate Joint Committee.

As I work across several different funding streams, partnerships and committees, good organisation is key and I make sure my filing system is up to date so documents are easy to find when needed – fingers crossed!

- **What are your current priorities?**

At the moment, I'm working on the final claim for the Mid Wales Regional Engagement Team project with colleagues in finance and the final closure reports.

I am also collating information for a mapping exercise with the UK Shared Prosperity Fund based on the projects that have been approved to date. The Ceredigion LUF is due to submit a Project Adjustment Report (PAR) in December and I am supporting the Programme Manager obtaining the correct information for the submission.

I have recently taken on the lead for the branding element of the LUF and looking forward to working with the projects on that aspect - it's great when you have the opportunity to engage with businesses who've received funding and see the positive outcomes of their allocation.

- **What developments have you seen over the years?**

There has been a big change since I started in that the European funding for my initial role when joining the Team has now ceased and we have moved onto UK Government funding under the Levelling Up Funds. With different procedures to follow, there's always going to be different challenges but we all work well together to tackle any issues.

Working as a region also has its challenges and standardising documentation and the ways of working between two authorities for the SPF has taken time. But, regular meetings for both county delivery teams together has helped bridge this and over 100 projects have now been approved. We are starting to see those projects going into the delivery stage and I am looking forward to doing some work on capturing their achievements.

The GMW team has increased with additional members joining under the various work streams and bringing plenty of enthusiasm with them.



2 - Barbara with Ruperra Carefree, the winning foal.

- **What's been your biggest achievement?**

One of the biggest activities I worked on was the initial webinar for the Shared Prosperity Fund. It was a virtual event with over 150 people registered to attend, that was a challenge as I had never organised an online event before. Thankfully, it all went according to plan and was well received.

In a previous role, I worked in event management for many years including organising one of the premier Welsh county shows which ran over 3 days. In my first year there, I moved to a new Show Management System which brought together nine databases and provided a more streamlined way of managing records and activities for the show. It was not fully up and running until June of that year at a point where we would normally be closing entries, memberships etc. I got through it with the support of a great team and the show went ahead with great success in August.

I feel that I have had many personal achievements over the years, but none more so than winning a championship at the Royal Welsh Show this year with a home bred Welsh Mountain Pony foal after over 40 years of breeding which I started with my father when I was in my teens. There is nothing like that feeling of being handed the red rosette in the Main Ring and the immense pride you feel, it is quite overwhelming. Despite a fantastic showing record over the years winning many prizes and championships, this is the pinnacle of the showing calendar and definitely beats everything else. I have also taken up judging in recent years and was very honoured to be invited out to the Netherlands to judge a show earlier in the Autumn. On top of that, outside of work, I am Secretary of two very well-known Welsh Pony & Cob Shows, one of which I celebrate my 25th year as secretary in 2024.

I have plenty more milestones to hit and hopefully more achievements - I don't think you should ever give up on your goals and ambitions!



3 - Barbara and Rita

- **One word that sums up the Growing Mid Wales Team:**

Committed.

It is great to work with a team that is committed to achieving the GMW goals and targets and delivering them with enthusiasm. We all come from diverse backgrounds as was highlighted in our Team Away Day in July, but everyone has a shared vision for Mid Wales and are committed to their role and making a positive difference for the region.

Other News

Corporate Plan Consultation

Mid Wales residents are being given the opportunity to comment on a Corporate Plan for the region's Corporate Joint Committee (CJC).



Created as part of the Local Government and Elections (Wales) Act 2021, the Mid Wales CJC comprises of Powys and Ceredigion County Councils and Bannau Brycheiniog National Park and will exercise functions relating to the economy, strategic development planning and regional transport planning. For full story, view full article [here](#).

You can view the Draft Corporate Plan and associated documentation by clicking here: www.haveyoursaypowys.wales/cjc-corporate-plan

The consultation will close on 12 December and views will be reported to the CJC's January meeting.

Mid Wales Challenge Led Launchpad Round 2



4 - AberInnovation

Rural Health and Wellbeing Challenge

The [Mid Wales Challenge Led Launchpad R&D competition](#) run by AberInnovation returns for a second round, funded by the UK Government, driven by Levelling Up, aimed at developing novel solutions to public sector and societal issues through research and innovation whilst offering new market opportunities for businesses and people in Mid Wales. Projects are 100% funded to participate in R&D, focused on specific identified needs and are open to all organisations that can demonstrate a route to market for their solution.

Competition closes on 4th December 2023

Keep up to Date

Need to catch up on what's been discussed in our meetings? Here's a reminder of where you can find the minutes for the following meetings:

- All minutes relating to the Growing Mid Wales Board are hosted on Powys County Council [website](#).
- Papers relating to the Growing Mid Wales Partnership can be found on our [website](#).

Keep up to date with Growing Mid Wales news, developments on activity and organisations we support by following our Twitter and Linked In pages:

<https://twitter.com/growingmidwales>

www.linkedin.com/company/growing-mid-wales

We're eager to reach out to as many organisations and businesses across Mid Wales as possible. You can make this possible by following, liking and sharing our pages.

Disclaimer: As a Growing Mid Wales Stakeholder you receive these emails so that we can share news and information with you on a regular basis. You can inform us if you no longer wish to receive these emails by emailing growingmidwales@ceredigion.gov.uk.

