Gweithdy Rhwydwaith Gwledig

Rhaglen ddatblygu wledig newydd

Rural Network Workshop

A new rural development programme

#Cymruwledig
#ruralWales

Croeso a chyflwyniad i'r rhwydwaith wledig

Liz Bickerton

Welcome and introduction to the rural network

#Cymruwledig
#ruralWales

Pam materion gweldig?

Tom Jones, Ffarmwr o ganolbarth Cymru ac aelod DU o bwyllgor economaidd a Chymdeithasol Ewrop

Why rural matter?

Tom Jones, mid Wales farmer and UK member of the European economic and social committee

#Cymruwledig
#ruralWales

Cymru Wledig?

Na, nid fan hyn

Cymru Wledig

Mewn twll – sut mae mynd o ‘ma?

Does dim swyddi
mewn tirlun marw...

Tree of Life

I was a sapling, born with roots,
into one branch of a deciduous family.
Knowledge feeds and irrigates my bloom,
as I hope to experience
the seasons.

Cadair Lleisiau

Treftadaeth Bwyd…

Cymunedau blaengar

Lormes, yn Ffrainc

Doedd y tŷ ddim yn enwog cyn marwolaeth
Ellis Humphrey Evans (Hedd Wyn; 1887 - 1917)
Y GADAIR DDU
The Black Chair

Amser i drosglwyddo'r baton…

Beth yw gwledig?

Mewnwelediad o Dyfodol Gwledig, Academi Amaeth, adnewyddu tref a menter.

What is rural?

Insights from Rural Futures, Agri Academy, town renewal and enterprise.

#Cymruwledig
#ruralWales

asiantaeth ynni
SevernWye
energy agency

Rural Communities – Opportunities and Challenges

2nd July 2019

Dr Simone Lowthe-Thomas

Who are Severn Wye?

For twenty years we have been harnessing ideas, technologies, funding and expertise to tackle fuel poverty, improve quality of life and build a sustainable future in Wales and South West England.

Sustainability is about more than just climate change

It's also about the social, economic and environmental wellbeing of an area

Severn Wye takes a holistic, collaborative approach

To build a truly sustainable future, people need to feel a lasting sense of ownership

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SevernWye
energy agency

Why Severn Wye?

OUR FUTURE'S PEOPLE
Creating pathways to a sustainable future

Warm &Well
a fitter home for a healthy future

Interreg
EUROPEAN UNION
North-West Europe
Re-Direct
European Regional Development Fund

DYFODOL GWLEDIG
RURAL FUTURES

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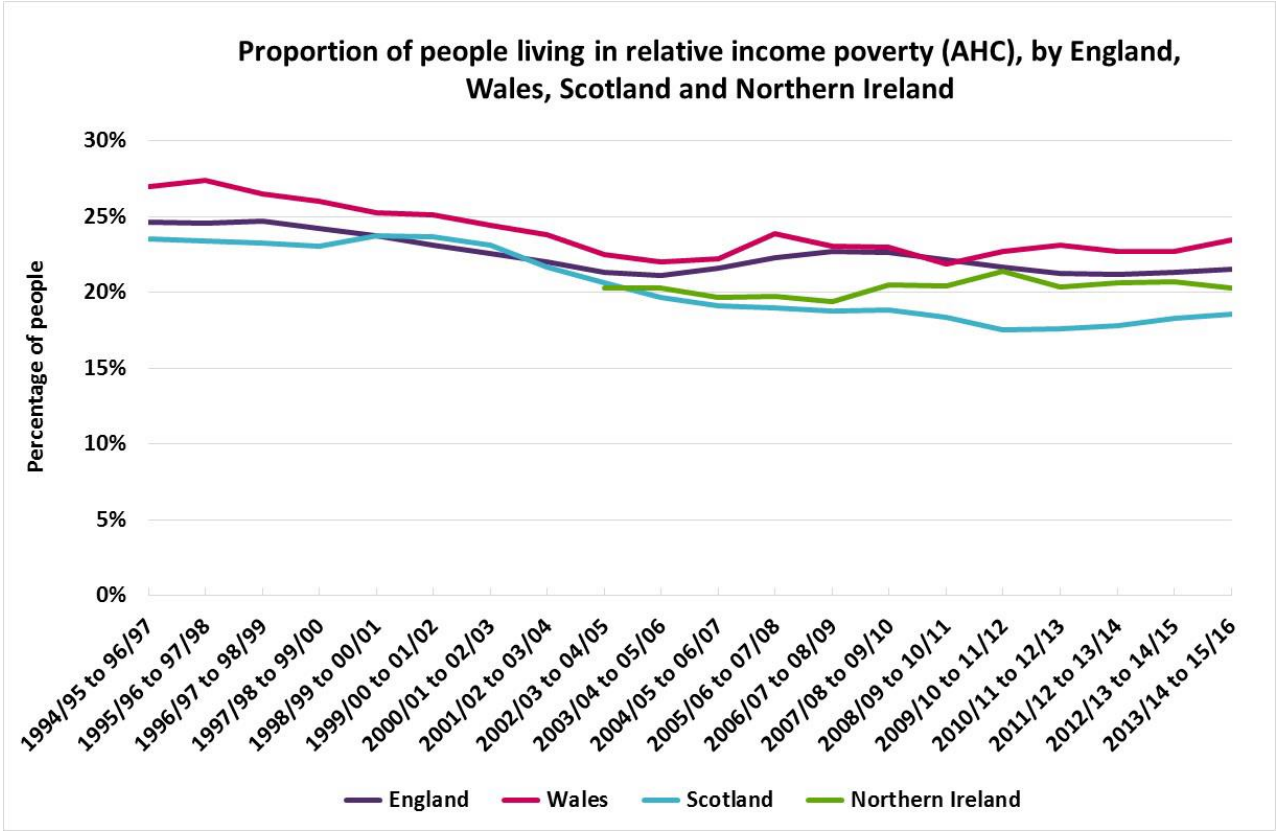
SevernWye
energy agency

Tackling Rural Poverty

Why is it important?

- A recent study by the Joseph Rowntree Foundation on poverty in Wales showed that approximately 700,000 people, about 23% of the Welsh population, were in poverty in the three years leading up to 2014/15.

- Poverty defined as income below 60% of the national median.



Note: Figures based on three-year averages. Source: Households Below Average Income.

JRF JOSEPH ROWNTREE FOUNDATION

aslantaeth ynni SevernWye energy agency

Why is rural poverty hidden?

4 key reasons rural poverty is so hard to quantify:

1. Physically hidden
2. Statistically hidden
3. Politically overlooked
4. Cultural

aslantaeth ynni
SevernWye
energy agency

Additional challenges of Rural Poverty?

Seasonal, part-time, low skilled jobs
High levels self-employment
Isolation – particularly for carers
Lack of Infrastructure – particularly public transport
Access to education/health care
Higher costs – fuel/off grid
Capital rich – cash poor
Cultural/Social isolation
Fall through IMD indicators

JRF JOSEPH ROWNTREE FOUNDATION

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What is Rural Development?

Rural development is the process of improving the quality of life and economic well-being of people living in rural areas, often relatively isolated and sparsely populated areas.

Sustainable energy solutions can be a key component of rural development .

Archetypal view of rural development

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energy agency

What are the challenges and opportunities?

Sustainable electricity?

CHALLENGES

- Grid infrastructure – some off-grid, single-phase, expensive upgrade
- Feed-in-tariffs
- Demand patterns/storage
- Planning consent
- Those in fuel poverty control use more actively (less meters than urban areas)

OPPORTUNITIES

- Individual households – PV depending on grid/planning
- Community wind/hydro – possible dependent on grid/FITs
- Local energy schemes / micro-grid / SmartHomes & EV (designed for urban)?
- Battery storage
- Electric Vehicles and community transport schemes

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SevernWye
energy agency

What are the challenges and opportunities?

Sustainable Heat?

CHALLENGES

- Limited access to heating grid (mains gas)
- Instability of off-grid heating systems
- Unregulated cost of oil/LPG/wood – higher in rural areas
- Hard to treat homes
- Self-Disconnect – connection cost

OPPORTUNITIES

- Energy Efficiency
- Ground-Source or Biomass (unlikely to be suitable for air unless hybrid)
- District Heating in small communities
- Farming areas – Anaerobic Digestion/local gas grid

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SevernWye
energy agency

Making SMART Energy work for rural communities

- Understand existing Energy Use and Energy Behaviours in the rural community
- Ensure innovation design and implementation is undertaken with rural individuals/community
- Smart Innovation roll-out may need to be bespoke in rural communities – budget resources and time accordingly
- Innovate for retrofit as well as new build
- Consider tackling fuel poverty as well as innovation

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SevernWye
energy agency

How do we tackle rural development?

- There is no ‘silver bullet’ rather there exists a broad range of approaches and impacts, many of which are context and place specific – rural specific
- Partnership working and inclusion of the potential beneficiaries within the project e.g. use of community hubs
- Sustainable energy generation projects can help residents save money and develop new sources of income
- Ensuring the financial sustainability of projects whilst addressing the additional costs of establishing projects in rural areas
- Lobby for rural focus on government policy, funding programmes and innovation funds – targeted and increased investment/support
- Roll-out of National programmes to have a rural specific element to reflect additional costs and challenges of delivering bespoke solutions

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energy agency

Case Study 1 - Cyd Ynni – Ynni Lleol

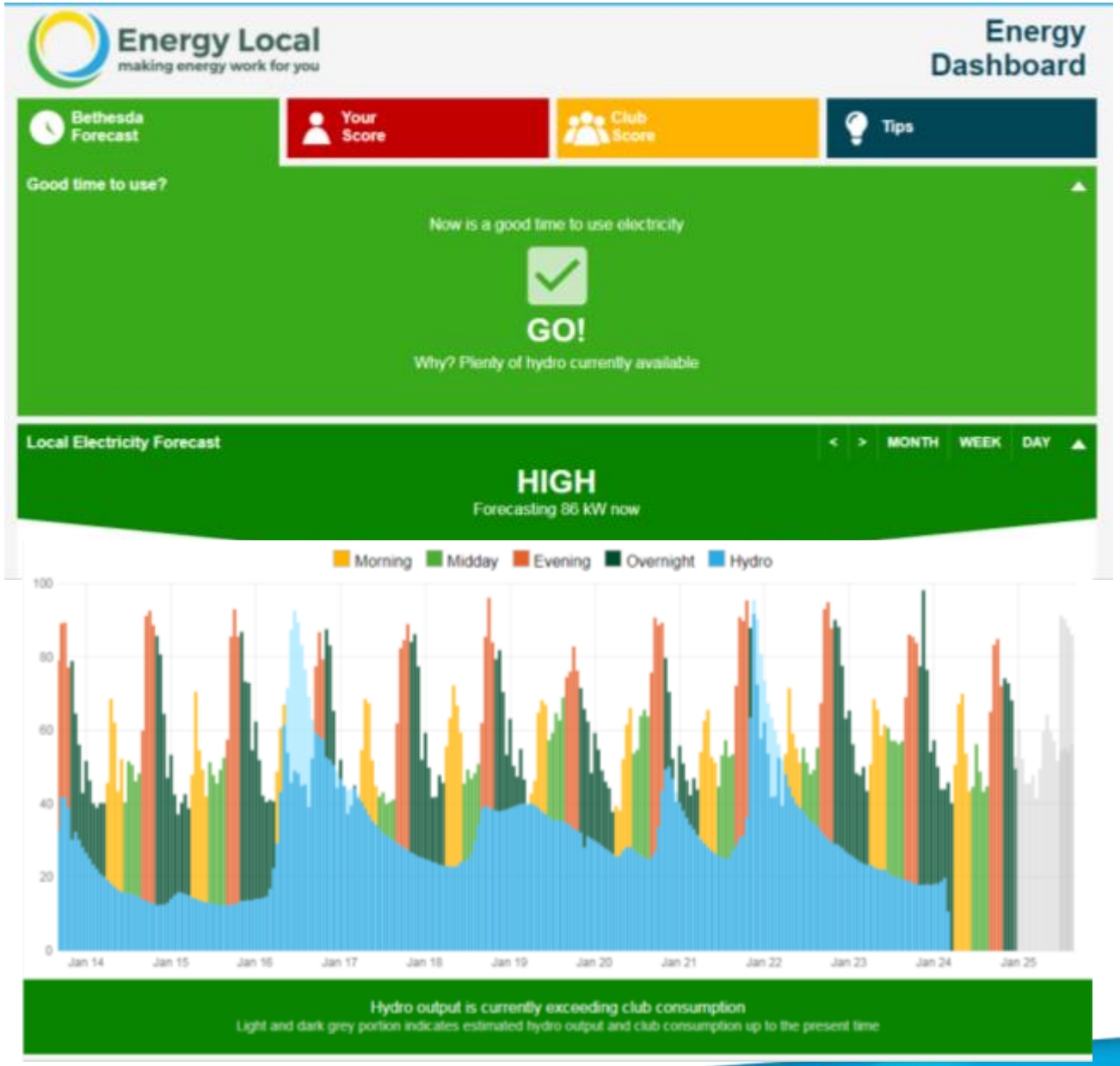
- A community hydro energy scheme in Bethesda, North Wales run by Energy Local.
- Matches consumer electricity use with power from a local hydro plant, enabling them to take control of their bills while supporting local renewable energy (based on 1/2hr meters and 3 tariffs to incentivise use during generation)
- The 100kW National Trust Berthen Hydro on the Afon Berthen supplies the energy & receives 7p/kWh.
- Average consumer savings of 10 – 30%.

Energy Local
making energy work for you

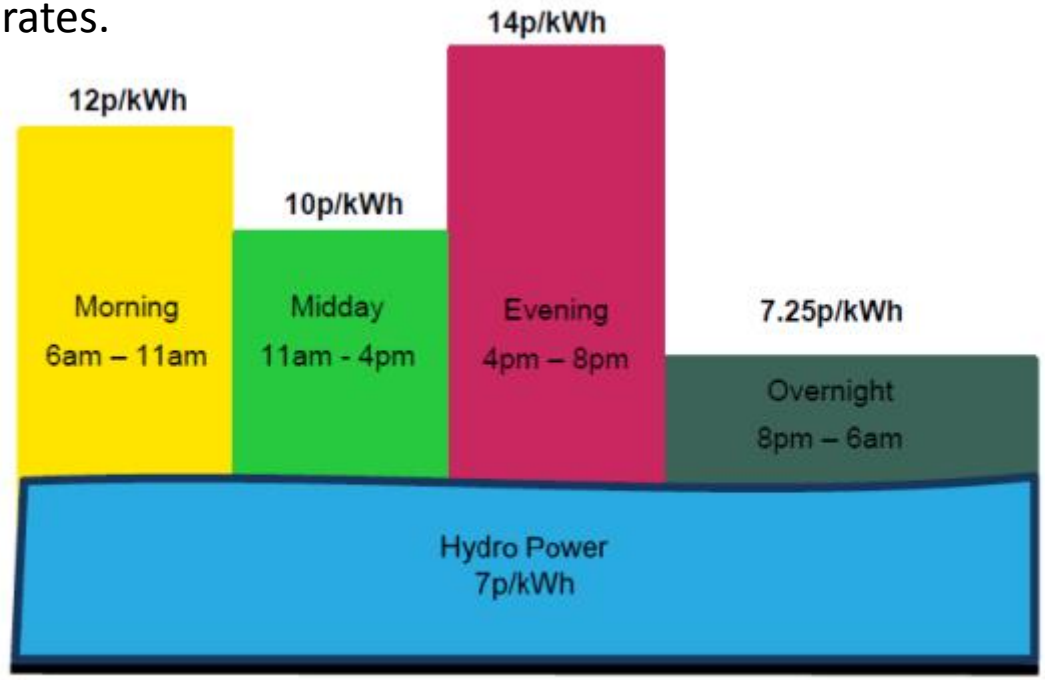
Ymddiriedolaeth Genedlaethol National Trust

The co-operative energy

aslantaeth ynni SevernWye energy agency



When the hydro power isn't available Co-op Energy provide energy on a time of use tariff.
A smart hub and smart meters are deployed to the scheme members enabling them to both monitor their usage and target their usage at the cheapest rates.



Cyd Ynni – Ynni Lleol
Electricity Prices

aslantaeth ynni
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energy agency

Case Study 3 – Low Carbon Communities Powys

Talgarth Mill

- Severn Wye trained local energy champions to educate and engage the local community in sustainable energy activities. (Rural Development Fund and BLF funding)
- Full feasibility study completed to renovate Talgarth Mill into a community business hub and green energy project.
- Funding secured for full Mill restoration.
- Mill now turns 3-4 days a week, serving an on site bakery, café, arts & craft centre.

Case Study 4 – Electric Community Minibus

- Fetlar Island (Scotland) has no refuelling station on the island
- When the post office stopped their delivery service they bought an electric minibus (seats 8 and 2 wheelchairs) used for post delivery and community transport
- In planning to erect 2 x 20kw wind turbines but grid at capacity to export so will use excess electricity for local heat (nursery/school) – FITS may have stopped this phase 2?

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SevernWye
energy agency

Thank you for listening

Simone Lowthe-Thomas
SimoneLT@severnwye.org.uk
www.severnwye.org.uk

FARMING connect
cyswllt FFERMIO

ACADEMI AMAETH
AGRI ACADEMY

Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig: Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
European Agricultural Fund for Rural Development: Europe Investing in Rural Areas

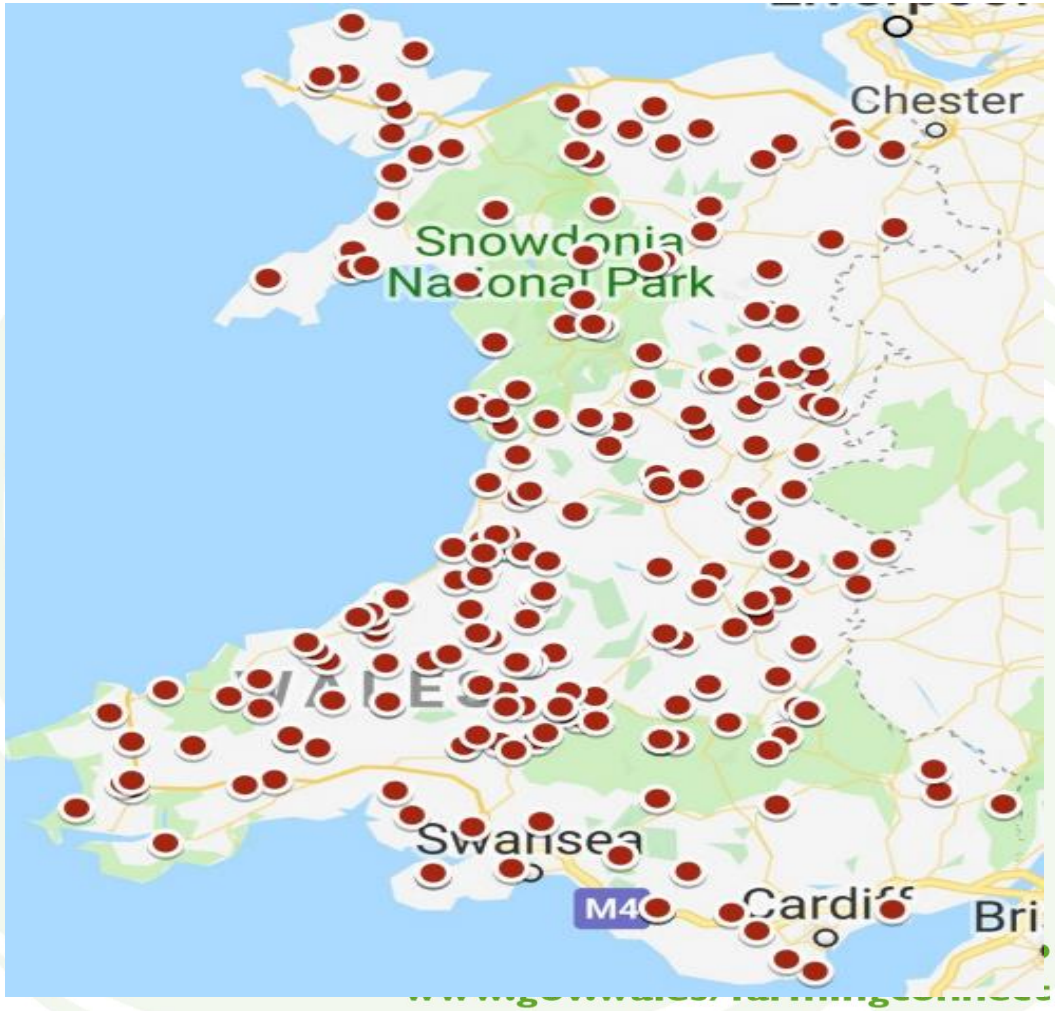
Llywodraeth Cymru
Welsh Government

www.llyw.cymru/cyswlltffermio
www.gov.wales/farmingconnect

Tri Dosbarth | Three Classes

- Arweinyddiaeth Wledig
- Busnes ac Arloesedd
- Rhaglen yr Ifanc

- Rural Leadership
- Business & Innovation
- Junior Programme



Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig: Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
European Agricultural Fund for Rural Development: Europe Investing in Rural Areas
Llywodraeth Cymru
Welsh Government

Europa
Europski parlament
Parlament Europejski
Europsky parlament

BBC
cymru
wales

Dyma ychydig o brofiadau cyn-aelodau Rhaglen Arweinyddiaeth Wledig yr Academi Amaeth:

Helen Howells, Arweinyddiaeth Wledig 2016

"Mae'r Academi Amaeth wedi fy nghyflwyno i rwydwaith o unigolion uchelgeisiol a deinamig, a phob un yn teimlo'n angerddol dros weithio yng Nghymru wledig. Bu hefyd yn ddefnyddiol i deithio gyda'n gilydd i gael safbwynt yr UE ar Brexit gan y bobl sydd angen ei weithredu, a gallu ystyried yr effaith ar yr ystod o systemau ffermio gwahanol yr ydym oll yn eu rheoli."

Cliciwch yma i ddarllen mwy am brofiad Helen

Geraint Davies, Arweinyddiaeth Wledig 2016

"Mae'r Academi wedi bod yn brofiad ysbrydoledig i mi. Mae gen i grŵp newydd o ffrindiau uchelgeisiol sy'n rhannu'r un meddylfryd â mi, ac rwy'n edrych ymlaen yn fawr at gynnal y rhwydwaith unigryw hwn o gefnogaeth a fydd, rwy'n sicr, yn fanteisiol i ni i gyd, a hefyd yn dda i'r diwydiant mewn cyfnod sydd heb yn un heriol."

Cliciwch yma i ddarllen mwy am brofiad Geraint

Dyma ychydig o brofiadau cyn-aelodau Rhaglen yr Ifanc yr Academi Amaeth:

Cain Owen, 2016

“Mae’r Academi wedi fy nghyflwyno i rwydwaith newydd o bobl a phob un ohonynt yn uchelgeisiol ar gyfer dyfodol amaethyddiaeth yng Nghymru. Rydw i wedi gwneud ffrindiau newydd arbennig, ac rwy’n hyderus y byddwn yn cadw cysylltiad i barhau i gynnig cefnogaeth i’n gilydd.”

Cliciwch yma i ddarllen mwy am brofiad Cain

Aled Davies, 2014

"Mae bod yn rhan o Academi Amaeth Cyswllt Ffermio wedi bod yn brofiad ysbrydoledig, ac fe fyddem yn annog unrhyw un sy'n dymuno gweithio yn y diwydiant amaeth, bwyd neu goedwigaeth i ymgeisio - bydd yn newid y ffordd yr ydych yn meddwl ac yn gweithio.”

Cliciwch yma i ddarllen mwy am brofiad Aled

Vin - Wine

Geraint Hughes and 6 others liked

Kayleigh Rees-Jones @KayleighRees87 · Oct 19

Icelands love of lamb was evident. They have a 9 week lamb slaughtering window and the whole animal is utilised, even the head is staple meal for islanders. It was great to see lamb on every menu alongside the butchers lamb selection exceeding 60% of the display **#AgriAcademy**

Gareth Wyn Jones and 6 others Retweeted

Geralllt Hughes @geralllttml · Oct 22

Having been to #Iceland with the **#AgriAcademy** It has opened my eyes to how important the story of food is to the public!! Iceland promote their lamb through @icelandic_lamb and they do a fantastic job! Something we can learn from here in #Wales @FarmingConnect @HybuCigCymru pic.twitter.com/M7KUZkXzN2

5 22 69

Dyma ychydig o brofiadau cyn-aelodau Rhaglen Busnes ac Arloesedd yr Academi Amaeth:

Carwyn Rees, 2016

"Mae fy mhrofiad gyda'r Academi Amaeth wedi gwneud i mi sylweddoli y dylwn ymgymryd â heriau newydd nawr yn hytrach na'u gohirio. O'r diwedd, rwyf wedi rhoi fy syniadau ar waith ac wedi prynu pedair uned gwersylla newydd er mwyn ehangu ar y parc carfannau presennol. Mae gen i gynllun busnes a fydd yn fy nghadw ar y trywydd iawn gyda thargedau ariannol ac rwyf eisoes wedi symud ymlaen gyda chynlluniau i farchnata'r busnes yn barod ar gyfer ymwelwyr yr haf."

Cliciwch yma i ddarllen mwy am brofiad Carwyn

Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig: Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
European Agricultural Fund for Rural Development: Europe Investing in Rural Areas
Llywodraeth Cymru
Welsh Government

Cardigan
Aberteifi

To Cover

- Town Centre Partnership
  - How it came about
  - Some initial projects
  - Town Information App
  - Free Wifi Scheme
  - Event Calendar
  - Other / Future Projects

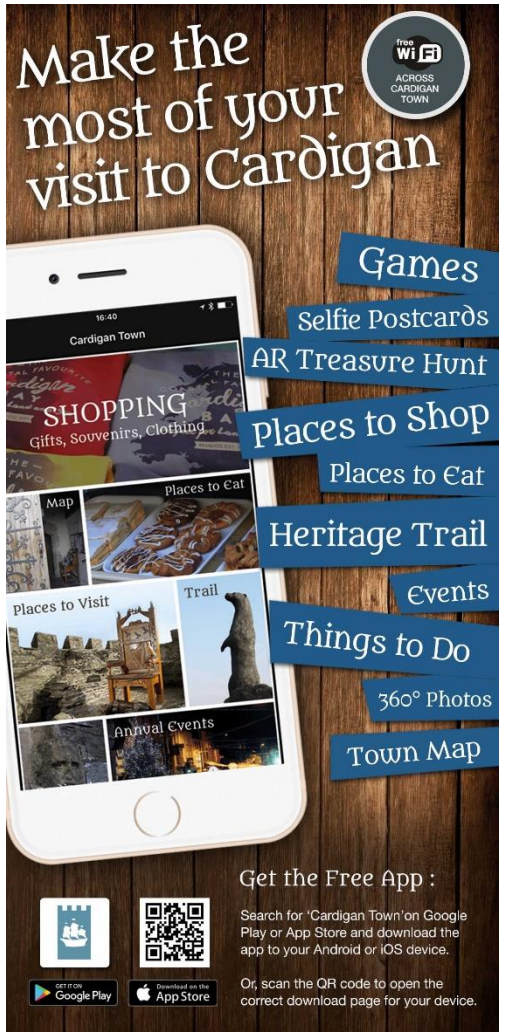
Town Centre Partnership – How it came about

- Formed in 2016
- Membership is from broad representation of Cardigan
  - Arts, Education, Local Authority, Town Council, Traders, Civic Trust, Tourist attractions, Event organisers.
- Meet quarterly and set agenda covering plans for next quarter, longer terms plans and projects and sources of funding

Town Centre Partnership - Initial projects 2016-2018

- Fiver Fest – Launch of new £5 note
- Loyalty Card – purchase over £5 - monthly draw
- Development of Town App
- Town Wifi Scheme
- Organising Summer and Winter festival weeks
- Great British High Street – Highly Commended

Town Information App - Overview

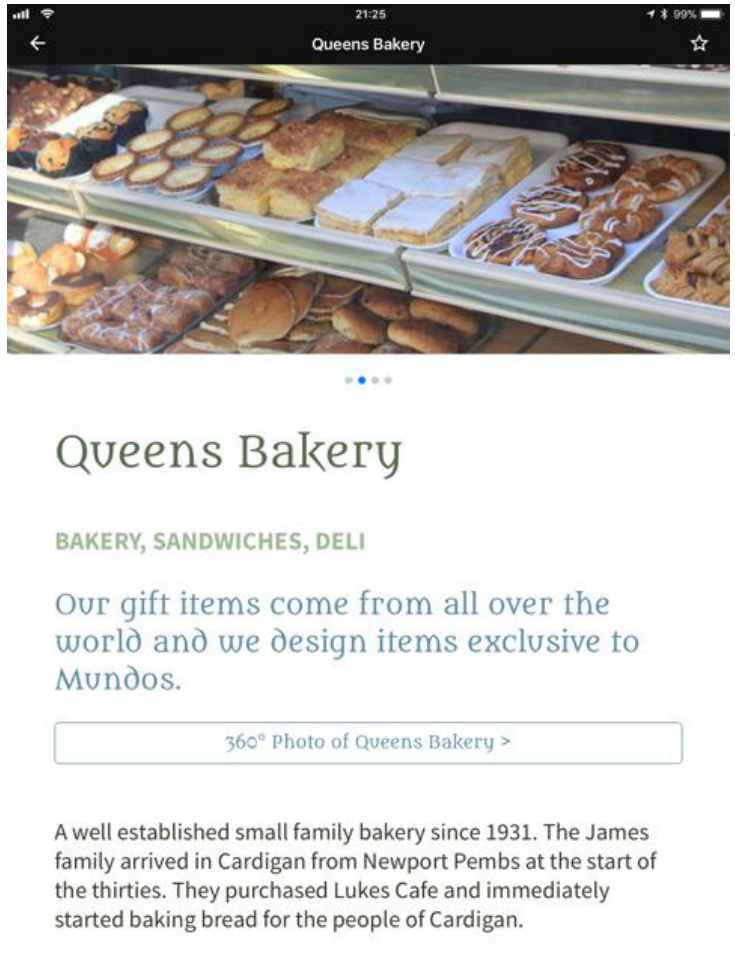


- Available for Iphones, IPads, Android Phones and Tablets
- Free to download from AppStore or Google Playstore
- Available in Welsh and English.
- Provides everything needed to know about the Town.
- Updated regularly.

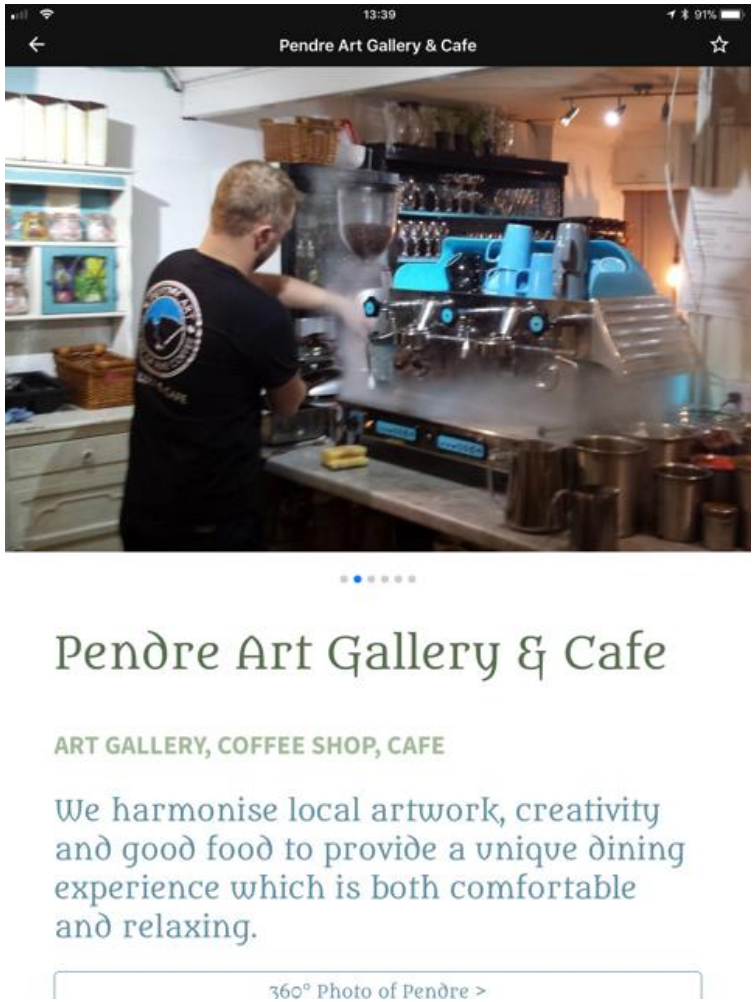
Our Town App – Overview of Content

- Selection of retail shops
- Places to have a meal for purchase food
- Visitor attractions
- Places to stay in town
- A guided Town walk (Trail)
- The history of Cardigan
- All the Annual Events
- Some fun stuff – Game, selfie tool…

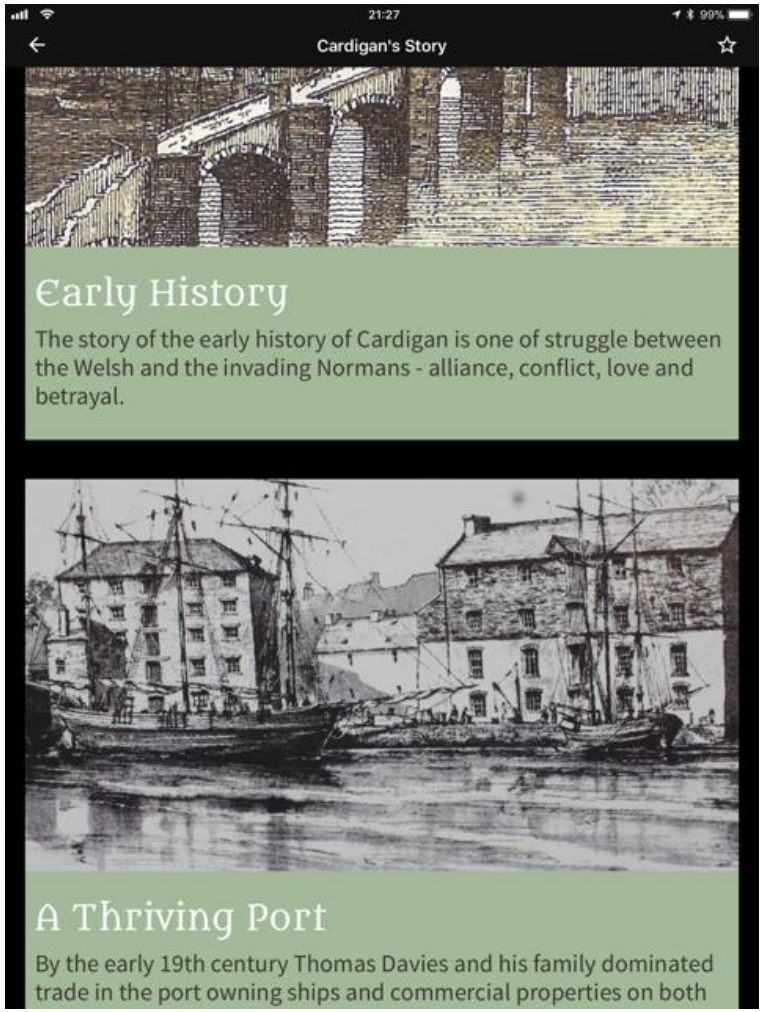
Our Town App – Shopping

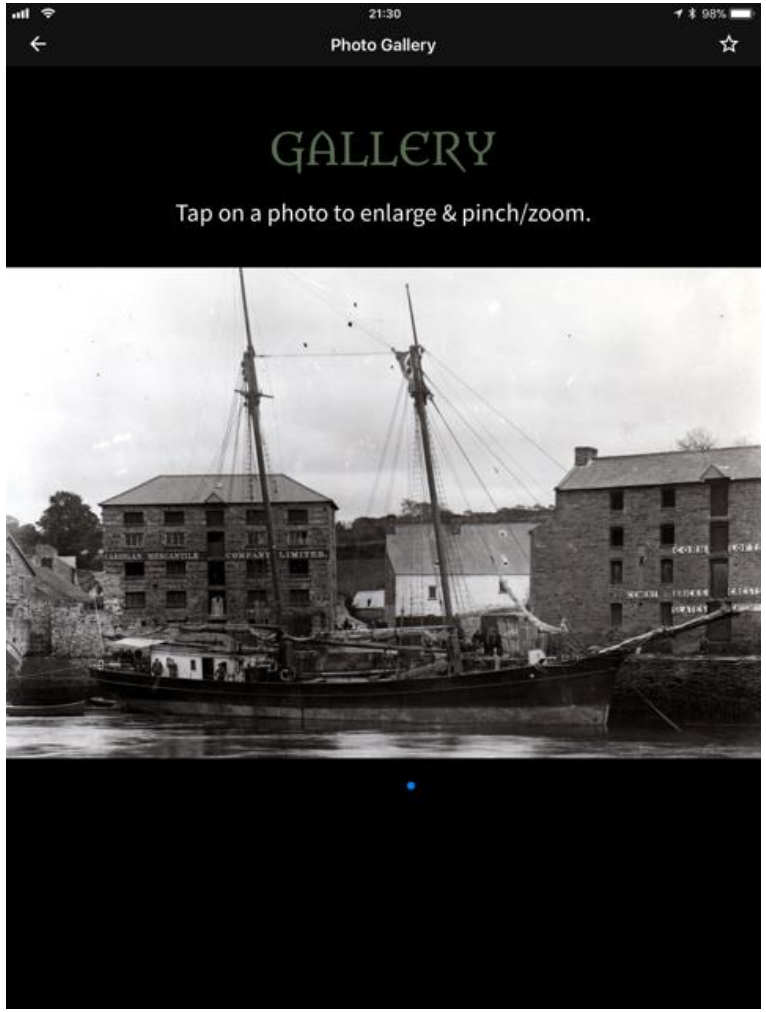


Our Town App – Eating



Our Town App – Our History





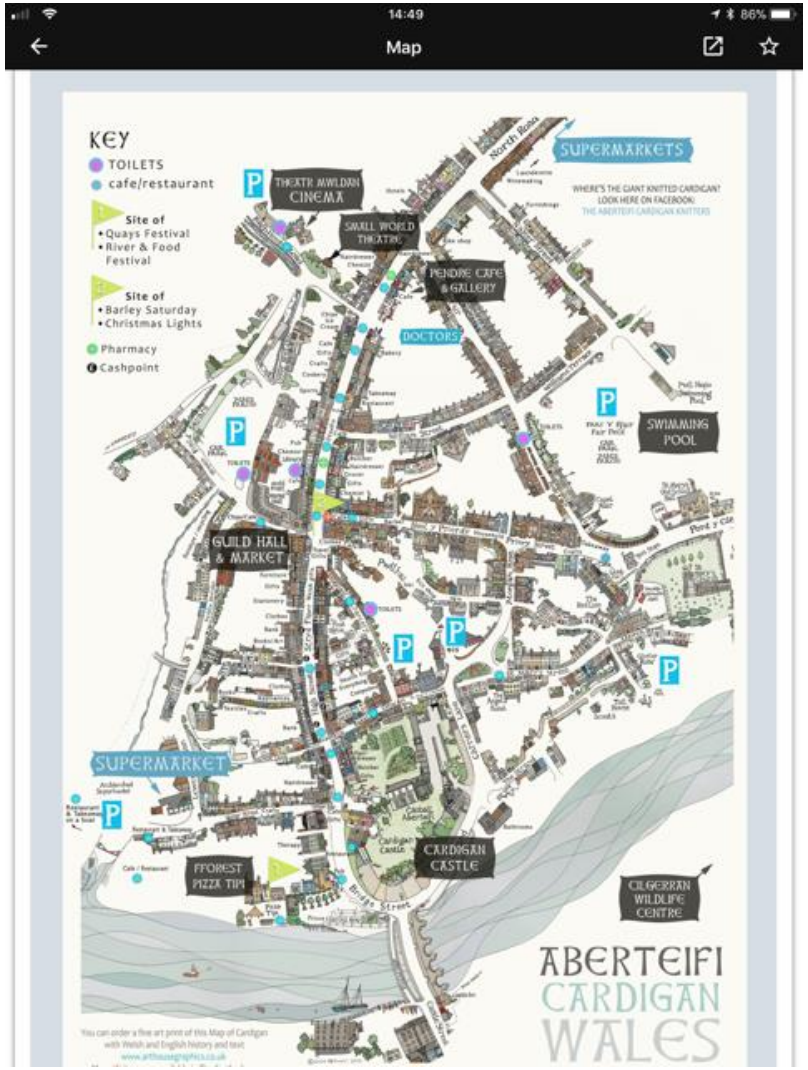
Our Town App – Annual Events

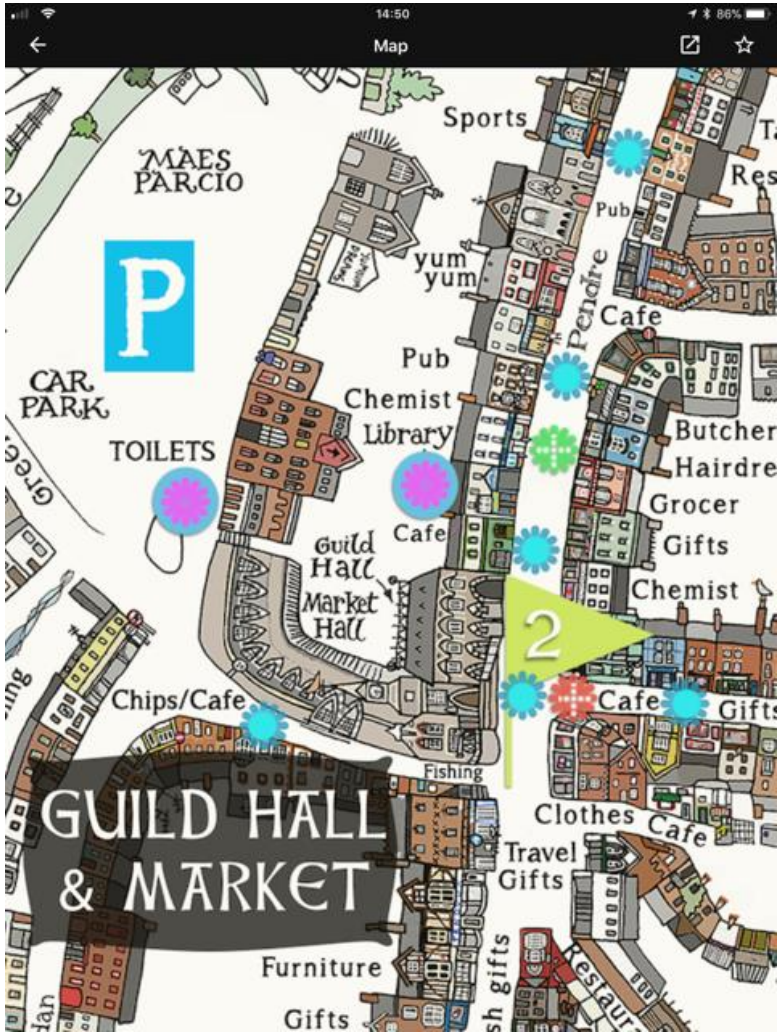
29th April 2018

Barley Saturday has since the 19th Century, been held on the last Saturday in April – it is an unique event in Cardigan. Barley Saturday saw farmers from surrounding area come to town to hire workers and to inspect stallions that are put out to stud.

These days the horses are the centre of attention. After the 11.30am, judging of various horse competitions, the crowds gather to watch the horses do their parade around the Cardigan at approximately 2pm.

Our Town App – Town Map

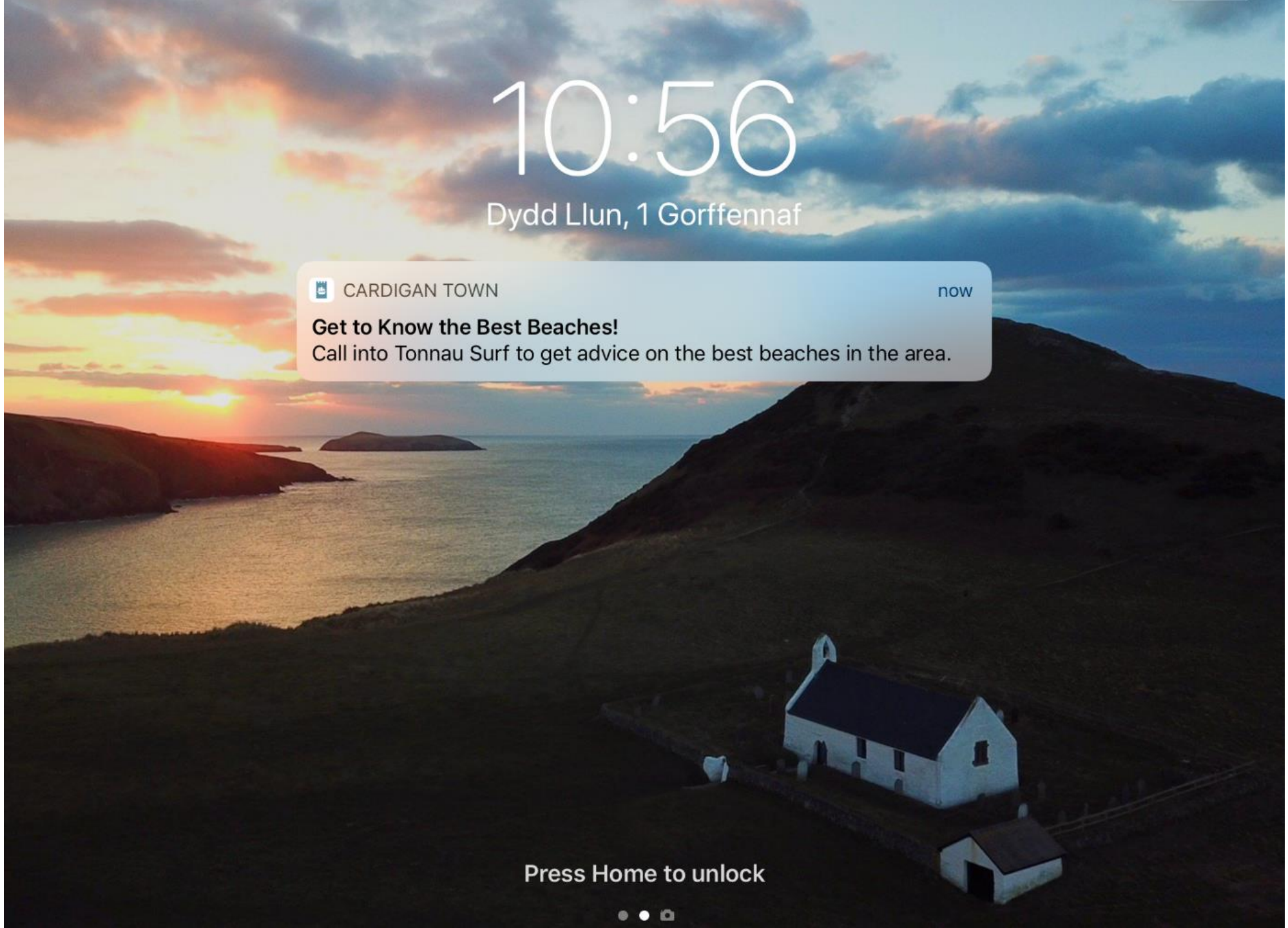




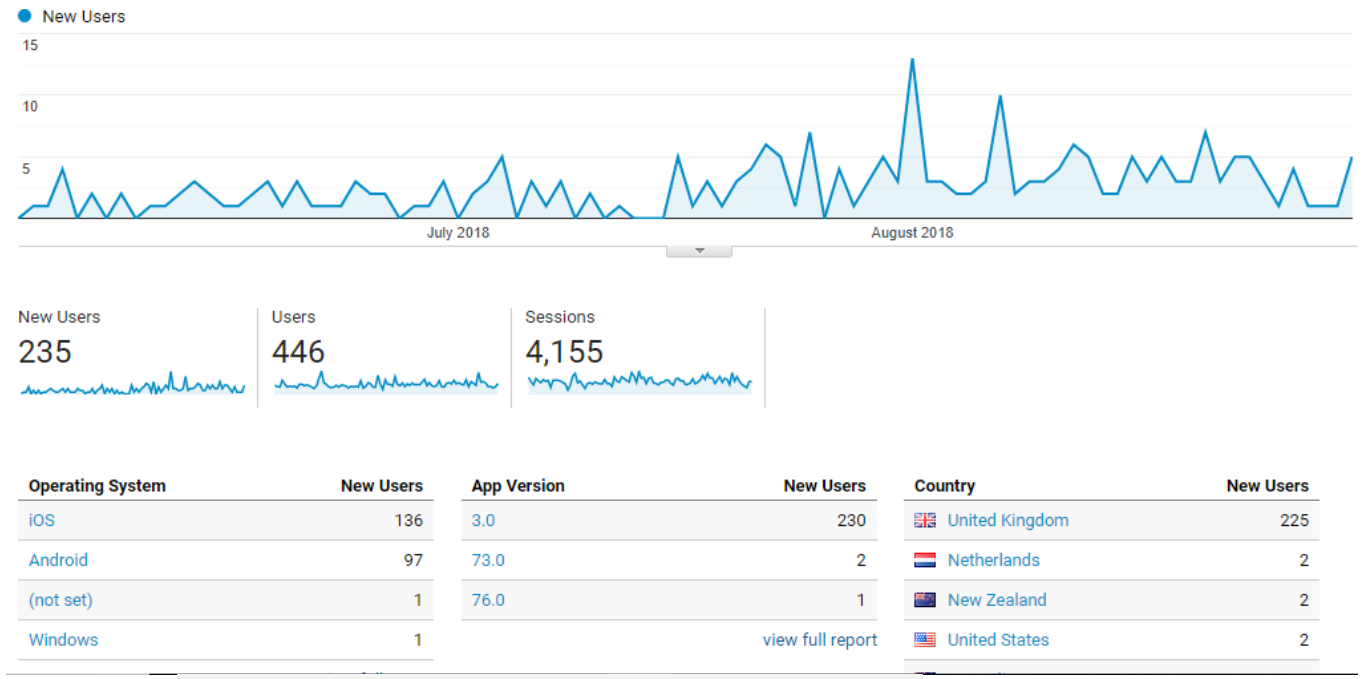
- Licenced and kept up to date with changes in Cardigan
- Is the same as planned maps for all car parks

Our Town App – Hidden Technology

- The App Uses IBeacons
  - Located around Cardigan
  - Low power, low cost
  - Uses Bluetooth
  - Range up to 50m - depending on setting
  - Used to inform and guide and sometimes entice


10:56
Dydd Llun, 1 Gorffennaf
CARDIGAN TOWN
now
Get to Know the Best Beaches!
Call into Tonnau Surf to get advice on the best beaches in the area.
Press Home to unlock

Town Information App - Analytics



Operating System	New Users
iOS	136
Android	97
(not set)	1
Windows	1

App Version	New Users
3.0	230
73.0	2
76.0	1
	view full report

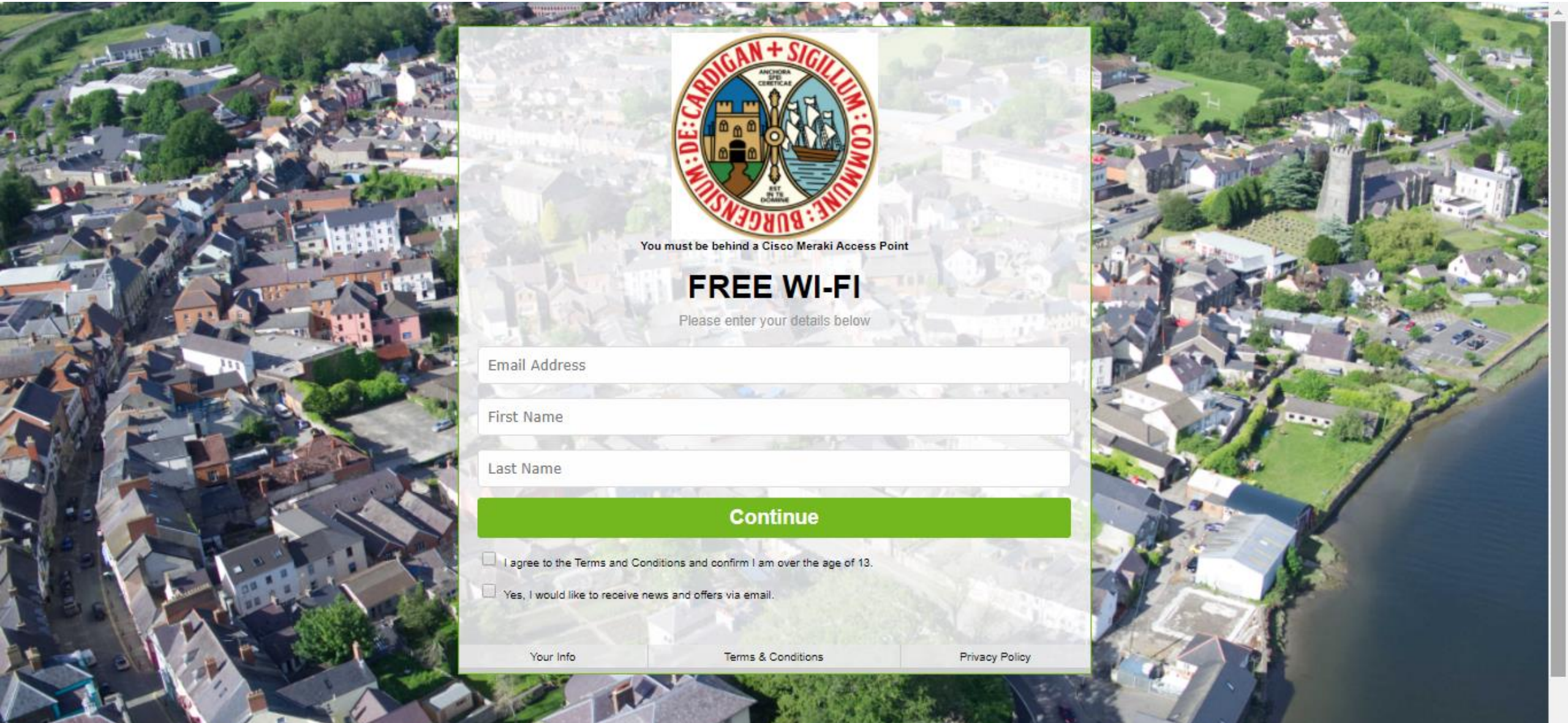
Country	New Users
United Kingdom	225
Netherlands	2
New Zealand	2
United States	2

- Anonymised data
- downloads
- Points of interest on app
- Where from - user
- Why visiting Cardigan

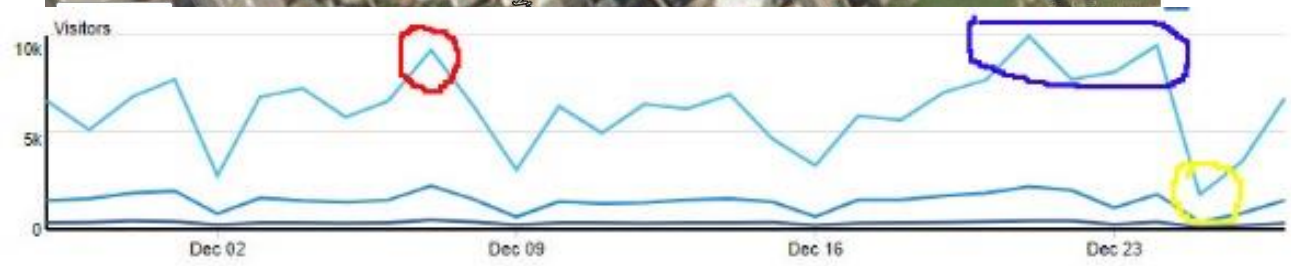
Free Wifi Scheme

- To the user
  - Provide Free low bandwidth Internet Access in town centre
  - Enhance features of App
  - Provide Access to local information
  - Enhance their visit
- To the town
  - Attract visits
  - Provide anonymous data – Sent monthly
  - Promotes the App and Town – Sent Quartely

Free Wifi Scheme



Free Wifi Scheme – Analytics

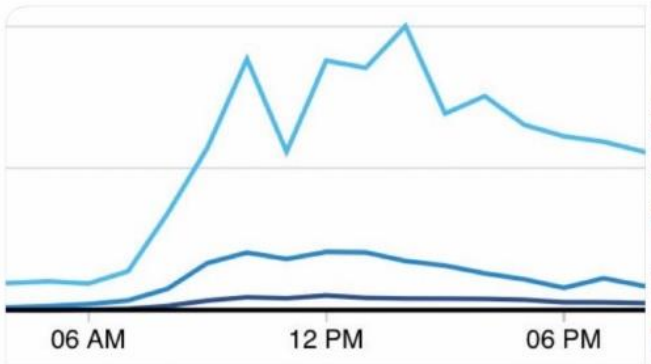


- Anonymised data
- Footfall
- New or returning visit
- Length of stay
- Daily / weekly / seasonal patterns
- Opt-in News

Cyng/Cllr Clive Davies
@CliveBronydd

Record numbers of people in Cardigan last Saturday. Combination of The National @eisteddfod visiting, a Beer Festival @pizzatipi & @GwylFawr #Aberteifi - 13,500 people in town , just under a 1,000 new visitors. Huge boost to night time economy too @VisitCardigan @visitceredigion

Translate Tweet



Events Calendar

- Existing Events before 2016
  - Cardigan Agricultural Show (August)
  - River and Food Festival (August)
  - Christmas Fair (November)
  - Barley Saturday (April)
  - Gwyl Aberteifi (June)

- Additional Events added to calendar since 2016
  - Castle Summer programme (July, August)
  - Craft Fair (April and August)
  - Cardigan Christmas Festive Fortnight (December)
    - Christmas market, Santa Run, Lantern Parade, Fireworks, late night shopping
  - Summer civic week (July and August)
    - Carnival, town treasure hunt, Barrel Race, Castle Bingo

Events – Some images -Winter

Events – Some images -Summer

- 91 on Circulation
- Analytics from Wifi
- Analytics from App
- Town Centre projects
- Events to note or hook /promote

Quartely News on Events and Offers

EVENTS IN TOWN

Taste of Wales

Stiwdio 3
May 25th

5 Course dinner , pop up food event to showcase the best local produce from our very own award winning chef

SAMPLE OF OUR UNIQUE SHOPS & EATERIES

Tonnau Surf
https://www.tonnausurf.com/

Mundos
https://www.cardiganbaycompany.co.uk/

Solo
https://steil-clothing-aberystwyth.business.site/

Cleos
https://www.cleo-of-cardigan.co.uk/

New Image Bicycles
https://www.bikebikebike.co.uk/cycle-hire/

Cardigan Castle

13th July

Scottish singer-songwriter KT Tunstall will be performing live at Cardigan Castle in the summer.

Since exploding onto the scene in 2004 with her smash hit debut album 'Eye to The Telescope', platinum selling KT Tunstall has enjoyed success after success with countless hits, numerous awards (Ivor Novello and Brit Award winner, Grammy and Mercury prize nominated) and a number of her songs being used in TV shows and films (including The Devil Wears Prada).

View More Information >>

Parti Haf

Piza Tipi
19th July
A parti to start the Summer!
We will have live music in abundance and glasses overflowing. One not to miss!
Dress up theme: 70's festival vibe (WOODSTOCK)

Crwst

Re-usable Coffee Cup

Have you got a Crwst reusable cup yet?! Reasons why we should all have one!...
- Free coffee with a purchased cup!
- 20p off your coffee when you bring it back!
- It cuts plastic and waste pollution footprint by a huge amount!

View more information >>

Tonnau Surf

TONNAU WEST WALES SURF CO.

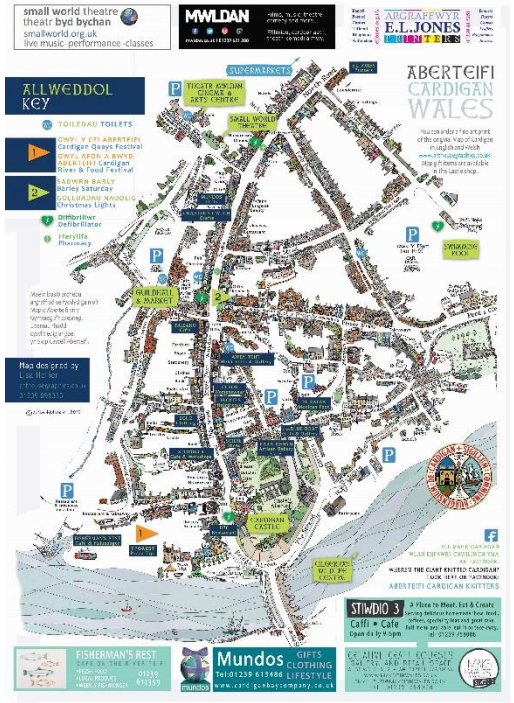
Up to 60% off

Tonnau Surf Co. - Our new range of Tonnau branded tees and changing robes have arrived. It's a pretty exciting time for us. We also have our largest ever sale on for our Winter '18 lines, with upto 60% off.

The sun keeps on showing its face, so come check

- 1200 on Circulation
- Event for next 3 months
- Online shops
- Special Offers from shops

Other Projects



Castell-nedd Aberdulais
Castell-nedd Aberdulais
Castell nedd Port Talbot
Neath Port Talbot
Castell nedd Port Talbot
Neath Port Talbot
Castell-nedd Port Talbot
Neath Port Talbot
Castell nedd Port Talbot
Neath Port Talbot
Castell nedd Port Talbot
Neath Port Talbot
Castell

Next

- Develop a Place Plan for Cardigan and surrounding communities
- Feed into the long term economic strategy for Ceredigion / Growing Mid Wales
- Make more use of the analytics for the town traders and other stakeholders – strategies/plans
- Develop Night Time Economy study
- LoRaWAN project ideas , part of Alliance
- Caru Teifi Project
  - Buy into the town wellbeing and brand

Datblygu cymunedol gan y gymuned – profiad Cymreig

- Antur Teifi
- Cadwyn Clwyd
- Menter Môn
- PLANED

Community led local development – the Welsh experience

#Cymruwledig
#ruralWales

MENTER
MÔN
Ers 1995
ARLOESI
GWYNEDD
WLEDIG
ARLOESI
MÔN
Menter
Iaith
Môn
cwlwm
seiriol
morlais

tua

5000

O FUSNESAU

...wedi cael cymorth arbenigol a chyllid grant ar draws GOGLEDD CYMRU ers 1995

£70 MILIWN

O ARIAN WEDI'I DDENU I YNYS MÔN DRWY AMRYWIOL GEISIADAU AM ARIAN AR GYFER YSTOD O WEITHGAREDDAU ERS 1995

1996

Y flwyddyn y sefydlwyd MENTER MÔN fel cwmni annibynnol dielw

125 milltir

Hyd **LLWYBR ARFORDIROL YNYS MÔN** a gafodd ei adfer fel rhan o brosiect gwerth £6 miliwn yn 2006

37

cilomedr sgwâr

YR ARDAL O WELY'R MÔR A RODDWYD AR BRYDLES I FENTER MÔN I DDATBLYGU PROSIECT YNNI'R LLANW MORLAIS

approx.

5000

BUSINESSES

...receiving specialist support & grant funding across NORTH WALES since 1995

£70 MILLION

TOTAL FUNDING ATTRACTED TO ANGLESEY VIA VARIOUS FUNDING BIDS FOR A RANGE OF ACTIVITIES SINCE 1995

1996

The year MENTER MÔN was established as an independent not for profit company

125 miles

The length of the **ANGLESEY COASTAL PATH** which was restored as part of a £6 million project in 2006

37

square kilometres

THE AREA OF SEABED LEASED TO MENTER MÔN TO DEVELOP THE MORLAIS TIDAL ENERGY PROJECT

NATURAL
HALEN
MÔN
ANGLESEY SEA SALT

NATURAL
HALEN
MÔN
ANGLESEY SEA SALT
PURE
WHITE
SEA SALT
NATURAL
HALEN
MÔN
ANGLESEY SEA SALT
PURE
WHITE
SEA SALT

morlais
YNNI MÔR MÔN - ANGLESEY MARINE ENERGY

Event: Node Red and Sheep Safety

part of the Year of IoT #yoiot clinic series.

June 26th from 18:30 at M-SParc with Menter Mon

https://www.meetup.com/NorthWalesTech/events/rkjqx

Menter Mon

Published by Rhian Hughes [?] · June 20 at 3:28 PM ·

About this website

ion / IoT and Remote Sensors

ae'r digwyddiad hwn wedi ei anelu at y rhai a…

LEADER
The LEADER Approach:
Past, Future and Present
#LEADERLEGACY

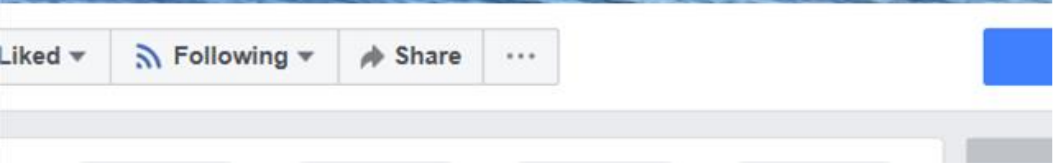
Cryfder / Strengths

- Cerbyd gweithredol I adnabod, herio a datblygu prosiectau.
- LEADER ar ei orau yn datrys heriadau, yn hytrach na dyfarnu grantiau.

- functioning vehicle to identify, interrogate and develop projects
- LEADER is at its best when it solves challenges, rather than awarding grants

ACADEMI DRONAU
GWYNEDD
DRONE ACADEMY

BENESA?
Benthyciad di-log i fusnesau Pen Llŷn
Interest-free loan for businesses in Pen Llŷn
hys@mentermon.com
01766 514057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BENESA?

Datblygu lleol cymunedol

Community Led Local Development

- Labordai I arbrofi
- Cymeryd risg
- Pwsio’r ffiniau

- Laboratories to experiment
- Take risks
- Push the boundaries

“Yr hyn sy’n gwneud ni’n wahanol, sy’n gwneud ni’n ddiddorol”

“The things that make you different, make you interesting”

gwerth mewn gwahaniaeth

delivering on distinction

MENTER MÔN Ers 1995

Cinio / Lunch

Cyflwyniad i'r sesiwn prynhawn

Wynfford James

Introduction to afternoon session

#Cymruwledig
#ruralWales

Matthew Quinn, Cymrawd Ymweld Nodedig

Sefydliad Ymchwil Mannau Cynaliadwy - Prifysgol Caerdydd

Matthew Quinn, Distinguished Visiting Fellow.

Sustainable Places Research Institute - Cardiff University.

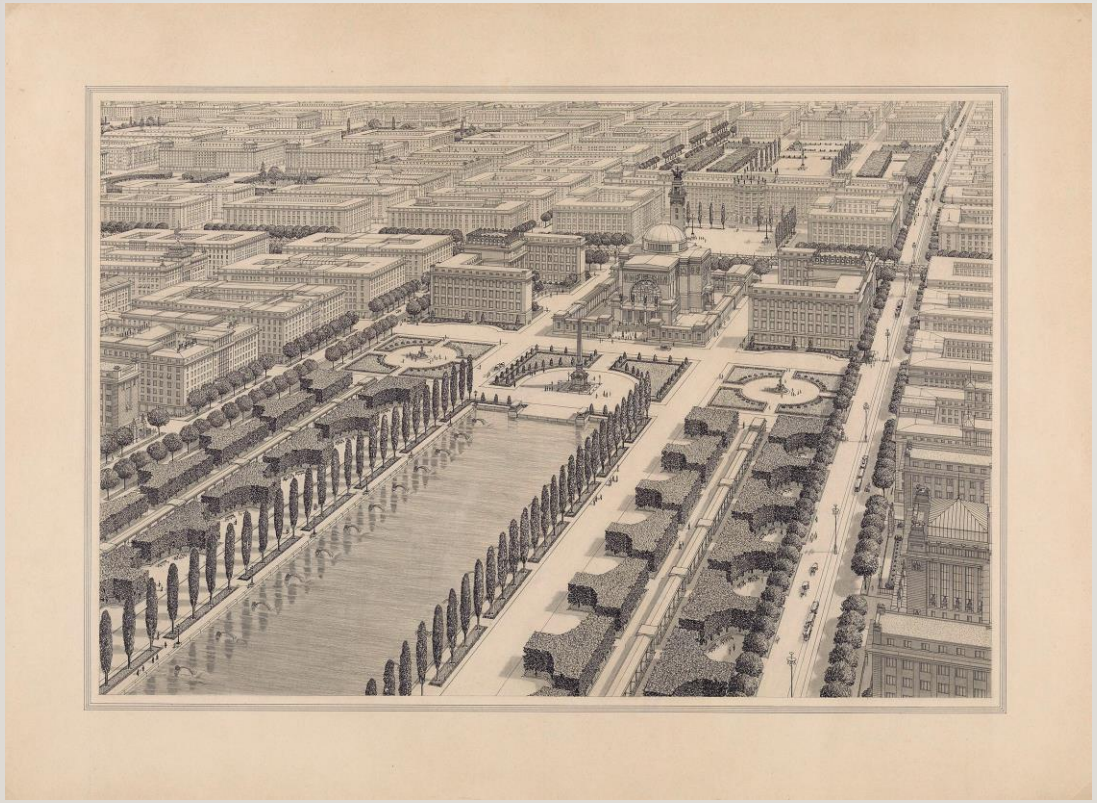
#Cymruwledig
#ruralWales

RURAL AND PROUD?

MATTHEW QUINN,

SUSTAINABLE PLACES RESEARCH INSTITUTE, CARDIFF UNIVERSITY

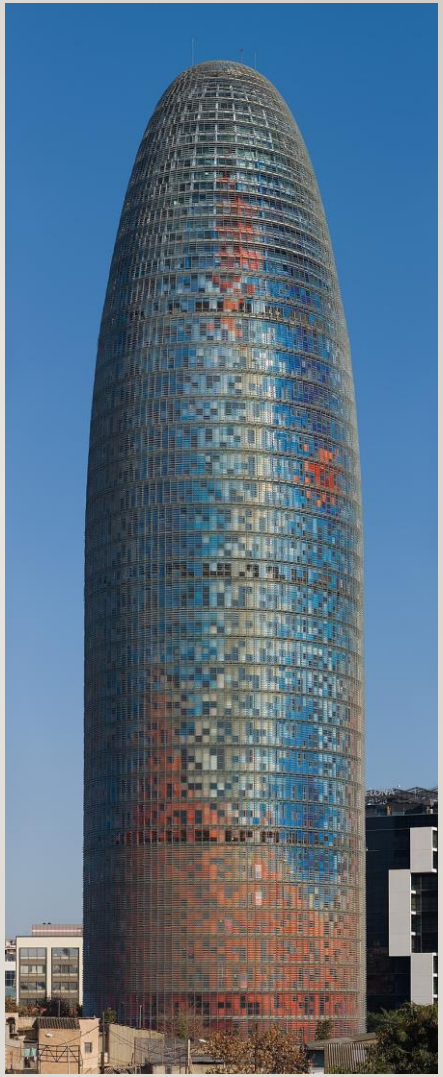
MODERNISM:
THE CITY AS PROGRESS



Otto Wagner
Die Großstadt, 1911

Fortunato Depero
Skyscrapers and Tunnels, 1930

King Kong, 1933



Torre Glòries,
Barcelona, 2004
by Jean Nouvel

MESSAGES OF MODERNISM

- 'There can be no doubt of the fact that the majority of mankind prefer living in a great city…economic forces are potent in all this' – Otto Wagner, *The Development of a Great City*, 1912
- The beautiful supermachinery opening a new life for innumerable mankind' – Saul Below, *Herzog*, 1964
- 'The triumph of the expressive individual over the collective, of innovation over tradition, and autonomy over interdependence' – G H Kester, *The One and the Many*, 2011
- 'Make no little plans – they have no magic to stir men's blood' – Daniel Burnham, in *Chicago Record-Herald*, 1910

MODERNISM AND RURALITY

Richard Wilson
Landscape with bathers, Cattle and Ruin, c. 1770-75

Albert Bierstadt
Among the Sierra Nevada, California, 1868

Grant Wood
American Gothic
1930

Georgia O'Keefe
Black Mesa
Landscape: New
Mexico, c. 1930

Thomas Hart Benton
America Today
1930-31

RURAL AS 'FAILED URBAN'

- Poorer broadband
- Sparsity of population
- Lack of infrastructure
- More costly to service
- Less public transport

REDEFINING PROGRESS: RURAL AND SUSTAINABLE DEVELOPMENT

- Well-being and Inclusive development
- Circular, low carbon economy
- Distributed, eco-economy and resilience
- Foundation economy and local assets

WELL-BEING AND INCLUSIVE DEVELOPMENT

- Increasing disparities of wealth
- Decline of traditional urban industrial employment
- Loss of secure careers
- Homelessness
- Austerity
- Nationalism

CIRCULAR, LOW CARBON ECONOMY

- The challenge of the wastes of production and consumption
- The challenge of demands on soil, water, fisheries
- Extinction, planetary health, climate emergency
- The opportunities for closed-loop processes
- The opportunities of renewables
- The opportunities of ecosystem service provision
- New business models

DISTRIBUTED ECO-ECONOMY AND RESILIENCE

- Insecurity/cost of long supply chains and centralised services
- Rediscovering the importance of land and water
- Localised economy
- Ethical economy
- Niche production
- Economies of scope vs scale

FOUNDATION ECONOMY AND LOCAL ASSETS

- The majority of the economy which is forgotten
- Economy which is rooted in place
- Asset-based vs deficit based
- Deep Place
- Localised service provision/ownership

AN EXERCISE IN OPPORTUNITY

- Write down what you most cherish about the rural
- Set out what rural is good at
- Think how these can present opportunities for new ways of thinking about rural economy and services
- Celebrate!
- Advocate!

Cefn Gwlad, ble yda ni yn mynd?

Gerallt Llewelyn Jones

Rurality, where are we going?

#Cymruwledig
#ruralWales

Cefn Gwlad / *Rurality*

Ble yda ni yn mynd? *Where are we going?*

Symptomau'r Dirywiad
The symptoms of Decline

Hanesyddol / *From the historical perspective*

Geowleidyddol / *From the geopolitical perspective*

Economaidd / *From the economic perspective*

HANESYDDOL / *HISTORICAL*

Llanrhywle in 1982 had a population of **392** (1.47% of the county area and 0.42% of the population of the area).

The only village facilities still open were the Post Office Stores and The Rhywle Arms Public House, Llanrhywle County Primary School, with 2 teachers and 25 pupils between the ages of 5-11.

By now, in 2018, the post, the pub and the school stand empty. The post is being let as a home; The pub is crumbling and the school building is likely to be sold on the open market.

Old Llanrhywle rate books, dating from 1918, give details of eleven shops and other businesses. The businesses included:

grocers and general store, drapers and tailors, boot and glove makers and repairers

butcher, miller, baker, two blacksmiths,

a wheelwright, saddler, coal dealer. two beer shops as well as two pubs.

The population of Llanrhywle in 1918 was 749. The decline in population between 1918 and 1982 was 47%. This decline is continuing today.

WHAT IS A VILLAGE FOR, TODAY? ECON WHEEL

A dormitory?

An economic unit?

A cohesive community?

GEOWLEIDYDDOL */ GEOPOLITICAL*

The CAP – narrowed agricultural diversity, manicured the countryside but helps the affordability of food.

The CAP also promotes local artisan food products, but they tend to be expensive

If we expect inexpensive foods all the year round, we must accept globalisation.

BUT ALSO

DYNOLIAETH A CHYFALAFIAETH */ HUMANITY and CAPITALISM*

Private investment in our rural areas is low.

Public investment in our rural areas is falling

Traditional models of capitalism do not help rural areas to remodel.

Also capitalism is struggling with technology – what do people do when automation replaces work.

Traditional structures are struggling to cope with health and social care demands with less resources

Careers are increasingly urban and young people follow suit

Online communities are more numerous than real communities, and the sense of local community and identity diminishes.

Y METAFFOR FEDDYGOL / *THE MEDICAL METAPHOR*

Symptoms, prognosis, cure – our unreasonable expectations of external saviours, of government, of inward investors do not allow us to think beyond over analysis of the symptoms. But government and inward investment alone cannot revitalise rural economies. The patient has to think beyond symptoms and a bad prognosis

Identify a **leadership** group to lead a change in communities from **passive to proactive**. CYNGHORWYR

Community based **education** – Individual Enterprise / Social Enterprise / Growing Food / Renewable Energy

Strengthening **community identity and belonging** is critical - chapels and schools and pubs no longer do it – new collective activities will.

Examine and embrace new structures for change – **Community Land Trusts, Housing Trusts, Asset transfer of empty schools, Council owned land.**

Community based **skills audits** – challenge inhabitants - what can you contribute?

Re establish **food diversity** through collective community action – reconnect people to land, to growing and adding value

Establish **Enterprise Clubs and Fabrication Laboratories** - individuals making things, innovating, Provide the early resources.

Huge change lies ahead in **distributed energy** provision – rural communities can become self sufficient in energy. Audit renewable models for your community and pursue **smart energy** grids

Local Investment Funds can work in some areas (Be Nesa Llŷn) and provide for local determination

Get **Digital** or Die

Twf ac Elitiaeth *Growth areas and elitism*

- **Renewable energy**
- **Energy storage**
- **Digital infrastructure**
- **Digital services**
- **Fabrication technology**
- **Food production**

Iachau'r claf *Curatives*

- **Local Investment Funds.**
- **Credit Unions**
- **Digital technology academies**
- **Fabrication technology academies**
- **Food production academies**
- **Distributed generation of energy; energy storage**

Iachau'r claf *Curatives*

Vibrant rural communities:-

- **Must secure streams of new food, craft, tourism and environmental products**
- **Must nurture new generations of creative people in our rural areas**
- **If we stop imagining, stop envisioning, stop aspiring, we will decline.**

Llanrhywle 2030

- The Llanrhywle Community Land Trust completed the second phase of its affordable housing development. The tenth family moved into their new home this week.
- Llanrhywle's hydroponics polytunnel unit is now producing a bumper crop of avocado. With energy drawn from the community's district heating unit, a controlled environment has been successfully achieved
- Domestic energy use in Llanrhywle has fallen markedly since the introduction of the community owned DHU five years ago. An additional 8% reduction in 2034 means that Llanrhywle is now on the verge of energy self sufficiency
- Llanrhywle's joint enterprise with three of its neighbouring villages to set up the Rhywle Care Nursing home to serve the area having achieved approval from the local authority for its business model and provision quality.
- The Llanrhywle fabrication laboratory has manufactured small wind turbines suitable for garage roofs. Their conversion efficiency is such that two turbines can provide a full overnight charge for your electric vehicle. Four of the turbines will fully charge a medium EV tractor.
- Mrs Nancy Evans of Llanrhywle is now selling her grandmothers' recipe for a cream to relieve shingles, which she found in the attic last year. Packaged in containers from the fablab, they can be purchased online at the Llanrhywle products website.

Rhaglen newydd wledig – galwad i weithredu

A new rural programme – call to action

#Cymruwledig
#ruralWales

Diolch am eich amser

Siwrne saff adre / Have a safe journey home!