



ARFOR

CREU GWAITH - CEFNOGI'R IAITH

ARFOR 2 PROGRAMME UPDATE UP TO MARCH 2024



CYNGOR SIR
YNYS MÔN
ISLE OF ANGLESEY
COUNTY COUNCIL

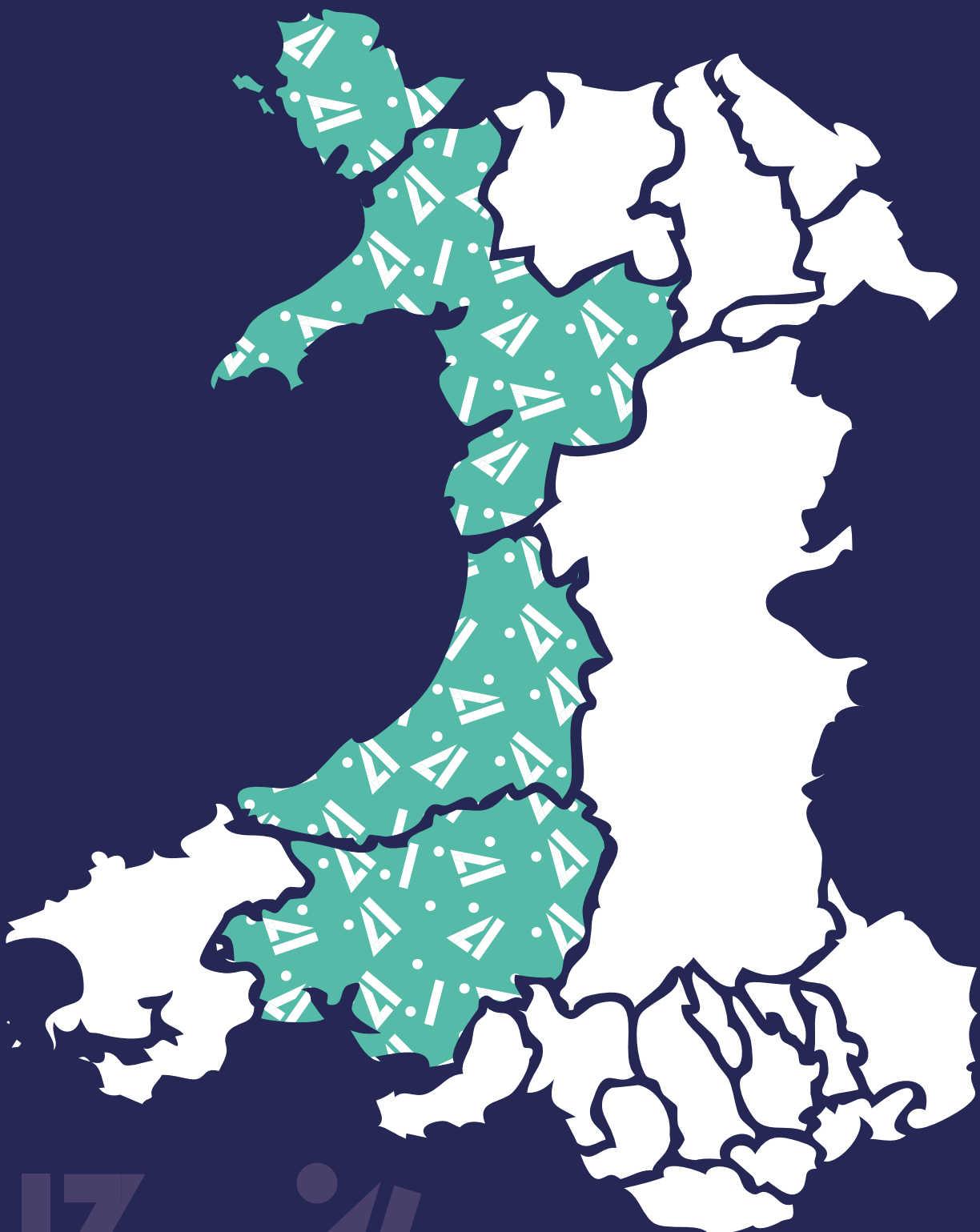


Cyngor Sir
CEREDIGION
County Council



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government

ARFOR ACTION REGION



INTRODUCTION

Since 2019 the ARFOR project has been working in favour of the Welsh language in its strongholds to ensure that prosperity and economic investment support and empower communities where there's a high percentage of Welsh speakers.

ARFOR 1 was established in 2019 following the budget agreement between the Welsh Government and Plaid Cymru. The first phase of the project saw an investment of £2 million provided to Carmarthenshire, Ceredigion, Gwynedd and Anglesey Councils. The aim of the programme was to start looking at economic interventions in the Welsh language strongholds by funding innovative projects that promoted prosperity in these areas.

Financial support was provided to support businesses and organisations, mentoring support was given to young people through Llwyddo'n Lleol 2050, financial support was given to businesses to be able to buy new equipment and groups were supported to establish social enterprises with the aim of protecting their key local resources. 154 businesses received support through the programme, 238 full-time jobs and 89 part-time jobs were created with a further 226 jobs being protected within the region as a result of the programme in the period leading up to March 2021.

Following the success of the first part of the project, and as part of the Collaboration Agreement between the Welsh Government and Plaid Cymru, it was announced in October 2022 that the ARFOR Programme would receive a further investment of £11 million until the end of March 2025. The establishment of ARFOR 2 represented a significant expansion of the original project, with the aim of continuing the learning and innovation work at the heart of the first phase. At the core of the work are four strategic objectives:

- 1. Create opportunities for young people and families under 35 years of age to stay or return to their native communities,** supporting them to succeed in their local areas by following new initiatives and developing careers for them to secure a livelihood that matches their ambitions.
- 2. Create enterprising communities within the ARFOR region by supporting business and community initiatives that seek to preserve and increase local wealth** by motivating them to take advantage of the resources, identity and unique characteristics of their local areas in order to do this.
- 3. Increase the benefit obtained from the project's activity by ensuring constant and continuous collaboration.** At the core of this lie the principles of learning by doing and sharing good practice within communities, expanding and spreading these practices to other areas while also ensuring that any interventions are tailored for local conditions.
- 4. Strengthen the identity of communities with a high density of Welsh speakers in terms of percentage by supporting and promoting the use and visibility of the Welsh language in these areas.** An essential element of this is emphasizing local pride, a sense of place and local loyalty in individual communities while also helping to show the characteristics, conditions and factors that are common to the whole region.



This report looks specifically at the second phase of the project, namely ARFOR 2, providing a summary of the work that has been achieved to date, the projects currently underway before the end of the current funding period in March 2025.

A wide variety of activity results from ARFOR's work, with exciting and innovative projects of all kinds receiving support through the scheme. The report will give you a flavour of the projects that were funded and what

is being achieved through the programme. It clearly shows the positive change that is taking place at grassroots level across ARFOR regions and the strong foundation that has been built for interventions that combine economic and linguistic considerations in the future.

If you would like further details about any aspect of ARFOR's work or if you would like to discuss anything further, please contact gwybodaeth@rhaglenarfor.cymru

OVERVIEW OF WORK STREAMS

The ARFOR programme is divided into 5 workstreams that are delivered by contracted individual providers. Each stream focuses on a different element of realising ARFOR's strategic objectives and represents individually focused work programmes on specific interventions to achieve this. In this section we will look at each stream in turn, outlining the objectives, approaches and outcomes of the work to date for each element of the project.

- 1 LLWYDDO'N LLEOL:** Working to raise awareness of the opportunities that exist in the ARFOR area and help develop the skills of young people there.
- 2 CYMUNEDAU MENTRUS:** Fund for County Councils to be able to invest directly to ensure economic growth and that capital stays and circulates within the local economy.
- 3 CRONFA HER:** A grant programme that allows organisations, businesses and groups of individuals to come together to solve some of the challenges they face locally.
- 4 BWRLWM:** ARFOR activity promotion stream. Working to inform the public about what is being achieved as part of the programme and explore some of its core ideas.
- 5 MONITORING, EVALUATING AND LEARNING:** Providing reviews of the programme as a whole in the form of reports, working to develop the academic and public policy bases of the scheme.



ARFOR OUTCOMES – UP TO MARCH 2024

LLWYDDO'N LLEOL 2050

9581

Young people received information

1951

Young people received support

887

Young families received information

8

Young families received support

154

Positive messages disseminated

63

Examples of local success identified



CYMUNEDAU MENTRUS

19

New initiatives received support

64

Existing initiatives received support

£2,430,033
Of investment secured

113

New products / services secured

17

Social Enterprises supported.
Participants in social enterprises



CRONFA HER ARFOR

77

Number of regional and local ARFOR schemes

£5,339,172

Value of regional and local ARFOR schemes

29

Workshops. Regional and local ARFOR events

17

Case studies to date.
ARFOR learning cases and sharing of experiences

30

Number of local ARFOR schemes

Identifying regional and local challenges



BWRLWM ARFOR

73

Businesses / organisations increased their use of Welsh

3

Number of individuals who improved their Welsh language skills

100

Heritage / culture / local produce / Sense of Place schemes supported

269

Number of messages promoting Welsh language / identity

Mentrau Iaith Cymru successful in their Cronfa Her bid. Mentrau Iaith (Language Initiatives) also part of WRU bid. Strengthened relationship and collaboration with Language Initiatives

26

Cynnig Cymraeg rewarded

CYMRAG



MONITORING, EVALUATING AND LEARNING

Continuous Monitoring and Evaluation of the ARFOR Programme

4

Learning networks created during the ARFOR period

7

Engagement Forums created

Evidence created for learning about the connection between Economy and Language



STREAM 1: LLWYDDO'N LLEOL

Llwyddo'n Lleol 2050 is a marketing and promotional campaign that works to raise awareness of the opportunities that exist in the ARFOR area and provide advice and support to those who want to stay or return there. The project is being delivered by Menter Môn in partnership with Mentera with a proposed budget of £3,000,000 over the project delivery period.

The project is divided into four divisions, the **Career Element**, the **Enterprise Element**, the **Settling Element** and the **Testing Element**.

- The **Career Element** aims to promote the career and social opportunities that exist in the ARFOR area. This work takes the form of specialist workshops, breakout sessions, mentoring work and providing advice and job fairs highlighting local opportunities. The project has also been providing support to local businesses to offer employment to local young people.
- The **Enterprise Element** is designed to encourage young people to venture within their native communities by providing funding and advice to individuals who want, are considering or have already started a business locally. Successful

applicants take part in programmes involving advice and training from business experts focusing on key skills such as marketing, financing, financial literacy as well as attracting and serving customers. The scheme also offers grants of £1,000 to participants to develop their business idea.

- The **Settling Element** explores ways to encourage young families living beyond the ARFOR area to return to their areas, providing them with information, advice and support to do so. This happens in the form of residential weekends where families get the opportunity to visit and spend time in specific areas to experience a taste of life in the ARFOR area.
- The **Testing Element** works to improve young people's skills to prepare them for the world of work. This work takes the form of face-to-face sessions in schools to help learners identify their skills, provide support on how to search and apply for jobs, as well as advice on how to draft a CV emphasising the opportunities for young people to access local jobs.



CASE STUDIES

CAREER ELEMENT: DANIEL THOMAS – M-SPARC

Daniel Thomas from Ceredigion received support through the Career Element of ARFOR's Llwyddo'n Lleol stream. Following a period working in London after attending university, Daniel now works for M-Sparc in Anglesey as a Decarbonisation Advisor. The scheme has allowed Daniel to receive training for his work as well as helping him with the cost of living as he moved to Anglesey. The opportunity to work through the medium of Welsh was important to Daniel, and he is now able to do so in an innovative field supporting small businesses in Wales to decarbonise.

Daniel's example clearly demonstrates how the ARFOR scheme is able to attract talent back to Wales to live and work, and the importance of the existence of such a network that can facilitate it.



gan Brifysgol Bangor
by Bangor University

ENTERPRISE ELEMENT: ALAW EVANS

Alaw applied to be part of ARFOR's Llwyddo'n Lleol 2050 Stream Enterprise Element in 2023 to develop a business idea to offer baby massage sessions for parents and guardians. She had noticed that there was no such provision within an hour's journey from her home in Porthmadog, and was keen to try and develop a business that would fill this gap. After a successful application, Alaw received 10 weeks of training on business development which included mentoring and skills development sessions and an opportunity to share her experiences with the other individuals on the course.

Alaw has now set up her own company 'Babis Del' and started running sessions for parents and their children in the Porthmadog area.



Discussing her time on the course, Alaw said:

My experience of the Enterprise programme has given me a boost and confidence to start my own business. As well as equipping me with skills and knowledge, it has also been a process of personal growth for me as I pursued a business idea that I had for years.

LLWYDDO'N LLEOL 2050 – UP TO MARCH 2024

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received
support



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Examples
of local success
identified



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Young families
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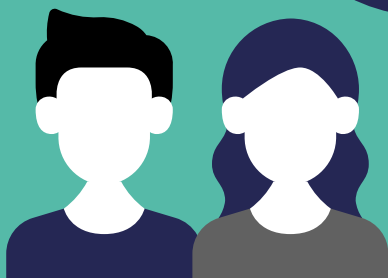
Young
families
received
information

9581

Young people
received
information

154

Positive
messages
disseminated



STREAM 2: CYMUNEDAU MENTRUS

Cymunedau Mentrus is a programme administered by ARFOR area County Councils.

The workstream budget is £4,500,000 divided into £1,125,000 for each County Council individually. Cymunedau Mentrus aims to retain and increase economic activity and wealth in the ARFOR region area by targeting commercial, social, cooperative and community enterprises. The fund has a particular interest in supporting projects that:

- Promote **new enterprises that innovate** in a way that aligns with the local resources, landscape and environment.
- Create and **expand job opportunities in new and contemporary industries** such as media, digital and professional services and new and innovative technologies.

- Ensure capital **stays within the ARFOR region** by supporting applications that are aware of factors such as securing local supply chains and the economic value of energy conservation, for example.

Through this work stream the individual County Councils are able to provide financial support to organisations that have successfully applied for specific projects. The organisations can receive support through funding that contributes to revenue and capital costs and financial support that pays up to 70% of the costs of each individual project. The size of these projects varies from case to case and organisations can receive support between £5,000 and £75,000.



CASE STUDIES

DELINEATE

Delineate is a market research agency pioneering digital data access and analysis and trading globally. Delineate received support through ARFOR's Cymunedau Mentrus stream which is administered by Ceredigion Council and recently launched their new headquarters in Llandysul, the first technology company of its kind to establish a presence in Ceredigion. The office will be home to 50 employees who will carry out a wide variety of jobs and different types of expertise. A 'Wales first' recruitment policy is essential to Delineate's strategy, with all vacancies being advertised in Wales.

One of the main aims of this is to bring more Welsh speakers into the company. Currently around 60% of the team are Welsh speakers and opportunities are offered to individuals who do not speak Welsh to learn the language. A high percentage of the team is bilingual or multilingual due to the nature of the business, which requires a number of languages to be used with clients across the world.



Discussing the support, Delineate CEO James Turner said:

Support from initiatives such as ARFOR has been key to our growth. These initiatives have provided essential funding and resources that have enabled us to transform empty spaces into valuable commercial properties and establish our operations in Ceredigion. This support has enabled us to build a solid infrastructure and attract local talent, laying a strong foundation for our continued expansion.

DECUS RESEARCH LTD

Decus Research Limited was established in 2003 and provides comprehensive laboratory testing services and scientific consulting support. Based in Capel Hendre, Carmarthenshire, it's a good example of how ARFOR's support has not only supported the growth of the business, but also given an opportunity to a local young person studying outside of Wales to undertake work experience in a scientific location. Decus received financial support to develop the business by creating a water testing

laboratory. After a local water testing business relocated to England, a gap was identified to develop another branch of the business in order to support the local food, drink and agriculture sector. 10 new jobs will be created to support the new element of the business.



Steve Whitehouse from Decus Research commented:

The support provided by the ARFOR programme has been central to the growth of our business. As a service-based business in Carmarthenshire, ARFOR has allowed Decus Research Ltd to develop a new branch of the business, which provides local services for the agriculture and food and drink sectors which are such important sectors in the county. We have received support from various streams of the ARFOR programme which have focused on increasing the use of the Welsh language in our business.

DYLUNIO GRINGO

Gringo Design company from Penygroes received financial support through Cyngor Gwynedd's Cymunedau Mentrus stream. The company specializes in product branding and packaging and advertising for the food and drink sector, providing the service to a number of local companies. As a result of the investment, Justin Davies, the company's chief executive has been able to allocate

money to upgrade necessary computer equipment to his current work portfolio and it has also enabled him to invest in equipment to expand the services he provides to customers.

GRINGO



Discussing the impact ARFOR has had on his business, Justin said:

I have wanted to expand my service of creating murals for businesses and community projects for a while, and this grant will help with buying the necessary digital equipment for this work. I paint murals inside and outside, murals that celebrate the Welsh way of life. It's a slightly different approach to the company's usual work and something that I enjoy.

CYMNEDAU MENTRUS – UP TO MARCH 2024



STREAM 3: CRONFA HER

The Cronfa Her offers businesses and organisations the opportunity to apply for financial grants in order to solve specific challenges they face in their local communities and provide innovative new ways of working in the ARFOR area which is in line with the programme's strategic objectives. The project is delivered by Mentera in partnership with Menter Môn with a proposed budget of £2,600,000 over the project delivery period.

The work stream is divided into two parts:

- The Small Challenge Fund offers funding of up to £30,000 to trial new ideas for an organisation or business. The aim of this Fund is to fund ideas that could be implemented quickly in order to test whether they are effective or not, with the potential for them to be developed further through an application to the Big Challenge Fund.
- The Big Challenge Fund is a flexible fund where organisations or businesses can make a joint individual application to develop and implement schemes that respond to the strategic objectives of the ARFOR programme within one local authority, across several authorities or over the entire ARFOR area.

The specific purpose of both Challenge Funds is to assist groups of individuals, business, community and social enterprises and other organisations that want to find innovative solutions to the challenges that communities face at grassroots level by funding individual projects. The aim is to encourage partnership and collaboration at grassroots level as a means of not only strengthening the position of the Welsh language but also the economic context in which its speakers live from day to day. At the core of the work is the belief that it's important to help the residents of these areas to tackle the problems they face and empower their ability to solve problems using their local knowledge by giving them the opportunity to put their ideas into practice.



CASE STUDIES

CARMARTHENSHIRE AND CEREDIGION CONNECTOR HUB, GLOBALWELSH

Following investment from Cronfa Her ARFOR, this joint venture between GlobalWelsh and creative projects agency Sgema aims to stimulate growth and economic regeneration across the Carmarthenshire and Ceredigion region by connecting local businesses and an international network of thousands of expatriate Welsh members who have skills, knowledge and networks to share. The Yr Egin centre is at the core of the project and acts as a hub for these businesses to foster

the connections necessary to stimulate investment and growth in the area, showing the importance of dedicated Welsh-language spaces to develop business and trade.



**GLOBAL
WELSH**



Speaking about their involvement, Carys Ifan, Director of Yr Egin, said:

As we are a hub for creativity and digital innovation, Yr Egin is excited to be part of the Connector Hub project. This partnership opens up a world of opportunities for businesses in Carmarthenshire and Ceredigion, offering them a unique platform to connect with a global community that is passionate about Wales and its economic prospects.

WELSH SPEAKERS RECRUITMENT RESEARCH PROJECT, BANGOR UNIVERSITY

Cronfa Her has also enabled Bangor University to launch a research project that looks at why recruiting Welsh speakers can prove so challenging for employers, despite demand for jobs locally. Over 12 months, academics from the university will look at the challenges facing organisations when recruiting as well as try to find out what guides the migration decisions of young people between the ages of 18 and 35 when moving away from and into ARFOR areas.

Project leaders will conduct interviews with employers in ARFOR areas in order to collect data that will form the basis of their research work. The team will then produce a practical package to support employers based in ARFOR when recruiting.



PRIFYSGOL
BANGOR
UNIVERSITY



Dr Cynog Prys, project lead, commented:

The aim of the project is to create a long-term legacy that will enable young adults who speak Welsh to stay or return to Wales by matching them with work opportunities. We are looking forward to working with all the partners to produce high quality work that will have an impact at grassroots level by contributing to the successful economic development of the area, and thereby supporting Welsh speaking communities within these areas.

ADRA'S TENDRA PROJECT

Following a successful application to the Challenge Fund, Adra has now launched their Tendra project in order to support small construction businesses in completing tender applications for construction projects for social housing agencies. The project provides advice and training to those within the construction industry who face barriers in completing the necessary paperwork for applications to supply contracts. The aim is to build confidence and understanding of the process by individuals within the industry

so that they can apply for work, whether for small local projects or larger ones through platforms such as Sell2Wales.

Tendra shows how the ARFOR project can facilitate and support established businesses to make the most of the opportunities available to them, ensuring that capital stays within the local economy, promoting local supply chains and securing work within the region.



Tendra

Adeiladu'r Dyfodol, Un Tendir ar y Tro
Building the Future, One Tender at a Time

CRONFA HER ARFOR – UP TO MARCH 2024

17

Case studies to date.
ARFOR learning studies and sharing of experiences



29

workshops.
Regional and local ARFOR events



Regional and local challenges identified



30

Number of local ARFOR schemes



£5,339,172

Value of regional and local ARFOR schemes



77

Number of regional and local ARFOR schemes



STREAM 4: BWRLWM ARFOR

The aim of **Bwrlwm ARFOR** is to promote the Welsh language locally and strengthen the work that is carried out in the name of ARFOR by raising awareness in the form of a public marketing campaign. This stream supports the wider work of the project by leading a communication programme which seeks to increase the use of the Welsh language, encourage a sense of local pride among stakeholders as well as improve awareness of the unique socio-linguistic conditions of the ARFOR area and the economic factors that influences the linguistic situation there. The project is delivered by Cwmni Lafan with a budget of £300,000 over the project delivery period.

There are several elements to Bwrlwm ARFOR. The core of the work is to produce content published on the **Bwrlwm ARFOR** website which outlines good practice and case studies from ARFOR projects as well as informing stakeholders about work that is underway as part of the project. As part of this work and to attract more diverse voices to discuss the economy and the language in public, the **ARFOR Reporters** scheme gives young people the opportunity to develop their writing and communication skills by reporting on some of the project's burning issues and writing about them.

Bwrlwm Forum is a regular virtual meeting that allows stakeholders and those interested in the ARFOR project to come together for an hour to discuss the economy and the language.

Bocs ARFOR is a project that goes out to communities in the ARFOR area to hold and film conversations about the language and the economy in order to hear ideas and create a buzz about the programme.

The **Future Leaders** project represents a special partnership with the ARFOR area Young Farmers Clubs which sees YFC members sharing their experiences of why they have stayed in their local areas or returned after a period away as well as what living and working in the countryside has to offer young people.

The project has also organized events such as the **World's Most Welsh-Language Awards** which celebrated the contributions of individuals and businesses to the Welsh language in Welsh social and commercial life.



CASE STUDIES

WORLD'S MOST WELSH-LANGUAGE AWARDS

One of the elements of Bwrlwm ARFOR's work is the World's Most Welsh-Language Awards which aim to celebrate the language in the world of work in ARFOR areas. Since the wider programme looks specifically at links between economy and language, an obvious step was to hold an awards ceremony celebrating the businesses and individuals who work through the medium of Welsh. Businesses, organisations and individuals could nominate themselves or others for one of seven awards namely, Most Welsh Brand (Sglods Llanon), Most Welsh Social Media (Pawen Lawen Dog Park), Most Welsh Staff (Caffi Maes Caernarfon), Most Welsh Space (Garth Newydd), Most Welsh Business (Caffi Maes Caernarfon), Most Welsh Individual (Geraint Edwards, Pedair Cainc)

and the Most Welsh Product (Blocks by Ffion Wyn Evans from Enfys o Emosiynau). The nominations were announced, and a public vote was opened to decide the winners. On 17 July an awards ceremony was held in Aberystwyth to celebrate the winners' success.



BWRLWM FORUM

The Forum is an opportunity for individuals who are interested in ARFOR projects and the future of Welsh-speaking communities to take part in a conversation to discuss their experiences, what's happening at grassroots level in their communities and hear some of the latest developments from others who are part of the project. It can be a good opportunity to network and learn more about the variety of projects that are supported by the ARFOR project and those organisations, businesses and individuals who live and work in our Welsh-speaking communities and for the benefit of their future. The Forum is held virtually over Zoom, and everyone is welcome.

They have been very successful so far, attracting people to learn and understand more about ARFOR and offering individuals a valuable opportunity to share their ideas in a welcoming and positive context.



BWRLWM ARFOR – UP TO MARCH 2024



Mentrau Iaith Cymru successful in Cronfa Her bid. Mentrau Iaith (Language Initiatives) also part of WRU bid.

Strengthened relationship and collaboration with Language Initiatives



269
Number of messages promoting Welsh language/identity



100
Heritage/culture/local produce/Sense of Place schemes supported



73
Businesses/organisations increased their use of the Welsh language

26

Cynnig Cymraeg rewarded



STREAM 5: MONITORING, EVALUATING AND LEARNING

The objective of the ARFOR programme's Monitoring, Evaluating and Learning stream is to carry out research that looks at the ARFOR programme in order to record the successes of the scheme together with learning what could be improved and developed during the life of the project and in the future. The project is being delivered by research company Wavehill with a budget of £300,000 over the duration of the project. They were also responsible for the evaluation work on the ARFOR 1 project.

Wavehill has created an evaluation and monitoring framework for the project which informs their work in assessing the programme. They have provided an initial report on the work which has been shared with the ARFOR Officers Group as part of the aim to learn and adapt as the project progresses. A final report will be provided at the end of the current phase of the project.

Aberystwyth University and the Sgema company Arsyllfa: Rural Observatory are also joint partners on this stream and have helped hold various discussion sessions, articles, guest blogs and further research to match the objectives of this part of the project. The Arsyllfa: Rural Observatory website, which is run by Sgema, provides a constant stream of stories about the ARFOR project, as well as offering a view of the wider context in the form of news stories that discuss ARFOR areas and communities.



CASE STUDIES

ARSYLLFA: RURAL OBSERVATORY WEBSITE

The Arsyllfa: Rural Observatory website, which is run by Sgema, is an example of the work undertaken by the Monitoring, Evaluating and Learning stream to improve stakeholders understanding of some of the ideas at the heart of the ARFOR programme by sharing news about the project and presenting contributions from leading academics in the field of language planning. Over the past year the Arsyllfa: Rural Observatory has grown into

an essential platform to motivate public discussion about ARFOR's core objectives, the nature of the relationship between economic development and the language, the impact of migration on communities and what policy makers need to consider when developing interventions.



ABERYSTWYTH UNIVERSITY RESEARCH WORKSHOPS

As part of their work with Wavehill, academics from the Centre for Welsh Politics and Society, Aberystwyth University have held a series of workshops exploring some of the themes that arise when looking at the links between economic development and the Welsh language. In November 2023 two workshops were held discussing the impact of migration and emigration, with the first of these looking at the specific conditions of north-west Wales and the second inviting contributions from academics across Europe to explain comparative contexts across the continent. These meetings have been a valuable opportunity for those who formulate policy and implement the ARFOR scheme

at grassroots level to come together and hear from experts about the latest evidence regarding the links that exist between the economy and the language.

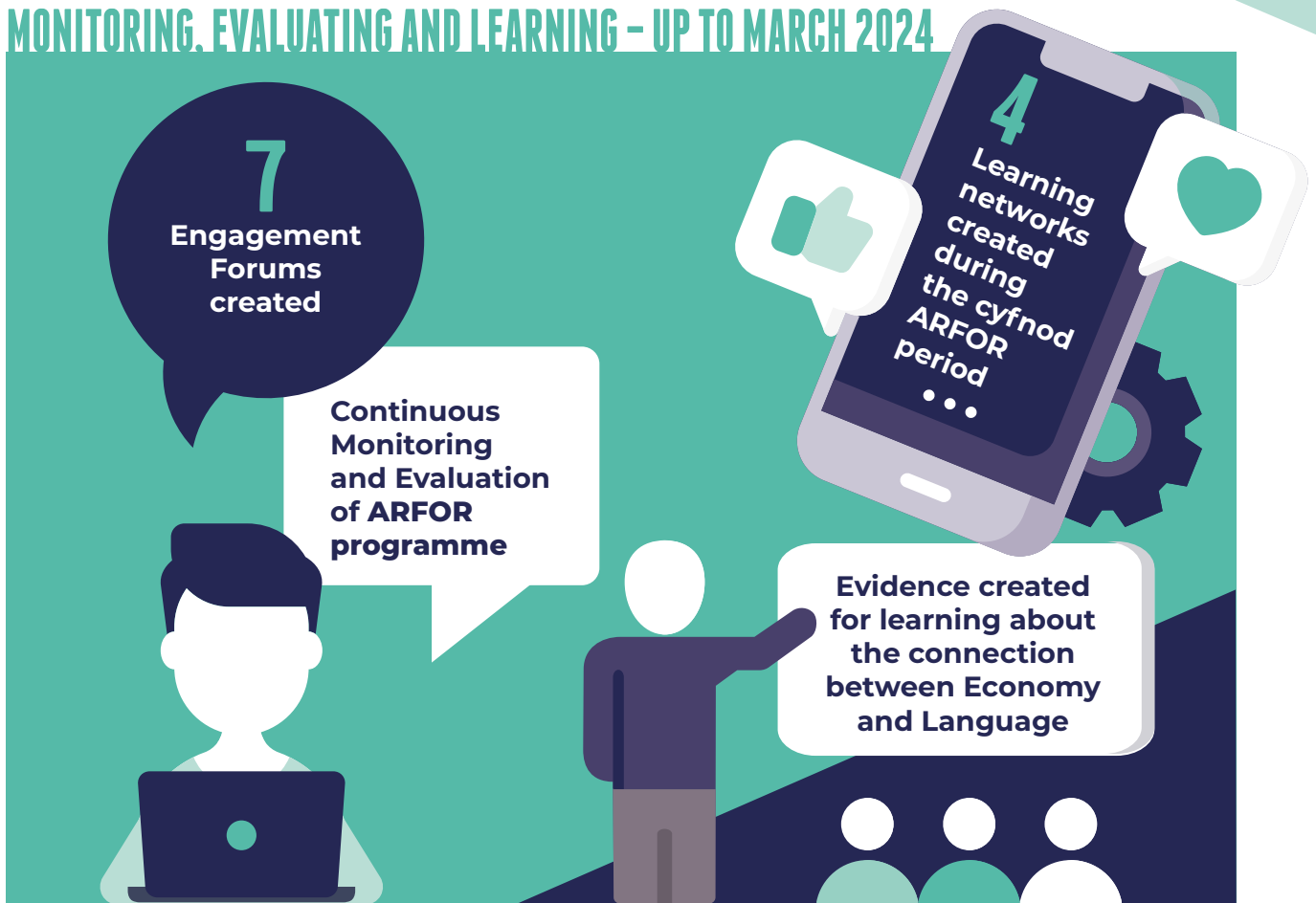
By hearing about what different regions and countries have in common and comparing the impact of migration and specific policy interventions strengthen our understanding of the best way to implement the different work streams and how ARFOR could be developed in the future.



Dr Huw Lewis from Aberystwyth University commented:

Our aim in collaborating with Wavehill on this project is to identify relevant lessons that arise from contemporary research - e.g. in the case of the nature of rural emigration and wider discussions about the nature of the relationship between the economy and the language - and delivering those findings back to the officials responsible for coordinating the ARFOR programme.

MONITORING, EVALUATING AND LEARNING – UP TO MARCH 2024



CONCLUSION

A lot of effort and hard work has been undertaken to ensure that the ARFOR programme realizes its objectives. Collaboration between organisations and suppliers has been at the core of the project, and we can now confidently say that a strong network has been formed to realize this innovative project.

ARFOR 2 has developed the initial work of ARFOR 1 and continued the important process of raising awareness amongst the public about the opportunities available to them within their local areas and what ARFOR streams have to offer them going forward. There is now a solid foundation in place to ensure success if the momentum can be maintained and the necessary investment needed in these areas continued.

The ARFOR programme continues to develop and aims to embrace the special circumstances, which are:

- Strengthening Welsh language communities' identity in an inclusive way

- Creating and developing Welsh Language Spaces
- Sharing good practice in the second homes challenge and the local housing challenge

There is a lot of work to be done between now and the end of this phase of the project in March 2025 but over the coming months we are likely to hit the key targets set across the work streams. The popularity and personal investment of those who have been involved in the work streams is testimony to the fact that the programme has a real impact at grassroots level. If we can continue this good work into 2025 and beyond, developing the project based on what we have learned, we are confident that we will see a real change in how we understand, interpret and act regarding the economy and the language in the Welsh strongholds.