



gwerth mewn gwahaniaeth
delivering on distinction

ANNUAL REPORT 2017





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1.0 ABOUT US

We work with businesses, communities and individuals to deliver meaningful projects that harness their strengths and contribute to a sustainable future. We embrace and recognise the value of our resources and seek to add value for the benefit of the community. These include our natural and built environment, our cultural heritage, our agricultural and food sectors and most importantly our people.

1.1 What do we do?

We work with all levels of government, third sector organisations and private businesses across a broad range sectors. This includes:

- Engaging with communities of interest and develop
- opening programmes that respond to their requirements and ambitions.
- Delivering support on behalf of other organisations to businesses, the third sector, community groups and individuals.
- Providing a vehicle which delivers innovative solutions on behalf of local and national government.
- Run and operate a vibrant building portfolio that includes assets that were previously redundant, derelict or underutilised.

1.2 What is important to us?

- We ensure that all support we deliver is made relevant and accessible for the audience it seeks to serve.
- As a not for profit company and social enterprise our priority is to maximise the benefit for the communities we serve.
- We have nurtured relationships with partners, funders and communities since we were established in 1995. These have been important in our success and we are committed to working in partnership.
- We have attracted and delivered projects with a combined value of £60 million since 1995. Doing so effectively and in line with robust financial procedures is a priority.

1.3 Where do we operate?

We operate across Wales however our project portfolio is concentrated in Anglesey and Gwynedd. We have offices in Llangefni and Porthmadog.

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...established in partnership with communities on Anglesey

£70
MILLION

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

Red Squirrels on Anglesey
when we established the
ANGLESEY RED SQUIRREL PROJECT

30

...receiving specialist support & grant funding across NORTH WALES since 1995
approx.
5000
BUSINESSES

200
Acts have performed in
GWYL CEFNI since it was
established in 2000

THERE ARE NOW
800

1 Castle

OWNED BY MENTER MÔN...**ABERLLEINIOG CASTLE**
NEAR LLANGOED. We created walkways
and restored the walls

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

1996

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

37
square
kilometres

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

50
NEW FOOD
PRODUCTS
SUPPORTED
INCLUDING
SEAFOOD, SALT,
CHEESE, CRISPS
& CAKES

700
Young people have
participated in
THEATR IEUENCTID MÔN
since 2000

2.0 CHAIRMANS REPORT

Could I first of all thank the other Board members for their support and entrusting me with the role of Chairman. It is an honour but the steep learning curve involved has been a challenge and I will endeavour to shoulder the responsibility to the best of my abilities. I would also like to thank Bryn Jones, my predecessor, for his commitment to the role and his continuing support. However, I am very aware that we need to recruit new members that will bring other skills and also to reflect our expanding projects in Gwynedd. I would also like to establish increased contact between Board Members and the staff to improve understanding of the work being done.

After a period of transition we have been concentrating our energies on the priority areas and the Eisteddfod was a catalyst for our re-branding and launching the new logo. The Eisteddfod proved to be a good platform with the Morlais demonstration in the Science Pavillion and our well positioned stall getting many visitors to help spread the word and many tatoos! With the current threats to European funding it is important that Menter Môn shows itself as still “alive and kicking” so it was good to have Carwyn Jones and Alun Davies visit our stall to launch Wici Môn and Ap Selog respectively. As we will need to develop an increased rapport with The Welsh Government, as funding sources change, recent visits to two other projects of ours by Lesley Griffiths and Eluned Morgan will have also demonstrated Menter Môn’s broad portfolio. There was a lot of work involved in manning and preparing for the Eisteddfod and the Anglesey show so I’d like to thank all those who helped.

Regular meetings have been initiated over the past few months with the management team at the Local Authority and the regular contact is to be welcomed as we strive to seek means of improving facilities and services in these times of recession.

There were two or three open staff meetings which produced useful feedback and ideas which will form part of planning for the next phase of consolidation for the company. After losing staff as projects ended a couple of years ago it has been heartening to start recruiting new faces again for emerging projects and I wish the new employees every happiness and success in their new posts. It was also very encouraging to see Neuadd y Dref hosting a meeting for delegates who had flown in from Canada, Germany, Holland, Ireland the U.S.A.

Our financial situation is more sound than it has been for some time but this couldn’t have happened without the continuing efforts and commitment of our employees. As a company we are blessed with excellent members of staff, who are certainly our most valuable resource and I would like to thank them for their work and support throughout the year.

I’m also grateful to the senior officers for their valuable contribution and offer congratulations to Dafydd on his appointment as Managing Director. We wish him every success in the role as the company moves forward into a new era following Gerallt’s tireless contribution over the previous two decades. There are challenging times ahead but I’m optimistic that we are capable of navigating our way forward to continue the excellent work Menter Môn has been renowned for in the past.

3.0 MANAGING DIRECTORS REPORT

Following a year as interim Managing Director I was appointed to the position permanently in December 2017. I would like to thank the Board for the faith they have placed in me and all the staff for their support throughout the year. In 2018 I will have been with the company for 21 years and I feel it is an honour to lead a company that has consistently responded to challenges with vigour and creativity. I would also like to thank the previous Managing Director, Gerallt Llewelyn Jones, for his work over 23 years and his continued efforts on the Morlais project.

Following two challenging years which saw several large projects and contracts come to an end, 2017 has seen a period of stability and growth. Along with delivering our existing programmes, such as LEADER and the Menter Iaith, the company has also embarked on several new exiting activities over the last year. We have also undertaken a rebranding exercise which was launched at the National Eisteddfod during the summer. Our main achievements are detailed further in this report.

Menter Môn is financially stable with secure funding from various sources until 2022 and beyond. These include EU, Lottery, Welsh Government and Local Authority support. The company will obviously continue its efforts to attract new funding sources, however it will do so from a position of strength

I am also mindful that the future holds many uncertainties. The funding landscape has never remained static and as a company it has always been necessary for us to respond quickly as new opportunities developed. While EU funding has been important for the company we were never entitled to it. We were required to present detailed applications and prove our value by delivering excellent projects. It is important that we work closely with Welsh Government over the coming years to ensure that the support we offer rural communities is able to continue beyond Brexit.

Our relationship with local authorities has always been important and we have consistently delivered project in partnership with them. We are seeing further cuts in public sector funding and they are seeking new models to deliver services in sectors. It is important that Menter Môn is seen as vehicle to support local authorities in sectors such as housing, domiciliary care and leisure services. This is nothing new to us having taken ownership of several public assets, such as the Llangefni Town Hall and Princes Pier, and created sustainable and viable businesses.

With uncertainty comes opportunity. Over the next five years I believe there will be opportunities in the digital and energy sectors. We are already involved in several projects in the digital arena through LEADER, including the installation of innovative technology such as LoRa Wan and TV Whitespace. We need to ensure that Anglesey and Gwynedd is leading rather than playing catch up. Our interest in renewable energy is clearly demonstrated through the Morlais project, however we should not limit our ambition there. As well as developing energy generation projects we are also looking towards the storage and demand management projects.

Our focus has always been on delivering tangible outputs and providing excellent value for money. Our strength has been our broad portfolio and we have been involved in delivering projects from protecting the Welsh language to attracting tidal

energy developers to our shores. I see our remit as adding adding value to our resources and delivering on the region's distinction for the benefit of our communities. However, it is imperative that we improve the publics understanding of what we do and why it is important. Over the next year we will focusing on strengthening the brand and ensuring a consistent message across all of our activities.

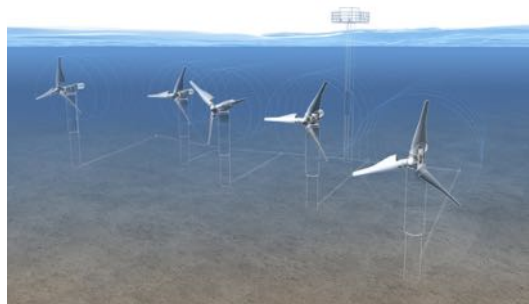
In conclusion I would like to thank the Board of Directors who give their time voluntarily to support me and the company. I would also like to express my gratitude to the Chairman, Dr. Wyn Morgan, for his support to me personally over the last 12 months. Diolch.

4.0 NEW FOR 2017

- 4.1 Securing £6 million for the Morlais project:** Menter Môn is the leaseholder for the West Anglesey Demonstration Zone on behalf of the Crown Estate. Our objective is to attract tidal energy developers to Anglesey by providing grid connection and consent. Our motivation for undertaking the project is to maximise local economic and community benefit and to generate an income for Menter Môn's work on the island project activity.

Having been awarded the Crown Estate lease back in 2014; we have finally received approval on a £6 million ERDF project which will run until 2021. This is the first phase of the Morlais project, known as Morlais A, and it will support the consent and businesses planning element of the work. Efforts are also being to secure an additional £30million of funding for Morlais B which will include the infrastructure works.

We have appointed the Morlais Team, which will be headed by Graham Morley, the Project Manager. We have also succeeded in attracting very experienced individuals into the roles of Project Directors, who will have important strategic and delivery responsibilities.



- 4.2 Achieving approval on the Cwlwm Seiriol project:** We were successful with a £1.2 million application to the Big Lottery Fund's Create Your Space programme. The aim of the programme is to help support communities to develop their own vision for improving their local natural environment in a way that meets their needs and those of future generations.

The Cwlwm Seiriol project will focus on the Seiriol Ward in South East Anglesey; an area with a rich and diverse natural environment. The project aims to reconnect people living in the area with their community green spaces by creating opportunities for them to get actively involved with enhancing and managing the natural habitats within their local communities. There will also be a particular focus on working with the local health centre in order to highlight the health benefits associated with conservation work.

Delyth Phillipps was appointed as the project coordinator in September and she had been busy over the last 6 months creating links with the local community and establishing a network to support the delivery of Cwlwm Seiriol.



- 4.3 Company Branding:** It is important that stakeholders, partners and the general public know who Menter Môn is and what it does. With so many projects being delivered across several sectors it has been challenging to maintain a consistent message. In the past, we have failed to capitalise on the reputational benefit from delivering successful projects as the link to Menter Môn has been rather opaque. With this in mind it was decided to undertake a rebranding exercise which would allow the company to create a stronger bond between the various activities.

The new logo retains the Goldfinch; however, it is far more suitable for the digital age and social media in particular. It also allows us visually to make the link between the various activities. The new brand was launched at the National Eisteddfod and was very well received. The new website is almost complete and we will be developing a communication early in 2018.





5.0 ONGOING DELIVERY

- 5.1 Anglesey and Gwynedd LEADER:** LEADER continues to be a major programme for Menter Môn and enables the company to deliver a range of innovative projects across a range of sectors. Delivery of the programme in both counties started in 2015 and will continue until 2022. The programme is delivered from Llangefni and Porthmadog and the value of the programmes is £3.2 million and £5.5 million respectively. Match funding has been attracted from the Anglesey Charitable Trust, the Nuclear Decommissioning Authority and Gwynedd Council.
- 5.2** The LEADER project seeks to pilot new responses to the challenges facing the rural economy with 5 themes. These include renewable energy, digital technology, adding value to resources, outsourcing services and supply chains.

Examples of projects supported by the programme in 2017 include:

- **Snowdonia Giving** – a visitor giving scheme which allowed visitors to make a voluntary donation towards the cost of maintaining footpaths in the National Park. In 2017 there were 60 businesses participating and it raised over £10,000.



- **Dark Skies** – a project supporting the business sector to maximise the economic value of the regions 'dark skies' with astronomy packages. Between the two counties over 40 businesses participated in the project and several successful events were held.



- **Byw a Bod** – A project aimed at highlighting career opportunities in the local area for young people. Ten students from both counties were employed in local businesses in the growing digital and technology sector. They shared their experiences and demonstrated that you don't need to leave to succeed.



5.3 Menter Iaith Môn: The Menter Iaith team continues to deliver and support a range of activities aimed at promoting the Welsh language on Anglesey. They are now a team of 7 and have been successful in drawing money from several sources including Horizon, Children in Need, Welsh Government, Anglesey County Council and the Lottery. Among the highlights in 2017 were:

- **Amrant** – The Anglesey Youth Theatre were given the challenge of presenting the Welsh language towns across Gwynedd and Anglesey. They were mentored by some of the island's brightest young talent and gave lively and creative performances.



- **Croeso Cymraeg** – With the eyes of Wales on Anglesey this year with a visit from the National Eisteddfod the Menter Iaith went all out to ensure that visitors were given a very Welsh welcome. The team worked closely with restaurants across the island to ensure the language was a part of the customer experience, whether they spoke the language or not.



- **Wicimon** – A project aimed at increasing the use of Welsh on the Wikipedia site. It has one full time employee who works with secondary schools to develop local capacity in order to populate the site with mainly science related material with an Anglesey link.



- **Gwyl Cefni** – The event is in its 16th year and has established itself in the centre of Llangefni. It is now a weeklong event with quizzes, comedy nights, dramas and music festival.



- 5.4 Future for Furniture:** Menter Môn runs a furniture recycling centre in Llangefni which collects and renovates unwanted furniture, before selling it on to low income families. As well as providing a valuable service to the community it also reduces the amount of furniture that would otherwise be sent to landfill sites. In 2017 the project recycled almost 90 tonnes of furniture, and since 2014 this figure is 350 tonnes. Now that is a lot of sofas!
- 5.5 Annog:** Our commercial arm continues to offer a range of services. Among contracts we have delivered in 2017 were employment projects on behalf of the WCVA, outdoor services on behalf of Cynefin and Broadband for Business contracts for Gwynedd Council and Business Wales.
- 6.0 Partners and Funders**

We continue to enjoy the support of partners and funders. We would like to give special recognition to the following (although there are many others):



Ymddiriedolaeth
Elusennol Ynys Môn
*Isle of Anglesey
Charitable Trust*



Cyngor Celfyddydau Cymru
Arts Council of Wales



7.0 Directors

The Directors who served during the year and up to the date of signing of the report were:

- Gerallt Llewelyn Jones
- Bryn Jones
- Dr G Wyn Morgan
- Dr Griffith W Jones
- Dr John Idris Jones
- Rebecca Colley-Jones
- O. Dafydd Gruffydd

Statement of Directors responsibilities:

The directors are responsible for preparing the Annual Report and the financial statements in accordance with applicable law and regulations.

Company law requires the directors to prepare financial statements for each financial year. Under that law the directors have elected to prepare the financial statements in accordance with United Kingdom Generally Accepted Accounting Practice (United Kingdom Accounting Standards and Applicable Law). The financial statements are required to give a true and fair view of the state of affairs of the company and the group and the profit and loss of the company and group for that period. In preparing the financial statements the directors are required to:

- Select suitable accounting policies and then apply them consistently;
- Make judgements and estimates that are reasonable and prudent;
- Prepare the financial statements on a going concern basis unless it is inappropriate to presume that the company will continue in business.

The directors are responsible for keeping adequate accounting records that disclose, with reasonable accuracy at any time, the financial position of the company and group and that enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the company and group and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

6.2 Statement of disclosure of information to auditors

The directors of the company who held office at the date of approval of this Annual Report each confirm that:

- So far as they are aware, there is relevant audit information (information needed by the group's auditors in connection with preparing their report) of which the company's auditors are unaware, and
- They have taken all the steps that they ought to have taken as directors in order to make themselves aware of any relevant audit information and to establish that the group's auditors are aware of that information.

By order of the Board

Owain Dafydd Gruffydd
Managing Director

20 JANUARY 2018

Registered Office:

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Bulkeley Square
Llangefni



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