

# A PROSPEROUS WALES

**Menter Môn's journey  
towards achieving a  
prosperous Wales...**

With so many projects and schemes in different areas, Menter Môn's work incorporates many aspects covered in the goals of the Well-being of Future Generations Act. Nowhere is this more evident than in our contribution to creating a 'more prosperous Wales'.



Cynan Glyn  
Tŷ Coffi 'Y Werin'



Osian Evans  
Tonfedd Arall



Daniel Lewis  
Lens Dros y Ffens



Mirain Rhisiart  
INDI



Alaw Williams  
Jinsan



Lois Hughes  
Arwyddo



Nathan Craig  
Pêl-droed Nathan Craig Football

From supporting projects that create jobs for local young people, to promoting the economy, fair procurement and ensuring our resources are used efficiently – supporting communities to thrive is the driving force behind all the work we do.

One of the projects that captures many of Menter Môn's values is '**Llwyddo'n Lleol 2050**'. Funded by the Welsh Government's Arfor Innovation Fund, it aims to challenge the assumption that people must leave north Wales for a successful career or to set up a business.

The 10-week scheme supports young people from Gwynedd and Anglesey to develop their skills and entrepreneurship with a particular focus on the growth sectors for the area. The campaign promotes work opportunities as well as the quality of life so that young people don't feel that they have to move away.

With financial help and mentoring, participants in the scheme are encouraged to develop their business ideas. Since the project began the ideas that have been developed range from digital initiatives to food and drink production, fitness sessions and creating renewable products.

The young people taking part share their experiences on social media and through podcasts and their stories have received substantial coverage in the media. With the second cohort involved in the scheme nearing completion, the hope is that Llwyddo'n Lleol continues to grow and showcase opportunities on our doorstep.



Another scheme that has been promoting entrepreneurship is **Hwb Menter**. This is a partnership with M-SParc on behalf of the Welsh Government. It gives new businesses across north Wales support to develop their business skills and encourages innovation. Read more about one of the successful participants in the scheme on the next page.

It's not only new enterprises that benefit from our support. Throughout the Covid-19 crisis we have been working with many companies that have faced huge challenges, including having to shut down because of restrictions.

**Siop.io** is a scheme that was launched to try and deal with some of these challenges. The platform enables food and drink producers to sell their produce online and has been developed to help boost the local economy. Siop.io enables businesses to



transform the way they sell to customers, making them more viable to face any future challenges.

Still on the theme of food and drink, one of Menter Môn's other schemes is **Môn Larder**, which focuses on promoting local produces for large scale procurement within the public sector. By working together with the food and drinks division

*"We had been looking at different options in terms of selling for a while, so were very happy when we came across Siop.io. Not only is it a bilingual platform but it has been specifically designed with the region's businesses in mind"*



*E. Roberts a'i feibion*

within the Welsh Government, we have been targeting buyers and influences within public sector bodies such as local authorities and health boards - bringing the benefits of sourcing local food and drink to their attention. By promoting fair procurement, we are supporting smaller supply chains for the benefit of the local economy as well as reducing carbon by cutting food miles.



Heledd Owen has successfully started her own illustration business thanks to support from Hwb Menter. She's now self-employed and the business is going from strength to strength since it began during lockdown.

Her new company, **Heledd Owen Illustration**, creates unique commissions and posters, notebooks and t-shirts. Heledd had been planning the idea in her head for some time, and when she lost her job during the first lockdown, she decided it was time to go for it. She registered to take part in 'Miwitini' a scheme that was arranged by Hwb Menter. She took part in 'turning my hobby into a business' events and learnt enough to turn her business into a full-time job.

The business now has an online shop. She's seen an increase in demand for her products and now employs someone to help her out with the business one day a week.



This is just a taste of the Menter Môn projects which contribute to creating a more prosperous Wales. It is a long list of projects, that all link together to create and secure important benefits for the communities where we work.