



MENTER TY'N LLAN BUSINESS PLAN

APRIL 2021

This Business plan forms the basis of the Share Offer by which members of the community and the wider public are now invited to participate in and support Menter Ty'n Llan.

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Our Vision, Aims and Values

Our Core Aim

To enrich the lives of individuals and of the community by bringing people together

Our Means

Buying, adapting and sustaining the Ty'n Llan pub and restaurant as a community-owned hub

Our Methods

- Provide a location and resource which is flexible, attractive and welcoming to every member of the community
- Provide food, drink and a place to stay of attractive quality at a fair price
- Ensure availability and accessibility that meet the community's needs
- Promote and facilitate a range of activities which encourage participation
- Create opportunities for volunteering
- Be a fair employer
- Create opportunities for work experience and skills development
- Promote the Welsh language
- Respect the environment
- Protect the architectural heritage
- Run an efficient and competitive business

Our Values

- *Welcoming* – both the place and its people
- *Inclusive* – with open arms to all
- *Hard-working and thorough* – in all that we do
- *Straight and true* - in word and deed
- *Fair* – in our dealings with each other and with the world

1. Executive summary

1.1 The Project

The community of Llandwrog has created a Community Benefit Society to buy and run the Ty'n Llan pub which stands at the centre of the village. The pub has been closed for more than three years and its closure has left a huge gap. There is no other comparable meeting place available to the community. As a result, there has been a decrease in community activity and interaction and a loss of an important player in the local economy. A public meeting held on Zoom revealed a very strong consensus that the purchase and redevelopment of Ty'n Llan by the community would stimulate community activity, help reduce social isolation, improve wellbeing and provide economic benefits to the village and the wider area.

Short-term loan pledges well in excess of £350,000 have now enabled the Society to purchase the premises, subject to contract. A questionnaire has generated a powerful response and provided valuable information regarding people's priorities for the pub and their willingness to provide financial and other support. The publication of this Business Plan, together with the accompanying Share Offer, is the next step in the Society's bid to realise a vision which has energised the whole community.

This vision is not simply to reopen a pub which has stood empty, but to create a genuine, busy community hub, encouraging all age and interest groups to come together by providing a welcoming place to eat, drink and socialise, with a dedicated space where social and special interest groups – so long deprived of an adequate facility – can meet and thrive.

Opportunities will be created for volunteering, leading to improved health and democratic participation, and strengthening resilience in the aftermath of the pandemic. The use of, and access to, the Welsh language, a key feature of community life, will be actively promoted; the unique architectural heritage of this model 19th century village will be respected and protected; and a proactive approach will be taken to all matters relating to environmental challenges.

1.2 Llandwrog, Dinas Dinlle and Groeslon

The village of Llandwrog, including Dinas Dinlle, has a population of c. 460 and lies within the Groeslon Ward of Arfon parliamentary constituency – five miles from the historic town of Caernarfon. In the Groeslon Ward, with its 1707 residents, 70% of those aged 16-74 are economically active, and 81% are Welsh-speaking. The ward is within the top 20% of areas within Wales with the worst access to services. In Llandwrog itself there are no shops or community services and 35% of people in work have to travel more than 10km to get to their place of employment. Public transport to and from Caernarfon is infrequent, especially at night. Recent initiatives in Llandwrog relating to the pandemic have revealed a strong latent community spirit and willingness to help others.

Architecturally striking, the old village of Llandwrog dates from the 1830's with a distinctly Picturesque Gothic character. Formerly part of the Glynllifon Estate, Ty'n Llan is at the centre of the

village, is generously proportioned and strongly detailed in a simple classical style. The old village is encircled by a number of diverse, phased housing developments from the 1950's onwards, providing an excellent mix of age groups which have helped to sustain the village school.

1.3 Potential Customer Base

The Society's primary aim is for Ty'n Llan to serve the needs of the residents of Llandwrog and the surrounding areas, while winning a reputation for quality and hospitality which will make it a destination for residents of Arfon, Dwyfor and beyond. It is perfectly located to serve a tourist market focused on the well-publicised attractions of Snowdonia, not least of which is the mile-long, hugely popular beach at Dinas Dinlle. Cycling and walking are strongly promoted in the area while its proximity to the historic town of Caernarfon, the Snowdonia National Park and the Llŷn peninsula makes the village a natural base.

There is little direct competition, with no comparable village pub with food and rooms within 8 miles. This represents a real business opportunity to establish a high-quality but popular offering which is wholly in tune with modern consumer priorities.

1.4 Community involvement

In addition to the commitments made by individual members of the community and their families, letters of support have been obtained from a wide range of local societies, businesses and prominent individuals. Volunteers have offered their services in areas ranging from event organisation to painting and from gardening to menu design.

The Society intends to place an emphasis on skills development, training and work experience and to work with local agencies active in these areas to maximise opportunities for such benefits.

1.5 Refurbishment and Remodelling

Extensive work is needed to deliver the existing building in an acceptable condition. The Society's ambition, however, is to remodel the premises, using the skills of a local architect specialising in heritage and conservation, to provide the following:

- A fully refurbished and remodelled interior, to allow for the most productive use of space
- A rear extension with windows looking south towards yr Eifl, for use primarily as a dining and cafe area
- Three first-floor en-suite bedrooms with kitchenette, with a fourth located in a ground floor outbuilding
- A multi-purpose room available to be hired at an economic rate by societies and private functions
- An attractive family-friendly beer garden with outside kitchen

- Reconfigured and tarmacked parking area with disabled space and electric vehicle charging point

The Society will adopt and monitor an environmental policy and eco-code, and the refurbishment will be delivered as carbon net zero using a recognised international reporting methodology.

1.6 Project Costs and Funding

Currently, it is estimated that funding this development programme will cost £515,000, over and above the cost of purchase.

The purchase of the building and associated costs – a total of c. £333,000 - is underwritten by the pledges of short-term loans which have been made. The loan documents provide for the possibility, by agreement, of extending these loans and it is likely that longer-term loans, whether on the same terms or others, will be an important component of the longer-term funding package.

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Our target for funding from all sources is £850,000. We know that a substantial proportion of this amount will need to be raised from grant funding and long-term loans and we are confident that the plan for Ty'n Llan meets the criteria of a number of currently active grant programmes. The target we are setting for the amount to be raised specifically from the Share Offer is £400,000.

The financial plan for the business is based on services and facilities the provision of which will be dependent on reaching the overall funding target. This plan is based on income from the sale of food and drink, bedroom accommodation and room hire for meetings and functions. Turnover and profit have been modelled in detail and draw on comparisons with similar establishments in North Wales and elsewhere. Staffing costs will be tightly controlled while a clear trading pattern is being established. A unique aspect of the plan is the proposed grant-funded appointment of a Development Officer to oversee delivery of the Society's wider objective of maximising participation, skills development and volunteering.

The plan forecasts a net profit in Yr 1 of £17,032 (net of depreciation), growing to £33,156 in Yr 2 and £38,875 in Yr 3.

1.7 Marketing

From the outset, the Society will be able to take advantage of considerable professional marketing expertise from members. An extensive range of social and traditional media - both paid-for and free, direct and interactive, and aimed at specific target audiences - will be used to ensure that relevant and credible messages relating to what Ty'n Llan has to offer will continually be reaching the

attention of potential users, so as to create and retain awareness and so as to build a customer base which will generate recurring business for many years to come. Custom-designed merchandise will both raise funds and spread the 'Ty'n Llan' message far and wide.

1.8 The Society Itself

The community has adopted the model of a Community Benefit Society as being that which is most in keeping with the spirit which has brought the venture into being. Model Rules have been adopted and an Initial Management Committee of fourteen is in place, supported by six sub-committees responsible for different areas of activity. Membership is by purchase of £100 shares or multiples thereof and voting at General Meetings is on a one-member one vote basis. Application has been made for HMRC Advance Assurance of the Share Offer to ensure that investments in the Society's Shares will qualify for Social Investment Tax Relief (SITR).

1.9 Timetable

The Share Offer will close on June 11th 2021. Grant applications, design and planning applications will follow, prior to adoption of final plans, tendering, and appointment of contractors. Work on site will take place from January 2022 into the summer. A phased opening in September 2022 will lead to the full Business Plan being implemented in April 2023.

2. Introduction

2.1 Background

The Ty'n Llan¹ pub came up for sale on the open market in February 2021, with a guide price of £350k. This historical Grade II listed building in the village of Llandwrog was built in the 1830's and has been empty since 2017. Up until then it had been run as a free house.

The community of Llandwrog had been concerned for some time about the closure and deterioration of this central, historical building. The pub had been the heart of the community for over 170 years and its closure left a huge gap: a lack of a social meeting place for the local community, a decrease in community activity, a decrease in volunteering and networking, and a loss of jobs. Many social groups have ceased to operate as a result of the pub closure.

There are no other community facilities within the village, no community centre, hall or shop and public transport is sparse. It is recognised that the purchase and development of this building will stimulate community activity and help reduce social isolation; it will improve wellbeing and will bring economic benefits to the community of Llandwrog and the wider area.

A public meeting over Zoom saw 64 households attending to show their support for the project and an ensuing questionnaire was completed by 203 households. A further public meeting on 9 March 2021 saw 58 households attending for an update on our fundraising activities, on the progress of the purchase and to discuss the questionnaire findings and vision for Ty'n Llan.

The Covid-19 pandemic has led to people feeling isolated and lonely; its impact has highlighted the importance of social contact, community and people. As a community, the campaign to purchase Ty'n Llan has generated much enthusiasm and created a sense of pride and hope for the future.

To raise the funds to purchase the building we secured more than £350k in pledges of temporary loans from people near and far, and did so within 3 days; further evidence of the overwhelming support for this project.

On 10th March our offer of £325k was accepted, and we started our journey towards achieving our vision of developing Ty'n Llan as more than just a pub.

2.2 The Need For This Project

There are few other facilities in Llandwrog and no meeting place to bring people together. There is evidence that social groups and societies have ceased due to the lack of meeting space and this is impacting the community's ability to arrange activities, to bring people together and to promote the

¹ Also known as The Harp Inn. In line with our values we intend to preserve the local name, Ty'n Llan

formation of new community groups. The local primary school lacks space for community activities as the school hall is used as an additional classroom and canteen.

A Village Committee was formed in 2018 in response to people's eagerness to “bring the community together”; various activities have been arranged (e.g. village Christmas tree and lights switch on, environmental day, litter picks). Our activities in the village are limited due to having no social space: all events are held outside and are completely weather dependent.

The Llandwrog area is known for having a higher than average (Gwynedd and Wales) number of older people living alone. This augments the need for further facilities to support community members, especially the most vulnerable and at risk of social isolation. The development would ensure a facility which meets the needs of the whole community and which would benefit individuals that may feel lonely and isolated at home, the retired seeking opportunities to remain active, new residents who want to meet their neighbours and carers who might have no other way of meeting people.

Community pubs have provided lifeline services and activities to support local people in need during the pandemic. Community pubs are so often more than a pub, they are uniquely rooted in community needs. This special connection with the community is what makes community pubs such valuable and unique assets – and what also gives them increased financial resilience.

A report by CAMRA (2016), ‘Friends on Tap – The Role of Pubs at the Heart of the Community’, refers to the positive effects of pubs on health and wellbeing and the lifeline that they can be for many community members:

“There has been a growing recognition over the past decade that the single most important factor determining health, wellbeing and survival is the size and quality of our personal social networks. The more people you know, and the more often you see them, the better you feel and the healthier you are...”

Pubs allow us to mix and meet a wider range of community members, and hence interact with a greater diversity of social classes and cultures, than would otherwise be the case if our social world is confined to work and home. Being more engaged with your local community and being involved more frequently in conversations with other individuals can have substantial benefits by reducing loneliness, which in turn is likely to have significant health and wellbeing benefits. Happy people and those who are embedded in large, well-integrated social networks are sick less often...

Directly and indirectly, pubs as venues for social communities are likely to yield significant savings on health care budgets. In this context, pubs serve an important hub function, by providing a venue at which people can meet. With the exception of places of worship, few venues in the contemporary world provide an open environment for meeting new people, especially for older age groups. For incomers to a neighbourhood and those whose turn

of life has left them socially isolated, becoming a 'regular' at a community pub can become a gateway for meeting new friends – and, through this, a lifeline.”

It is more important than ever to invest in community facilities to assist and support people with their recovery from the pandemic. Community hubs will play a critical role in supporting our long, slow recovery; the value that comes from providing a place that local residents feel they collectively 'own' is immeasurable and provides a springboard for wider engagement. It is generally accepted that community hubs lead to thriving networks of volunteers, improved health and wellbeing, increased democratic engagement, and communities with the resilience to cope with the current emergency, and those that may follow in the future.

2.3 Wider Context

By adopting this community project, Menter Ty'n Llan is responding to national legislation and local priorities on sustainability and well-being.

The Well-being of Future Generations (Wales) Act 2015 aims to improve the economic, social, environmental and cultural well-being of the people of Wales. It is a ground-breaking piece of legislation, recognised as such by the United Nations. The Act highlights seven well-being goals and five ways of working in order to give public bodies a statutory framework to ensure that all decisions are made collaboratively and inclusively, having regard to the long-term needs of the community. The purpose of the Act is to ensure that public bodies not only meet the existing needs of their communities but also that the decisions of today do not harm future generations. The aim is to make a real difference to the lives of residents.

The Social Services and Well-being (Wales) Act 2014 vision is to maximise people's independence, connect people with their communities and reduce or postpone people's dependency on intervention by social care and health services. It emphasises that local authorities need to be innovative in their approach to preventative services, making best use of resources, achieving value for money, and pro-actively engaging with communities, the third sector, social enterprises and other providers to meet identified needs within communities, and to promote people's health and wellbeing so as to delay or prevent the need for statutory care.

Menter Ty'n Llan's project fits well with the objectives of the above Acts. Furthermore, throughout this project Menter Ty'n Llan will adopt the spirit of the national legislation on sustainability and work with the Gwynedd and Anglesey Local Well-being Plan to fulfil our aims.

2.4 Document Status

This high-level business plan presents our vision for Ty'n Llan and outlines how we intend to develop and run the venture, ensuring its future viability and that it achieves our social mission. The business

plan will also support our grant applications; **Appendix 1** outlines some of the grant funds for which we may be eligible.

This document has been developed by the Menter Ty'n Llan Management Committee and sub-groups. External review and advice has been provided by the following:

The Plunkett Foundation
Wales Cooperative Centre
WCVA

The business plan was formally adopted by the Menter Ty'n Llan Management Committee on 20 April 2021. We recognise that this business plan will evolve, and we will develop a more detailed plan once final architectural plans and cost estimates have been finalised for the building.

3. About Llandwrog

3.1 Key Statistics and Assets

3.1.1 Population

Llandwrog is a small village within the ward of Groeslon. The village itself (including Dinas Dinlle) has a population of about 460² people. According to the ONS 2019 Mid-year Population Estimates the ward of Groeslon has 1,707 residents, of which nearly a quarter are over the age of 65 (24%), which is higher than the Wales average of 20%.

The 2011 Census³ shows that of the population of Groeslon Ward, 92% lived at the same address one year previous to the census date⁴. The other 8% had moved into the area, of which 6% had moved from elsewhere within the UK and 2% from within the Groeslon area. It also showed that 92 people had moved out of the area.

3.1.2 Employment & Income

The number of people claiming Jobseeker's Allowance (plus those who claim Universal Credit who are out of work) has increased from 1.5% in January 2019 to 5.5% in August 2020.⁵

Llandwrog is within the Parliamentary Constituency of Arfon, which has a median weekly pay⁶ of £480 compared to £540 in Wales and £580 in the UK.

According to the 2011 Census⁷ 18% of the Groeslon ward had no formal qualifications at all. On the other hand 30% of the population had a degree or equivalent qualification.

Of the 16-74 year-olds working in the Groeslon area, 16% worked in the skilled trades and 18% in professional occupations.

35% of the people working have to travel more than 10km to get to work.⁸ Back in 2011, 14% said that they worked from home.

70% of all people of working age (16 – 74) were economically active⁹ in the Groeslon ward. Of those economically active, 3% were unemployed with 1.1% having been long term unemployed. Of the 30% that were economically inactive, 18% were retired, 4% were students, 4% were long term sick and 3% were at home looking after the family.

² Electoral Register January 2020

³ Census 2011 data are the most recently available. Though by now ten years out of date, they still give a dependable benchmark of statistics

⁴ Census Data 2011 - Migration

⁵ Claimant Count 16-64 year olds : ONS Data

⁶ Annual Survey of Hours and Earnings : ONS Data – Full Time gross weekly pay 2019

⁷ Census Data 2011 – Qualifications of 16+ year olds

⁸ Census Data 2011 – Travel to Work Distance – 16+ year olds

⁹ Census Data 2011 – Economic Activity

3.1.3 Access to Services

According to the Welsh Index of Multiple Deprivation, the area of Groeslon is within the top 20% (ranked 271 out of 1,909) of areas within Wales with the worst access to services. Within Llandwrog itself there are no shops, community centre or local amenities.

3.1.4 Crime

During 2019 there were 71 occurrences of street crime¹⁰ in the area of Groeslon. This equates to 50.5 crimes committed per 100,000 population (16+). Nearly half the offences were violence and sexual offences.

3.1.5 Welsh Language

According to the 2011 Census¹¹ the number of 3year olds + who could speak Welsh within the ward was 81%. This compares to 65% in Gwynedd and 19% in Wales.

3.1.6 Health and Wellbeing

In 2011, nearly 20% of the population of the Groeslon ward were reported to have a long term illness or disability¹² and 4% noted that their health was bad or very bad.

10% of the Groeslon ward population said that they provided unpaid care.¹³ Of these nearly a third of them provided at least 20 hours of unpaid care a week.

3.1.7 Households¹⁴

There are 202 households in Groeslon Ward where only people of pension age live. This is equivalent to 28% of all households, which is higher than the Wales figure of 23%. Of these households, 125 consist of people of pension age who are living alone. These people are at higher risk of social isolation and loneliness.

Only 11% of homes are socially rented in the Groeslon ward with a further 10% rented privately. Nearly 6% of households had no central heating back in 2011. 12% of households had no car back in 2011. The area has a higher rate than the Welsh average of older people living alone.

3.1.8 Facilities and Assets

The existing facilities in Llandwrog are scarce and mostly impractical:

¹⁰ Data.police.uk – Street Crime figures

¹¹ Census Data 2011 – Number who can speak Welsh 3+ year olds

¹² Census Data 2011 – Living with Long term illness/disability

¹³ Census Data 2011 – Providing unpaid care

¹⁴ Census Data 2011

- Ysgol Llandwrog – small space used for some school-based events
- Eglwys Sant Twrog / Saint Twrog’s Church – impractical, no vestry
- Capel Bwlan – nonconformist chapel with vestry half a mile from the village
- Canolfan Bro Llanwnda – unlicensed village hall 2 miles away, currently the closest alternative for groups, public meetings etc
- Llandwrog Coastguards – small room in adjacent building

There are no shops, cafes, no community/village hall and public transport is very limited (2 buses per day). As there are no community meeting spaces or facilities, we are unable to arrange many events to bring the community together. Over the years, there is evidence that some local community groups and social groups have ceased as they have no local meeting place e.g. Merched y Wawr, Ti a Fi Mother and Baby Group, Pool Team, Darts Team, Aelwyd yr Urdd. The lack of meeting space also acts as a deterrent to the formation of new groups. The recently formed Llandwrog Village Committee (2018) had been meeting pre Covid-19 in members’ homes, the only option available.

Opportunities for young people to socialise and to participate in the area is limited and has been curtailed even more with the closure of youth clubs by the local authority over two years ago. The nearest town is Caernarfon; however the lack of public transport in the area means that young people cannot get there and back independently, increasing the risk of isolation and loneliness for this age group.

3.2 Covid-19 Buddy Scheme

In response to the Covid-19 pandemic the community of Llandwrog (through the Llandwrog Village Committee) arranged a Buddy Scheme to support vulnerable residents. Over 50 individuals were identified as vulnerable due to age, disability, medical conditions etc. A weekly essential food package was arranged for these households and a team of volunteers distributed them. The team of volunteers also included local young people who wanted to help, and their participation counted towards their Duke of Edinburgh Award. Residents were extremely grateful for this support, the weekly contact making a huge difference to their wellbeing. The Buddy scheme is ongoing, and it is recognised that our vulnerable residents need more opportunities to actively socialise.

3.3 Our History and Heritage

Llandwrog is a conservation area. The historical village offers a remarkable insight into a community dominated by its church, dating back a couple of centuries with a number of gravestones inscribed during the 18th century. The school is under the voluntary control of the Church in Wales and is maintained by Gwynedd local authority. Many dwellings and the local school display certain architectural qualities and are themselves listed buildings. It’s the preservation of this heritage which makes Llandwrog such a special place.

Llandwrog is a 'model' estate village, which was created in two distinct phases by the Newboroughs of Glynllifon in the middle of the 19th century. Ty'n Llan was built in the 1830s, although probably incorporating substantial elements of an earlier structure, as part of the third Lord Newborough's replanning of Llandwrog as an estate village. Listed as a village inn, it is generously proportioned and strongly detailed in a simple classical style and forms an integral part of this important planned early Victorian estate village.

All of the village buildings built by the Glynllifon estate are listed as Grade II and have a distinctly Picturesque Gothic character. The original estate – a short quarter of a mile from the village - is now Parc Glynllifon and includes Coleg Meirion-Dwyfor's agricultural college, craft workshops and many educational facilities. There is also a cafe and maze at the entrance, and exhibits such as an 1854 De Winton horizontal stationary steam engine and Cornish boiler, which were restored by Fred Dibnah are popular attractions which can be seen there. The park, which is open to the public, includes gardens which are of historical and scientific importance; they have been designated Historical Garden (Grade I) status by Cadw as well as a site of Special Scientific Interest by the Countryside Council for Wales. Glynllifon has also been designated by the Joint Nature Conservation Committee as a Special Area of Conservation under Annex II. It is home to the Lesser horseshoe bat, the *Rhinolophus hipposideros*; this 189.27 hectare site is both a maternity and hibernation site for about 6% of the UK population.

Nearby Dinas Dinlle has an Iron Age hillfort located on a National Trust site where Roman artefacts have also been found. RAF Llandwrog was a training airfield during World War II, and was later used as a weapons storage facility. It had a key role in Operation Sandcastle, where a large quantity of Nazi Tabun weapons were stored prior to eventual disposal at sea.

In partnership, we will improve and promote the area's natural heritage and protect this centrally located heritage site for the future, providing opportunities for the benefit of all members of the community. We have commitment and strong support from the local history association - Cymdeithas Hanes y Tair Llan - which will work with us to link the pub with local history and heritage. The development will respect, promote and preserve the character and setting of the landscape's Conservation Areas.

3.4 Tourism and Potential Customer Base

The main all-year customer base for Ty'n Llan will be the local residents of Llandwrog, Dinas Dinlle, and the surrounding areas. The aim is to create a community facility that will encourage local use, and the service offer within the building will reflect that. There is, however, a much broader visitor market that we can tap into during certain parts of the year.

Llandwrog is situated in a perfect location for the visitor market. It's a short distance from the main A499 trunk road from Caernarfon to Pwllheli, is in very close proximity to Snowdonia National Park

and Pen Llŷn, and Dinas Dinlle Beach is down the road. Llandwrog is also within a few hundred yards from the Dave Brailsford Way, two cycling routes of varying distance that take people around the National Park, and the Lonydd Glas cycling network which is more targeted towards the leisure and family cycling market.

Llandwrog also lies within the Snowdonia Mountains & Coast marketing area, the destination 'brand' which is promoted via Gwynedd Council's Tourism team. Its role is to promote the area as a whole, and the various products within the area, with other nationally marketed tourism products also forming part of the overall offer.

One of these current products is the Wales Way, which consists of three routes in Wales that feature a number of attractions and activities along the routes. The three routes are the Cambrian Way (from Llandudno down to Cardiff, essentially the A470!), the North Wales Way (along the north Wales coast - the A55), and the Coastal Way (from St. David's in Pembrokeshire to Aberdaron). Llandwrog lies between the North Wales Way and the Coastal Way. As this product is yet to launch we cannot quantify the impact of the campaigns being implemented to promote it, but we need to consider the Wales Way as we look to target visitors.

Another national tourism product within a closer proximity is the Wales Coast Path. The Wales Coast Path is an 870 mile path around the Welsh coastline that attracts over 2 million visitors to Wales on an annual basis, with approximately 30% of those requiring accommodation along the route. The local section of the path is within easy walking distance of Ty'n Llan.

Between the various high profile products that surround us - the cycling, walking, and beach offer within very close proximity to us - the visitor market to target is a sizeable one.

If we look at overall visitor numbers to the area (the area being Gwynedd), 7.8 million people visited the area in 2019, with 3.97 million of those staying over (equating to 20.1 million visitor nights), and 3.84 million being day visitors (23.93 visitor days). The overall total number of visitors increased by 11.6% from the previous year according to Gwynedd Council's statistics. Over 1 million unique visitors visit the official www.visitsnowdonia.info website, and the area's social media channels consistently see a year-on-year increase of followers and reach.

If we look at the visitor profile, 50% are from other parts of Wales, 46% are from other parts of the UK, and 4% are from abroad. 75% are from the ABC1 socio-economic group and 29% of visitors are couples, 24% are families with young children, and 19% are families with older children. These figures are from 2019 (pre-covid), and someone could assume with some certainty that the emergence of the staycation market during and post-covid will see an increase in these figures.

Main reasons for visiting were given as landscape, countryside, coastal location, outdoor activities/sports, and heritage/historical attractions. Again, all these reasons for visiting are on our doorstep.

Another very important consideration for our market is the proximity of Dinas Dinlle, where there are two sizeable caravan parks and one small one. We know that these visitors to the area have supported Ty'n Llan in the past, and we can safely assume that they will continue to do so once the pub reopens.

3.5 The Competition

There is no direct equivalent to the model of a village pub with rooms / restaurant/ cafe that we are planning within 5 miles – or indeed within 8 miles if we exclude the town of Caernarfon.

Existing local facilities:

To the north:

- Newborough Arms, Bontnewydd (3 miles) – on the main road, a pub serving food and currently for sale
- Fron Goch Garden Centre (4 miles) - garden centre with a very popular cafe
- Caernarfon (5 miles) – numerous pubs and restaurants, the closest match being The Black Boy

To the east:

- Pennionyn, Groeslon (2 miles) - traditional pub, no food

To the south:

- The Goat, Penygroes (3 miles) - traditional pub, no food
- Pant Du (3 miles) – vineyard and orchard with new restaurant/cafe and splendid views
- Deli'r Banc, Penygroes (3 miles) - deli and cafe
- Yr Orsaf, Penygroes (3 miles) - cafe
- The Goat, Glandwyfach (10 miles) – large pub with very successful restaurant

To the west:

- Dinas Dinlle beach – ice cream, fish and chips. No licensed premises open to the general public. Caravan parks have club facilities

4. Community Involvement and Partnership Working

4.1 Community and Stakeholder Engagement

4.1.1 Zoom Public Meetings

An initial public meeting was arranged for 9th February 2021 to gain people's views about the idea of purchasing and running Ty'n Llan as a community venture. There was an overwhelming turnout, with 64 households joining the meeting, which we estimate to represent around 100 people in total. We presented the idea and shared how this type of scheme would work. Representatives from Tafarn y Plu Llanystumdwy also attended to share their experience of running a community-run pub. The general consensus was that people were in support of this proposal and were keen to proceed with the idea. Following this we launched an appeal to raise the funds needed to purchase the building through short term loans.

A second meeting was arranged for 9th March 2021 and attended by 58 households. The purpose was to update people on the process of purchasing the building, to discuss the findings of the questionnaire (see below), and to explore a vision for the building. Again, there was overwhelming support for the proposals and agreement to proceed with securing the purchase of the building.

4.1.2 Community Questionnaire

On February 10th, we launched a questionnaire to gather people's ideas and suggestions. A total of 203 households responded, which represented a total of 406 people. The key findings include:

- There was very strong support for the idea, with 88% of respondents classing the community purchase of Ty'n Llan as 'important' or 'very important'
- 57% of households said they would use the facilities 'at least once a week'
- The most popular additional services and facilities included: evening food, events, Sunday lunch, family friendly area, daytime food
- The most popular additional ideas offered included: groups and learning, outdoor events, space to rent, fitness, facilities to suit youth & children
- Over 40 households (around 85 people in total) noted that they would want to volunteer during the development and help with the running of the enterprise

The full report can be seen in **Appendix 2**.

4.1.3 Stakeholder and Partner Engagement

Discussions have been held with some key stakeholders and partners, who are in full support of this development. These include:

- Statutory organisations
- Third sector organisations
- Local primary school
- Local societies and community groups
- Local businesses
- Elected Members

Examples of some support letters are available to view in **Appendix 3**.

4.2 Getting a Wider Range of People Involved and Partnership Working

There is much community support for this project and we have support from the wider area from stakeholders, societies and businesses (See examples of support letters **Appendix 3**).

There will be a range of opportunities to volunteer and be part of this project at every stage. Maintaining our social mission, our responsibility to the shareholders and wider community is an important factor governing the success of this project.

Through our initial community questionnaire, over 40 households (around 85 people) noted they would be interested in volunteering - to develop the building and to help run the venture. We intend to provide volunteering opportunities at every stage, examples of volunteering opportunities include the following:

- Project development stage - committee and sub-groups, clearing site, painting, decorating, gardening and landscaping, interior design, menu design
- Running the business - helping in the kitchen, serving, cleaning
- Promotion of social activity - arranging community events and activities of all kinds to increase participation, opportunities for socialising and to get more people involved

We also recognise that the project will create many job opportunities and are eager to maximise the social and economic benefits of this project. The Covid-19 pandemic has had an unprecedented effect on unemployment in Gwynedd, with the Groeslon ward seeing one of the highest increases in Job Seeker Allowance claimants in February 2021.¹⁵ There is a strong possibility that this may rise further once the furlough scheme ends.

We will also work with local partners to maximise the benefits of this project for all and to ensure that we reach a wider range of people. We already have support from the following organisations and will continue to discuss with various other partners:

¹⁵ NOMIS 2021

Mantell Gwynedd Volunteering Bureau - We will work with the bureau to ensure appropriate training for our volunteers and to promote volunteering opportunities to the wider community.

Gwaith Gwynedd (Gwynedd Council) - We will work with Gwaith Gwynedd who will liaise with DWP, Working Wales, training and education providers (Coleg Llandrillo Menai and local schools) on our behalf to promote opportunities for skills development, training and work experience. We will also work in partnership to arrange information sessions or stalls to promote saving money, being pennywise and energy efficient.

Gwynedd Library Service - Interest has been shown in using Ty'n Llan as a library collection point, ensuring that the service reaches a wider audience and is more accessible.

Arfon Food Bank - We will work with the food bank to reduce food waste and to help people in need.

Grwp Cynefin – The group is working with us to maximise the benefits and reach of the future development of the Dyffryn Nantlle Health and Wellbeing Centre in Penygroes. Recognising the lack of public transport to Penygroes from the Llandwrog area, we are discussing the potential of utilising Ty'n Llan as a satellite location for some health and wellbeing services and activities. We are also discussing how the Ty'n Llan project can contribute to the social prescribing scheme as we recognise that volunteering and socialising is beneficial for health and wellbeing.

Antur Waunfawr - A local social enterprise that supports people with learning disabilities are interested in working with Ty'n Llan to promote cycling and to discuss the possibility of operating a bicycle hire facility suitable for all abilities from Ty'n Llan.

Llandwrog Community Garden - A new project between Llandwrog School Friends, Llandwrog Primary School, Llandwrog Village Committee and Gardening Club - We will work in partnership to promote food growing with the potential of some being supplied to Ty'n Llan. This will promote further volunteering opportunities, the involvement of children, will have health and wellbeing benefits and learning about the benefits of food growing and gardening.

Llandwrog School - We will work with the primary school to ensure that local children are involved in the development of Ty'n Llan. This will include a presentation to the school children about the development, their involvement in the design phase and their input into the development of a children's menu, a suitable space and proposed activities for children and families.

Gwynedd Youth Service - We will work with the youth service to involve young people in the design stage and in the development of suitable activities and food menu for young people. Our aim is that the multi purpose room will be available for after school activities and during school holidays.

Llandwrog Buddy Scheme - We will work with the Llandwrog Village Committee to discuss the possibility of continuing with the Covid-19 Buddy Scheme, which saw around 50 households identified as being vulnerable (age, living alone, health conditions). This could include the distribution of hot meals during the winter and a volunteer service to deliver food to those who are unable to leave their home.

5. Refurbishment and Remodelling

5.1 Current Condition

A building condition survey was completed in February 2021 which identified that extensive works were needed to safeguard and refurbish the current building; the full survey report is available upon request.

5.2 Developing and Remodelling to Meet Needs

Based on what the community and stakeholders have already told us, we wish to develop the following facilities at Ty'n Llan:

- Maintain as a traditional Welsh pub
- Provision of quality Welsh food and drinks during the daytime and evening – using local produce
- A multi-purpose and accessible room or rooms for functions, celebrations, community activity, meetings, courses and overflow space for the restaurant
- A range of community activities for all ages
- Appropriate storage and office space for staff
- Accessible access and additional toilet facilities
- A possible pop-up shop of Welsh produce and everyday essential items
- High quality bedrooms
- Family friendly areas
- A welcoming and usable garden space

To do this, we recognise that the current building is not fit for purpose and will require extensive upgrade, development works and possible remodelling. We intend to explore our options for the building through commissioning a local architect with specialism in heritage and conservation. We will ensure that we adopt ethical procurement practices for any works we commission.

5.3 Covid-19 Restrictions

The development and remodelling of Ty'n Llan will consider the implications of Covid-19 and its potential impact on the running of the business. We will ensure that the outside space is developed to maximise its usability. It will include facilities such as:

- an outside kitchen - pizza oven, barbecue
- an outside portable bar area
- attractive and spaced-out seating area, with consideration for weatherproof options (e.g. individual pods, canopy, gazebo, or parasols)

We will also ensure that our bedrooms have independent access with the ability to be self-contained and that the layout of our cafe and restaurant takes into account possible future restrictions. We anticipate that the building in its new form will open in 2022/2023 and we will monitor the potential impact of Covid-19 as we develop our plans and will respond accordingly.

5.4 Reducing our Environmental Impact

Menter Ty'n Llan believes in the importance of protecting the environment and society for future generations and is committed to the use of sustainable resources. These principles will be embodied into our activities and are essential to achieving our vision to develop Ty'n Llan as a community hub, a sustainable business and multipurpose facility which meets the needs of the whole community, whilst also safeguarding this historical asset.

We will adhere to the Sustainable Development Principles by:

- thinking and planning for the future
- preventing problems before they occur
- integrating our services, skills, planning and responsibilities
- involving our customers, colleagues, volunteers and the community in our decision making
- working with other organizations to ensure everyone's well-being

As part of our environmental commitment, the refurbishment of Ty'n Llan will be delivered as carbon net zero using a recognised international reporting methodology. Reclaimed and upcycled materials will be prioritised to fulfil this aim, and the surplus carbon will be offset by local tree planting.

We have sought expert advice to ensure we follow best environmental practices and will incorporate the recommendations in the table overleaf in our development.

We have an environmental policy and eco-code that will be followed and monitored by management and the Board.

Incorporation of Best Environmental Practices in the Development of Ty'n Llan

Building feature		Recommendation
Lighting		<ul style="list-style-type: none"> Convert to full LED lighting
Lighting controls		<ul style="list-style-type: none"> Automatic lighting controls in infrequently used areas.
Heating system		<ul style="list-style-type: none"> Consider Heat Pump heating system
Heating controls		<ul style="list-style-type: none"> Thermostatic Radiator Valves (TRVs) on all radiators. Zoning within the building. Digistat/smart thermostat. Weather compensation controls.
Heating - Additional features		<ul style="list-style-type: none"> Insulate all pipework - even within heated spaces.
Building Fabrics	Walls	<ul style="list-style-type: none"> Insulate beyond current regulations to future proof the building - external or internally insulate all walls
	Roof	<ul style="list-style-type: none"> Ensure loft insulation is to a preferred minimum of 300mm. Ideally 400mm.
	Windows & doors	<ul style="list-style-type: none"> Install double glazing or secondary glazing where single glazing must be used. Draughtproof all windows, external doors & doors leading to unheated spaces.
Cellar & Cellar cooling		<ul style="list-style-type: none"> Implement ambient cooling system Ensure cellar doors and walls are adequately insulated and draught proofed.
Catering and refrigeration		<ul style="list-style-type: none"> Induction hobs & catering appliances to be A rated. Refrigeration to be A rated with timers used to ensure energy use is minimised.
Electrical equipment		<ul style="list-style-type: none"> HRV (Heat recovery ventilation) to ensure humidity is managed Install power-saving functions & one-click panels
Bar equipment		<ul style="list-style-type: none"> Install 7-day timers or 'Smart' controls to draught drinks coolers. Fit drinks fridges with 7-day timers.
Renewable generation		<ul style="list-style-type: none"> Solar PV system should be investigated via a detailed solar site and feasibility survey.
Water Efficiency		<ul style="list-style-type: none"> Dual-flush toilets with small cistern Motion sensor urinal controls, preferably waterless Aerating taps (non-concussive) & showerheads. Rainwater collection

6. Project Costs and Timescales

6.1 How We Will Fund the Purchase of the Building

The sale price of £325k has been agreed and we anticipate the total of the sale and associated costs to be around £333k.

The purchase will be funded in the first instance from the sale of community shares as a result of the Share Offer. If there is a shortfall, the balance of the purchase price will be met by drawing down an appropriate proportion of the short-term loan pledges, well in excess of the required sum, which have been secured to underwrite the purchase, and on which interest of 2% will be paid.

The intention is that these short-term Loans will be repaid between 6 and 12 months later from a WCVA mortgage, grants from other sources where terms allow, and other fund-raising activities including long-term loans.

6.2 Overall Project Costs and Funding

We will appoint a local Architect with experience of heritage and conservation to develop design proposals for the refurbishment and upgrade works. Depending on the final plans agreed, we anticipate these costs to be around £250k - £400k. These costs will be financed through fundraising activity and grant funding. The total costs of the enterprise, including the initial purchase, contingency and working capital, are estimated to be £850,000.

The evidence is that Ty'n Llan is eligible for grant funding on a number of grounds: principally, those of heritage, creation of jobs, social need and well-being and community engagement. Several potential funds appear to be available to meet the likely needs which have previously been made available to similar projects. **Appendix 1** outlines possible grant finance available for this project.

The sale of Community Shares will be both a key component of the funding of the project and an important indicator of community support and of the demand for the facilities the redevelopment will provide. The target set for the initial Share Offer is £400,000.

At this point in time, it is felt prudent to illustrate the multiple possible sources of funding in the form given in the table below, which appears to generate over-funding. As different elements become confirmed (e.g. the amount raised by sale of community shares, the availability or otherwise of the WCVA mortgage and grant etc and of course the project costs), the balance between these components will become clearer. The possible use of long-term loans from supporters or from the commercial market provides the means to balance the costs / funding equation if necessary. The need for such loans, and the terms on which they will be offered, will be identified prior to repayment of the short-term loans which may be used to complete the initial purchase of the premises.

Funding and Expenditure Model

	£
Funding	
Short term loans	180,000
Community Shares and /or long term loans	400,000
Cist Gwynedd Grant - Preparation Studies	10,000
Architectural Heritage Fund - Arch/QS	10,000
Arch heritage Cap fund	80,000
Heritage Lottery Cap fund- works	405,000
WCVA Mortgage and Grant	150,000
Moel Tryfan Quarry Grant	250
Donations	5,000
Fundraising/merchandise	5,000
Total Funding	1,245,250
Other Income	
Net Trading Surplus year 0	895
Total	1,246,145
Expenditure	
Purchase of premises	332,810
Architectural Design Team (Take to RIBA stage 3 - to Include Quantity Surveyor Fees, other studies - bat survey, asbestos etc...)	20,000
Repairs and refurbishment	150,000
New development works	250,000
Furniture and equipment	30,000
Contingency	40,000
Working capital	25,000
	847,810
Other Outgoings	
Interest on Loans	3,600
Short term loan repayments	180,000
	183,600
Total Expenditure and other Outgoings	1,031,410
Reserve	214,735

6.3 Fall-back Plan

The Business Plan as described here assumes that our efforts to raise sufficient funding from a range of sources are successful.

If they are not, the plan will be scaled back, and individual parts of the development will be shelved or postponed until funding becomes available. At an appropriate point, and before major expenditure is incurred, (above and beyond the actual purchase of the premises), a finalised plan, based on funding which has been secured, will be put to the members for approval.

6.4 Timeline

We estimate the timeline for this project to be as follows:

	Stage	Date
1	Public Meeting	09-Feb-21
2	Community Questionnaire launched	Feb-21
3	Valuation & condition survey	Feb-21
4	Secure purchase cost funds through short term loans	Feb-21
5	Establish and register Community Benefit Society	Mar-21
6	Open bank account	Mar-21
7	Submit offer and start conveyancing process	Mar-21
8	Public meeting - questionnaire findings and form vision	09-Mar-21
9	Develop business plan	Mar-21
10	Develop loan agreements	Mar-21
11	Develop share offer	Mar-21
12	Form Management Committee	Mar-21
13	Launch Business Plan and Share Offer	Apr-21
14	Start fundraising - shares and donations	Apr-21
15	Grant funding applications for architect and QS fees	Apr-21
16	Commission architect and QS to identify options and costs	April/May 21
17	Submit bid to WVCA Asset Development Fund	May 2021
18	Sale completed	Jun-21
19	Prepare to open garden to community - fundraising activities	Jun-21
20	Public meeting to discuss design proposals	Jun-21
21	Develop final design proposal and costings	Jul-21
22	Amend business plan and operational arrangements to reflect final architectural plans	Jul-21
23	Submit planning permission, building regs and CADW applications if required	July-21
24	Grant applications for capital works and revenue funds	Sept-21
25	Out to tender - capital works	Sept-21
26	Start on capital works	Jan-22
27	Open Ty'n Llan to the community and visitors	2022

7. The Business Proposition

7.1 Business Model

Our core aim is to enrich lives by bringing people together. This means maximising the opportunities and the reasons for coming to Ty'n Llan. Doing so successfully will also be what will enable the venture to succeed as a business.

Our plan is to raise sufficient funding to allow a redevelopment of the existing premises to include the following:

- A fully refurbished and remodelled interior, to allow for the most productive use of space
- A rear extension with windows looking south towards yr Eifl, for use primarily as a dining and cafe area
- Three first-floor ensuite bedrooms with kitchenette, with a fourth located in a ground floor outbuilding
- A multi-purpose room available to be hired at an economic rate by societies and private functions
- An attractive family-friendly beer garden with outside kitchen
- Reconfigured and tarmacked parking area with disabled space and electric vehicle charging point

Our potential funding sources include a combination of selling shares, securing grants (see **Appendix 1**), issuing loans, and other fund-raising activities.

The Business Plan as described here assumes that our efforts to raise sufficient funding from a range of sources are successful.

In the event that funding income is minimal, the Management Committee is confident, and has modelled such a scenario, that basic repairs and redecoration of the premises as they stand, undertaken primarily by volunteers and then staffed by them, would allow the pub to reopen. This does not, however, represent the extent of Menter Ty'n Llan's vision and ambition. It should be viewed purely as an ultimate fall-back plan.

The three-year financial model, together with cash flow forecasts is to be found in **Appendix 4**. Key financial trading forecasts for the first three full years are (£):

	Year 1	Year 2	Year 3
Income	£304,891	£334,397	£359,903
Expenditure	£287,859	£301,241	£321,028
Profit/(Loss) excl depreciation	£17,032	£33,156	£38,875

7.2 Timing

Year 1 is assumed to commence on 1 April 2023. The full year will be preceded by a 6-month 'phased-opening' period during which staff outgoings will be kept to a minimum, notably by postponing the appointment of a Manager until trading patterns are well established. This period will also allow a degree of experimentation with opening hours and menus so as to trial user response. It is hoped that it will be possible in summer 2021 and 2022 to provide some food and drink in the garden, if building work permits, essentially to develop as a team- and morale-building exercise.

7.3 Key Assumptions

Turnover figures for food and drink have been calculated on the basis of detailed modelling, the components of which are indicated. Comparisons have then been made with (a) the British Beer and Pub Association 2019 Guide, using their 'Rural Pub with Character' model as the reference; and (b) the business models of other community pubs in comparable rural areas provided by the Plunkett Foundation. Advice has also been provided by experts via the Wales Co-operative Centre. Lastly, direct advice with respect to margins, prices, turnover, opening hours and staffing costs has been taken from an established village pub at Maentwrog, Gwynedd, and from a successful Caernarfon pub/cafe. Both indicate that our assumptions are reasonable and, if anything, conservative.

The four bedrooms, which will be targeted primarily at the Snowdonia holiday market, will be self-contained, allowing access independently of the pub, and avoiding the necessity of residential personnel and of a breakfast service. Rates are in line with those advertised in the area, and assumed occupancy varies between 25% for winter months and 65% in summer. It is assumed all bookings will be made through an online travel agency (OTA), charging 15% commission.

The multi-purpose function room is intended for hire by the hour or day by local societies but will also be available for private functions.

7.4 Staffing

Following the 'phased-opening' period, a full-time manager at the rate of £30,000, inclusive of on-costs, will be appointed with responsibility for day-to-day oversight of the food and drink operations, and bedroom and function room bookings. Consideration will be given to payment of a performance-related bonus.

The manager will act as line manager for all employed staff and will have a supervisory role vis-a-vis volunteers. He/she will provide monthly reports to the Business Sub-Committee and will account on a day-to-day basis to a named member of the Management Committee who will act as his/her line manager. The Business Sub-Committee will discuss these reports and provide summaries and advice to the Management Committee.

The business model provides a detailed hourly breakdown of the other staff required to maintain the services which have been described. For the purposes of this plan, it is assumed that these hours are all provided by paid staff, both permanent and temporary, though the opportunity for volunteering offers the possibility of savings under these headings.

A unique aspect of the plan is the proposed grant-funded appointment of a Development Officer to oversee delivery of the Society's wider objective of maximising participation, skills development and volunteering. The Development Officer will also focus on the work of promoting the Welsh language, engaging with the community, arranging regular events and activities, creating links with various stakeholders, communication and marketing and grant application to fund any further development work. The Development Officer role will ensure that the facility reaches its full potential and that Menter Ty'n Llan maintains its social mission.

7.5 Entertainment

£3000 per annum is currently allocated to the provision of entertainment – indicating a net cost of £250 per month. Arguably, such entertainment costs might well be covered by ticket sales, so this provision represents a contingency sum, but one which underpins our core aim of bringing people together.

8. Marketing and Promotion

Proactive marketing will be essential to the success of the project. As we look to market our product and service, we will be guided by the established marketing mix of the 7 'P's. The following outlines each 'P' in relation to Ty'n Llan.

8.1 Product

There is a distinct mix of products in this instance; however each product is marketed under the main Ty'n Llan brand with its varying target markets. Each product will have a different method for promotion, which we will look at in the promotions section.

The first 'product' on which to concentrate is, of course, the Share Offer. We will use the promotional methods highlighted in the document to promote the Share Offer to a broad range of potential investors (see para 8.9 below for a more detailed discussion of our Share Offer marketing strategy). The general message of this campaign will be to save our pub and to create a community pub. Investors will be targeted mainly via social media and press campaigns across Wales, and further afield via the Community Pub network.

Once Ty'n Llan is open, the product mix will include food, drink, accommodation and community facilities. The exact nature of these are yet to be decided at this stage.

8.2 Price

Our pricing strategy for various product offers in Ty'n Llan is yet to be finalised; however each product and its price contributes towards our income projections.

8.3 Place

The place in terms of a marketing plan is the venue in which the product is distributed, in this instance, Ty'n Llan.

The interior décor and overall image of the building will have an impact on its promotion and our pricing strategy.

8.4 Promotion

This element of the plan looks at how Ty'n Llan's products and services will be communicated.

The Marketing Communications Mix is traditionally known as the Promotion Mix. The 'mix' can be categorised as 4 tools:

- Advertising

- Sales Promotion
- Public Relations
- Direct Marketing

to which we can add a fifth,

- Interactive Communicatons

It's important to state here the power of coordinated Marketing Communications; every tool will be used in a coordinated manner, conveying the same messages to the same market segments and aiming for the same goals; the tools work more effectively in this way.

8.4.1 Advertising

There is a huge variety of print advertising media available throughout the UK; however these have very expensive rate cards and have quite a poor impact and return on marketing investment.

We therefore intend to concentrate on web-based advertising to communicate product information about Ty'n Llan. This could be in the form of a series of "Google Adword" campaigns that would allow the direct targeting of specific interest, ages, gender, and geographical coordinates, as well as giving complete control over ad spends and effectiveness. It could also be in the form of a number of social media campaigns with the existing web presence acting as "landing pages" for our online marketing. Further details for this are in the interactive communication section (para 8.4.5).

8.4.2 Sales Promotion

Although this is a non-personal form of communication, its ability to add value and bring forward future sales is strong. This section is obviously linked to the price section, and careful consideration needs to be given to how our products, services and sponsorship opportunities are priced and promoted.

This kind of approach can be invaluable in promoting midweek food offers or shoulder season accommodation offers.

Printed marketing materials such as brochures and leaflets can also be effective marketing tools for Ty'n Llan, mainly as part of an 'in destination' strategy for visitors to the area.

Interactive communication may be essential in promoting to a local and national market for food and accommodation; however printed materials are also a very effective tool to promote our food offer to guests staying at other accommodation providers.

8.4.3 Public and Media Relations

General press releases and interesting stories about Ty'n Llan will maintain its profile. Articles in the broadcast, printed and online media are a trusted way of communicating with the market.

We will build and maintain relationships with various members of the press; this is a basic, but essential way of obtaining coverage. Interesting and entertaining releases will maintain the press interest in the offer available.

8.4.4 Direct Marketing

There are two ways to approach direct marketing: one would be to use a third party to distribute our marketing communications, and the other would be to have a database of 'opted-in' individuals and/or groups.

Distribution via a third party would involve creating printed literature sent out by direct mail, or inserting a copy into various specific publications. This would communicate directly with a large portion of our target market; however usual success rates for such campaigns can be low (<5%).

Building a database of organisations and people likely to engage is the first task that needs to be completed, and Menter Ty'n Llan has added a subscription facility to the website to collate 'opted in' data which is held on our MailChimp account. We will keep in regular contact with this database with latest news and offers based on each 'tag' within the database, be they local, visitors, members, etc.

8.4.5 Interactive Communication

The Internet is the most cost effective marketing method when looking to promote a product to a market some distance away.

We have built a website (www.tynllan.cymru) and it is essential that we optimise the website to appear in various search terms, e.g. food in Llandwrog, accommodation Llandwrog, etc.

Probably the most interactive medium to develop at the moment would be Ty'n Llan's social media sites, mainly Facebook and Twitter, but also Instagram once we start work on the building and we become operational. These platforms offer brands the opportunity to talk to their customers on a daily basis, to engage with them, to answer their queries. They are, essentially, 'free' marketing tools when used properly.

As we look at how to promote the accommodation offer at Ty'n Llan, we will need to register with the various OTAs available to us. The main two would be booking.com and airbnb, each charging commission to promote our facilities. However, with the sheer magnitude of these organisations' marketing budgets and brand awareness, it would be essential to have a presence on them.

8.5 People

The people involved in delivering this plan include everyone associated with Ty'n Llan.

Any marketing strategy and action plan is only as strong as those delivering it. Menter Ty'n Llan Management Committee has a strong mix of expertise and experience, all of which is focused on this particular project and on supporting staff and volunteers in delivering a first class experience to our customers and stakeholders.

8.6 Physical Evidence

Nobody sells a product or service better than someone who has experienced that service, and peer experiences and opinion is something that is increasingly common and powerful within marketing. Our aim would be to utilise these experiences as part of the promotion and to encourage posting of positive reviews on various social media accounts and TripAdvisor. Whatever anyone's opinion is of these platforms, they are widely used and are powerful marketing tools when someone has had a positive experience – we need to ensure that everyone's experience is a positive one and this is why our 'people' are so important.

The concept of 'User Generated Content' is something that tourism organisations have undertaken successfully, and these would be communicated via the Ty'n Llan website with dynamic content, as well as posting videos/photos on our social media platforms.

8.7 Process

The transactional process has to be focused on the customer at every point during the sales channel. The website has to be welcoming, the staff need to be welcoming and informed, and our response as an organisation needs to be proactive and supportive.

We will ensure that marketing systems are in place to make the process as easy as possible for those delivering our various campaigns when promoting Menter Ty'n Llan.

Above all, throughout the marketing and promotion process, it will be essential that we monitor, control and evaluate each campaign to ascertain the response rates and the success of each one. Only by doing this can we know what the return on investment is.

8.8 Marketing the Share Offer

The Share Offer will be promoted using a number of tactics, with a prospectus being created from the outset which will be a shortened and 'punchier' version of the Share Offer. Alongside this will be a number of visual marketing aids such as photographic content and video content to be used on our social media channels.

A number of videos will be created which will include a full version (up to 3 minutes), and a number of shorter versions (up to 30 seconds), with varying messages and demographic profiles.

We have been collecting data of interested parties since setting up the Community Benefit Society's website as there is a subscription function on the site, and therefore we will also implement e-

marketing campaigns with the Share Offer. We also intend to recruit Ty'n Llan 'ambassadors' in various parts of Wales, distributing leaflets to those that either don't have access to, or don't use, digital platforms.

We have members of the community who work in the Welsh media and have also established a number of other contacts in the press over the past few months. We will utilise these contacts to ensure a steady stream of press coverage as we implement the campaign.

9. Governance

9.1 Management Committee

Menter Ty'n Llan is registered under the law as a society for the benefit of the community (Community Benefit Society) with the Financial Conduct Authority. The Society exists in order to carry on business for the benefit of the community and is committed to:

- trading for the benefit of the community, and not for anyone's private benefit
- retaining profits and applying profit to advance the Society's Purpose

Menter Ty'n Llan is subject to the Rules of the organisation and the Management Committee will manage the affairs of the Society. During a public meeting held on the 9th March 2021 the Initial Management Committee was formed from among those who indicated an interest in being members. This Committee consists of 14 people, the members are as follows:

Caryl Elin Lewis (Chair) – Owner-director Cwmni CELyn Cyf; Chair Llandwrog School Governors and Llandwrog Village Committee and founding member of Merched Mentrus Môn a Gwynedd. Formerly - senior posts with Gwynedd Council; Director of Mudiad Meithrin Cymru; associate consultant to the Institute of Public Care and Mental Health Foundation Wales.

Catrin Huws (Vice-Chair) - BBC production manager for Welsh-language programmes and online content. Responsible for co-ordinating many aspects of national broadcasting projects.

Grant Peisley (Secretary) -Founding director of Datblygiadau Egni Gwledig (DEG), Anglesey and Gwynedd Recovery Organisation (AGRO), YnNi Teg, Ynni Newydd, Ynni Lleu and YnNi Llyn; Director of Community Energy Wales; Advisor for the Plunkett Foundation.

Wyn Roberts (Director of Marketing) – Owner-director of AQUA Marketing Ltd with extensive expertise in digital marketing and the tourism sector. Director of Galeri Caernarfon Cyf, Hwb Eryri Cyf, Datblygiadau Egni Gwledig (DEG) and Cooliture Cyf.

Huw Jones (Treasurer) - Chair of Portmeirion Ltd and Ymddiriedolaeth Nant Gwrtheyrn. Formerly Chair and Chief Executive of S4C, co-founder of Sain, Barcud and Teledu'r Tir Glas and Trustee of RSPB and Royal Television Society.

Carys Aaron - Trustee of 'Sistema Cymru - Codi'r To'; director Adra Lodge Cyf hostel and restaurant. Formerly Business Manager and director Ffilmiau'r Nant Cyf; law lecturer Bangor Law School. Former company secretary Galeri Caernarfon Cyf and Crochan Celf; former Chair of Governors Ysgol Syr Hugh Owen.

Angharad Gwyn - Owner-director of Welsh retail company Adra; Leader and co-founder of Clwb Gwawr Llandwrog; former chair of the school PTA and of the village Ti a Fi group; member of Coleg Glynllifon Council and a business role model with Big Ideas Wales.

Dylan Wyn Herbert - Head of Resources & Work Planning SP Energy Network; Community Councillor for Penygroes; member - Caernarfon RFC Committee, North Wales Rugby Union Referees Society, Digital Skills Employer Group - North Wales Ambition Board; STEM ambassador.

Ian Kenrick Hughes - Business Manager for the North and Mid Wales Trunk Road Agency, having worked in local government for over 35 years. Former member of Governors at Ysgol Syr Hugh Owen and Ysgol Llandwrog.

Bethan Mary Jones - Professional actor who has lived in Llandwrog for 25 years and raised 4 children. Former Chair of Governors of Ysgol Llandwrog. Owns a self-catering accommodation business.

Sion Huw Jones - Teacher at Ysgol Glan Clwyd; part owner of Hairline Inc GC. Has lived in the village all his life and seen Ty'n Llan flourish as a child and adult. Passionate about seeing Ty'n Llan once again at the heart of the village.

Alun Prytherch - Chief Business Analyst at VISA, defining how the company's next-generation payment systems will work. Formerly - Business Advisor to Barclays, Bank of America, Lloyds and the Royal Mint; Retail Statistician and Forecaster for Sainsbury's.

Iwan Williams - Head of Music at Ysgol Glan y Môr Pwllheli; adjudicator and choral conductor. Passionate about Welsh culture and community spirit.

Sioned Williams – Head of Gwynedd Council's Economy and Community development department, responsible for economic development, tourism, events, regeneration programmes, skills and employment. Qualified town planner, supporting social enterprises for 25 years. Member of various management boards; advisory roles with North Wales Economic Ambition and Snowdonia Enterprise Boards; former chair of North Wales Skills and Employment Board; Chair of Sport North Wales.

9.2 Thematic Groups

The Management Committee is supported by six sub-committees responsible for different areas of activity and expertise. These include:

- Business Operations
- Marketing, Branding and Communications
- Building Redevelopment and maintenance
- Food and Drink

- Outside area & garden
- Community activity and entertainment

The groups will assist the Management Committee in carrying out its functions, ensure effective development and running of Ty'n Llan and carry out specific tasks on its behalf.

10. Risk Management

10.1 SWOT Analysis

This SWOT Analysis identifies the Strengths (S), Weaknesses (W), Opportunities (O), and Threats (T) pertinent to the project. A further, more detailed risk register can be seen in **Appendix 5**.

Strengths

1. Historical goodwill - Ty'n Llan at one time had a steady customer base and was a popular venue with residents from villages within a wide radius
2. Lack of competition from pubs, restaurants, hotels within a 5 mile radius
3. Outdoor space – the ability to plan and utilise outside areas to maximise usage and income in extended Covid-19 era
4. Much support and goodwill demonstrated through temporary loan appeal, questionnaire responses and public meetings
5. No other community facilities in the village
6. Little public transport to/from the village
7. An attractive Grade II Listed building
8. Excellent central location, within easy walking distance for all villagers
9. Close to the beach
10. Popular area for walkers and cyclists
11. Being a community venture will mean increased incentive for shareholders to use and support the facility
12. As a Community Benefit Society the venture will be able to apply for grant funding
13. Good history of village involvement in activities
14. The Society will own the freehold and will not be tied to any breweries; therefore we will be able to negotiate the best deals for supply of food and drink
15. The Society will appoint an experienced manager to oversee the everyday management of the facility.

Weaknesses

1. Ty'n Llan has been closed since 2017 and the condition has deteriorated ever since
2. The customer base had fallen over the years prior to closure
3. Refurbishment costs are high due to listed status requirements/constraints
4. There is little public transport to/from the village.

Opportunities

1. To rebuild its reputation
2. To satisfy the demand for a good food offering in the area
3. To provide additional community facilities - there are no other village facilities or meeting places

4. To develop a new customer base including home workers, nearby businesses and people in search of locally produced beers and locally sourced, good quality, food
5. To bring in custom from beyond the village
6. To strengthen customer base and loyalty by building on the community aspect of the pub
7. To involve customers and the wider community through organising events, practical skills, volunteering etc
8. To enable the local community and wider shareholders to feel part of something that is historical and beneficial to the village
9. To improve the premises and services to attract further use by the community
10. To work to enhance the attractiveness of the pub, through practical support and constructive feedback
11. To appoint an experienced manager and staff to make the pub successful, to provide good customer service and to ensure it is well used by the community
12. To take advantage of new grant funding pots available to support communities with their recovery from Covid-19 and to develop community owned assets.

Threats

1. A lack of interest in the community share offer
2. The inability to repay lenders
3. A lack of sufficient finance after purchasing the pub to complete the refurbishment and development works
4. Covid-19 restrictions continuing for a longer period, effecting our ability to trade as anticipated
5. Unexpected repair costs
6. Diminishing community support, both in general and as volunteers
7. Changes in external factors over the next three years – such as an economic downturn, grant funders’ policy changes, unexpected competition, etc
8. Failure to appoint and retain suitably qualified key personnel, especially manager and/or chef
9. Failure to achieve and maintain a correct balance between quality /value / profit.

10.2 Responding to the Risks

We intend to build on our strengths and take advantage of the opportunities identified in our SWOT analysis. We will meet the weaknesses and threats through the following measures:

10.2.1 Attracting business

Once the pub is owned by the community, the commitment to use the pub and to encourage family and friends to use it will be considerable. This has proven to be the case in many instances of community-owned pubs. We also plan to conduct a marketing/PR campaign aimed at residents of surrounding areas and at seasonal visitors.

Consistent provision of competitively priced good local beer, wine and freshly prepared food using local ingredients, together with reliable opening hours, will provide a good basis for establishing the reputation of the pub, which should then attract a steady flow of customers by word of mouth, good TripAdvisor reviews, local newspaper restaurant reviews, etc. The introduction of events such as regular live events, pub sports, lunchtime clubs, café, and community activities of all kinds will also attract custom. Furthermore, we anticipate strong demand for our high quality bedroom accommodation.

10.2.2 Lack of grant funding for refurbishment and unexpected costs

A condition survey has been undertaken and our offer to purchase the pub reflects the current condition and valuation provided. We recognise that to bring the building up to standard will require some refurbishment and repair works. However, in order to achieve our full vision, and to meet the needs of the community and increase the project's viability, we are eager to re-model and develop the building. We intend to fund these works through a mixture of community shares, fundraising and grant funding. Based on initial enquiries with potential funders, we are confident that the project meets the criteria of some capital grant funds. We identify a small risk that our grant applications might not be successful and are ready to scale down our plans and repair the building with the funds available, should we need to. Our Management Committee includes members who are experienced in successful grant applications and this will be an advantage. The financial impact of unanticipated repairs can, to some extent, be mitigated by using volunteers from the community and fundraising activities. Many have indicated (through the questionnaire) that they would be willing to donate their time and skills in-kind to assist with repairing the building.

10.2.3 Loans not paid and shareholder withdrawal

We will purchase the building with the funds raised from the sale of community shares and temporary loans. Lenders have submitted a formal pledge form confirming their offer and will receive a more detailed contract once we request to draw down the funds. As we have raised more in loan pledges than we need, we will scale back each pledge to reflect the funds required. There is a small risk that some may not have the funds in place when we request them or some may have changed their mind. We anticipate that the risk of this is low; however, should we be faced with this position other lenders have shown their willingness to increase their loan to us.

The intention is that these loans will be repaid from a WCVA mortgage, grants from other sources where terms allow, other fund-raising activities and, eventually, from trading. The Loan Agreements provide for the possibility, by agreement, of extending the loans or varying the terms of repayment, should the Society be unable to make the repayments on the due date.

The Society's rules provide that members cannot withdraw their shares in the first three years of the operation of the business, to allow it to establish itself. After that, members will be required to give notice as per the Rules if they wish to withdraw shares, and approval will be subject to funds being

available and Management Committee confirmation. Cash reserves will be built up where possible to enable withdrawal of shares subject to the requirements of the business. Ideally, new or existing shareholders will be willing to invest to replace shares being withdrawn. If they cannot be replaced, then the reserve fund would be utilised. Whilst the Society's rules require that every member commits their investment for at least three years, there are certain circumstances in which the Management Committee is authorised to allow early withdrawal (e.g., death and bankruptcy). In practice we do not anticipate that the Society will be in a position to fund any withdrawals before Year 5. When it is possible to consider share repurchase, the Committee will set out appropriate criteria and annual limits. The Committee may suspend withdrawals depending on the long-term interests of the Society, the need to maintain adequate reserves, and the commitment to the community.

10.2.4 The business is unviable

If, despite a sound business plan, vigorous and sustained marketing, and the support of members and other customers, the business does not develop as anticipated, then the Management Committee would be forced to consider appointing a tenant to run the pub OR be forced to close the pub, sell the assets and repay the original investors, with any residual assets to be used for the benefit of the community. This is clearly not an outcome that we seek, nor one that we think is likely, but this possible course of action should give investors some security that in the event of the enterprise being unsuccessful they may be able to recover some or all of their investment.

10.2.5 Covid-19 restrictions

We anticipate that the purchase of the pub will be completed by the summer. At present it is difficult to foresee the effect of the pandemic on the business operation. Our initial priority will be to tidy the garden and ensure there is sufficient outdoor seating, adhering to Covid-19 regulations. Should we be successful in our grant applications for the upgrade and development works, this would lead to a period of closure whilst the works are underway. In anticipation that our grant applications will be successful, we foresee that we will re-open the newly refurbished building in 2022/2023. We will continuously monitor the situation and adapt as we go on to respond to the pandemic situation. We will also look into what business support grants we may be eligible for to help us during the pandemic.

10.3 Data Protection Act 2018

The Society adheres to the principles of the Data Protection Act 2018 and will use and process personal data only for the purposes of Menter Ty'n Llan Cyf. We will:

- use it fairly, lawfully and transparently
- keep personal information that we hold securely and up to date
- only use it for the specific purposes for which it was collected
- keep it for no longer than is necessary

11. Conclusions

The community of Llandwrog and stakeholders are clearly very supportive of the proposal to purchase, preserve and develop Ty'n Llan as a community venture. There is much evidence to support the need for further facilities in the area to support people with their health and wellbeing and help tackle social isolation and loneliness. This project will also regenerate the area, creating employment and volunteering opportunities and will provide vital facilities for a rural community.

The proposal cannot be considered in isolation. Developing the building will create more capacity for community activity and will attract further visitors to the area. Working with other local facilities and businesses will be important, ensuring that they complement each other and take a co-ordinated approach in order to maximise the potential for all.

The aspiration that Ty'n Llan will be self-financing is realistic, provided that a stable customer base is built, and that sufficient investment is forthcoming at the outset to make the building high quality and environmentally efficient. Ensuring appropriate staffing levels and creating a Development Officer post will be crucial to promoting and marketing Ty'n Llan effectively, to continuing to create links with stakeholders and to ensuring that the asset maintains its social mission and responsibilities.

We are confident that - provided the community, shareholders and stakeholders continue to offer their ongoing support, and that the project can deliver the facilities and services needed to a standard that meets the community's expectations - then Ty'n Llan will be a thriving business and community asset.

12. List of Appendices

Appendix 1: Potential Funding Sources	see page 47
Appendix 2: Community Questionnaire Report	available on request
Appendix 3: Sample of Support Letters	see page 49
Appendix 4: 3 Year Financial Model and Cash Flow Forecast	see attachment
Appendix 5: Risk Register	see attachment

12.1 Appendix 1 - Potential Funding Sources

Community Shares

Community Share ownership is a fundamental part of the whole venture as it is the means by which the community participates in and takes ownership of the pub. In addition, it provides vital funds to the Project and is seen by most grant givers as a necessary demonstration that the community is committed to the Project.

Grant Funding Application Support

The Gwynedd Council Local Regeneration Officer for the area would be able to assist with the work of developing grant funding proposals. Below are some examples of possible funding sources for the building refurbishment and development work and possible revenue funding sources for staffing:

- **Architectural Heritage Fund Wales**
This fund can provide capital funding to help projects with development costs. There are various application rounds throughout the year, with around £80k capital funding available.
- **National Lottery Community Fund - People and Places**
Offers funding from £100,001 to £500,000 for projects where people and communities are working together and using their strengths to make positive impacts on the things that matter to them the most. 'People and Places' can fund capital and revenue costs up to £500,000, such as equipment, staff costs and refurbishments. It can fund projects for up to five years.
- **Welsh Government – Community Facilities Programme**
This is a capital grant scheme operated by the Welsh Government. Grants are available at two levels: small grants of under £25,000 and larger grants of up to £250,000. Grants can be used to improve community facilities which are useful to, and well used by, people in the community.
- **UK Government Community Ownership Fund**
The UK government has launched a new £150 million Community Ownership Fund to help ensure that communities across Wales, Scotland, England and Northern Ireland can support and continue benefiting from the local facilities, community assets and amenities most important to them. Community groups will be able to bid for up to £250,000 matched-funding to help them buy or take over local community assets at risk of being lost, to run as community-owned businesses. The first bidding round for the Community Ownership Fund will open in June 2021.
- **Foundational Economy Fund Wales**
The services and products within the foundational economy provide those basic goods and services on which every citizen relies and which keep us safe, sound and civilized. Care and health services, food, housing, energy, construction, tourism and retailers on the high street are all examples of the foundational economy. The Welsh Government has established a £4.5m Foundational Economy Challenge Fund which will support a series of experimental projects that will enable them, in collaboration with partners, to test how they can best support the foundational economy and which Government interventions work best.

- **Heritage Lottery Fund**

Funding for a broad range of projects that connect people and communities to the national, regional and local heritage of the UK. Heritage can be anything from the past that you value and want to pass on to future generations. Grants of up to £5m are available for eligible projects.

- **WCVA - Community Asset Development Fund (CADF)**

Supports social businesses that are aiming to bring an asset into community ownership through one of the following:

- purchasing the asset
- purchasing and renovating the asset
- renovating an existing asset that is not in full use
- equipping an asset

The type of asset can vary from social/sports clubs, community halls, community hubs, community pubs etc. Successful applicants will need to demonstrate how the funded activity will create a positive shift in social impact as well as a positive shift in income generation. Organisations will be able to apply for up to £150,000. Match funding of at least 40% is required. CADF is 40% grant and 60% repayable assistance. How much you repay will be dependent on how much the organisation's income increases.

- **WCVA - Social Business Growth Fund (SBGF)**

Supports social businesses in Wales financially to enable them to grow and create job opportunities. SBGF is part funded by the European Regional Development Fund and Welsh Government and is added to the suite of investments administered by Social Investment Cymru. The fund can provide investment of up to £150,000. Match funding of at least 40% is required. The support provided is a mix of grant and repayable assistance; the more you overachieve in creating jobs the less that needs to be repaid.

In-kind funding

In-kind contributions may be used as a contribution within grant fund applications. An in-kind contribution is a non-monetary contribution. Goods or services offered free or at less than the usual charge result in an in-kind contribution. Similarly, when a person or entity pays for services on the committee's behalf, the payment is an in-kind contribution.

12.3 Appendix 3 – Examples of Support Letters (Anonymised)

“Diolch yn fawr am y neges i Sain yn egluro am fenter gyffrous Ty’n Llan, ac ymddiheuriadau am yr oedi cyn ymateb. Mae Sain yn awyddus iawn i gefnogi’r fenter ac yn edrych ymlaen at weld y dafarn ar ei newydd wedd. Yn y gorffennol roedd sawl ymwelydd a’r stiwdio, a’r staff hefyd, yn mwynhau picio draw i gael chydig o luniaeth ac mae’n braf meddwl y bydd tafarn leol yn ardal Llandwrog eto.

Dymunwn pob llwyddiant i chi ac edrychwn ymlaen at gael ymweld!

Sain (Recordiau) Cyf
Llandwrog”

“Ymhellach i’ch gohebiaeth diweddar. Rwyf yn falch o ddatgan cefnogaeth Cyngor Gwynedd i ddymuniad cymuned Llandwrog i berchnogi Ty’n Llan a, thrwy hynny, gwasanaethu trigolion lleol a chreu gwaith ynghyd â gwarchod yr adeilad hanesyddol.

Dymunir bob llwyddiant i’r Fenter.

Cofion,
Economy & Community Department
Cyngor Gwynedd Council”

“Diolch am y neges.

Mae Adra (Tai) yn gefnogol iawn i brosiectau o’r fath sydd yn cyd-fynd a rhai o’r themâu yn ein Strategaeth Gymunedol - gan gynnwys Cyflogaeth a Sgiliau, Iechyd a Lles ag hefyd Diwylliant, Treftadaeth ac Iaith.

Da ni eisoes wedi cefnogi prosiectau Tafarn Y Fic yn Llithfaen, Tafarn yr Heliwr yn Nefyn a Tafarn Y Plu yn Llanystumdwy, ac wedi gweld sut maent wedi/wrthi’n buddio ein cwsmeriaid a’n cymunedau. Felly, byddwn yn hapus iawn i gefnogi prosiect Menter Ty’n Llan mewn unrhyw ffordd y gallwn.

Mae gan Adra grantiau o hyd at £1,000 ar gael trwy ein Cronfa Buddsoddi Gymunedol, i gefnogi grwpiau cymunedol a gwirfoddol gyda phrosiectau cymunedol. Felly os da chi’n meddwl y byddai grant yn gallu helpu elfen benodol o’r prosiect neu os gallwn fod o unrhyw gymorth pellach, yna peidiwch ag oedi rhag cysylltu â mi.

Uned Cymunedau a Phartneriaeth / Community and Partnership Unit
Adra Tai”

“Gallaf gadarnhau fy mod yn gefnogol iawn i’r syniad a’r bwriad o ddatblygu Ty’n Llan, credaf y byddai’n adnodd gwerthfawr iawn ar gyfer y gymuned. Mae mentrau fel hyn yn dod â chymuned ynghyd ac yn helpu i gynnal gwead cymuned a chymdeithas.

Wrth ddatblygu adnodd i gynnal digwyddiadau o bob math byddai’n ychwanegiad gwych i’r ardal yma. Credaf y byddai’n fuddiol tu hwnt ac yn ddatblygiad y gall pobl o bob oed ei werthfawrogi.

Yn ogystal mae unigedd yn fater real i nifer yn ein cymunedau, mae mentrau cymunedol fel hyn yn helpu i ddenu pobl i ymgysylltu a chyfranogi mewn gweithgareddau amrywiol ac felly byddai canolfan o'r math yma hefyd yn gallu cyfrannu at wella llês emosiynol unigolion.

Gall canolfan fel hyn wella ansawdd bywyd trigolion lleol a drwy ddarparu gweithgareddau o bob math yn lleol daw hyn â chyfleoedd newydd amrywiol i'r gymuned.

Dymunaf pob dymuniad da i'r fenter bwysig yma.

Diolch a Chofion

Cynghorydd Judith Humphreys"

“Fel busnes sydd yn berchen bythynnod hunan arlywio o safon, yn lleol rydym yn fwy na barod I gefnogi y fenter yn Tyn Llan.

Ar y funud, yn sgil tri bwthyn gwyliau yn cysgu hyd at 22 o westion yn ddyddiol/wythnosol, un or pethau cyntaf mae ein gwestion yn ofyn, ble maer dafarn leol neu lle allwch argymell am fwyd da, y gwir amdani, does nynlle!!, felly rydym yn argymell unai y Goat yn Bryncir, neu y Black Boy yn Gaernarfon!!

Mae rhain yn westion o safon, yn eu niferoedd yn ystod misoedd y gaeaf, yn ogystal ar haf wrth gwrs. Rydym yn fwy na bodlon I hyrwyddo Tyn Llan o fewn ein bythynnod. Pob lwc.”

“Nodyn o galonddid oedd clywed am benderfyniad trigolion Llandwrog i ffurfio cymdeithas i achub ac ail-agor tafarn Ty'n Llan. Heb os byddai menter o'r fath yn gyfraniad aruthrol i'r pentref yn ogystal ac i'r ardal yn gyffredinol.

Yn y gorffennol mae'r dafarn wedi bod yn ganolfan gymdeithasol ac yn enwog yn yr ardal gan bobl lleol ac ymwelwyr ond mae'n hanfodol ein bod nawr yn symud hefo'r oes.

Rwy'n llongyfarch trigolion Llandwrog am eu gweledigaeth a'u brwdfrydedd ac edrychaf ymlaen i weld y fenter yn cael ei chyflawni ar ei newydd wedd.

Dymuniadau gorau

Cynghorydd Eric M Jones"

“Fel busnes teuluol lleol, ers dros ddeng mlynedd, mae ein cwsmeriaid sydd yn aros yma ar faes carafanau a phebyll Cae Clyd, Pontllyfni, yn gofyn yn aml a rheolaidd am rhywle i fynd i gael brecwast, swper, panad, tec awe neu rhywle i ymlacio ar derfyn dydd.

Mi fyddai cael cyfleusterau fel y bwriedir eu cael yn Nhy'n Llan o fudd mawr i ni fel awgrymiad i bobl fynd am lymaid neu i wleda, a hynny ar stepan ein drws.

Braint yw cael rhoi pob cefnogaeth i'r fenter gan ddymuno pob llwyddiant i'r ymdrech”

“Braf oedd clywed y byddai tafarn Ty'n Llan, Llandwrog yn ail-agor er budd y gymuned a thrigolion yr ardal unwaith eto.

Rydym yn awyddus i gefnogi'r fenter hon oherwydd byddai cael tafarn fel man cyfarfod yn galon i'r gymuned a'r gymdeithas. Yn ogystal â hyn, mae gennym ni faes carafanau nid nepell o bentref Llandwrog a byddai tafarn, caffi yn ddelfrydol i fedru gyrru ymwelwyr yno i fwynhau pryd o fwyd a diod, a phrofi diwylliant Cymreig sy'n hynod o bwysig i hyrwyddo twristiaeth gogledd Cymru.

Wrth reswm, ni ellir dibynnu ar dwristiaeth dros fisoedd y gaeaf, felly mae'n hanfodol bod Ty'n Llan yn gallu cael ei ddefnyddio'n eang fel canolbwynt i'r gymuned a chynnig cyfleusterau ar gyfer cymdeithasau a mudiadau lleol drwy'r flwyddyn. Rydym yn cefnogi cais 'Cymdeithas Ty'n Llan, Llandwrog' i ail-agor fel canolfan cymdeithasol i'r gymuned a thwristiaid fel gellir sicrhau bwrlwm yn y pentref unwaith yn rhagor. Gyda phob dymuniad da a llwyddiant gyda'r fenter hon"

"In relation to the community purchase of the Tyn Llan Pub, we at Tai Coch Chatham are fully supportive of this venture. Many of our guests at the self catering cottages request that there is a pub / restaurant within walking distance and Tyn Llan is ideally suited for this purpose. It will be to the benefit of the local community and visitors alike that the Tyn Llan venture succeeds"

"I have been watching your progress closely on social media over the past few months and am so thrilled that Ty'n Llan is going to get the new lease of life it deserves. As you may be aware, we have a bar onsite here at Dinlle Caravan Park, however we actively encourage our owners and holiday customers to get out and about in the local area and boost the local economy with their tourism spend whilst staying with us. We would love to be able to spread the word to our customers – please keep us updated on possible opening dates. Wishing you all the best for your opening and if we can be of any help, don't hesitate to contact us further."

"Fel trigolion o'r pentref sydd yn gosod bwthyn gwyliau hynan-arlwyol yn Llandwrog byddem yn aml yn cael ein gwsteion yn ymholi am dafarn a bwyty lleol. Byddai ail agor Ty'n Llan fel tafarn a bwyty felly yn sicr yn cael ei hysbysebu ganddom ni ac yn siwr o gael ei ddefnyddio gan ein ymwelwyr"

"Dyma nodyn byr ar ran Maes Carafanau Llyn y Gele, Pontllyfni i nodi ein cefnogaeth i'r fenter o ailagor Ty'n Llan. Mae ein hymwelwyr yn aml yn chwilio am rhywle agos i fynd am bryd o fwyd, a byddai'n braf gallu eu cyfeirio i dafarn wledig gydag awyrgylch Gymraeg a Chymreig. Pan oedd Ty'n Llan ar agor yn y gorffennol roedd boblogaidd ymhlith ein carafanwyr, a sawl un wedi dweud eu bod yn gweld colli'r dafarn. Yn yr un modd, rydym yn llwyr gefnogi'r fenter ar lefel bersonol. Byddai cynllun o'r fath yn bendant yn gaffaeliad mawr i'r ardal gyfan."

Pob lwc efo'r fenter."