

Llwyddo'n Lleol 2050

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1. Project Background

Llwyddo'n Lleol 2050 has been an ARFOR funded programme, operating across Carmarthenshire, Ceredigion, Gwynedd and Anglesey.

With the migration of families and young people being recognised as one of the main reasons for the decline in the number of Welsh speakers in key areas, the aim of Llwyddo'n Lleol 2050 is to convince young people and young families who are at risk of leaving or have already left that it is possible to have a bright future, with a good job in an exciting field, within their native community.

There are four elements to the Llwyddo'n Lleol 2050 project:

1. Efen Gyrfaol / Career Initiative
2. Efen Mentro/ Enterprise Initiative
3. Efen Ymgartrefu/ Relocation Initiative
4. Efen Profi / Profi Initiative

2. Efen Gyrfaol (Career Initiative)

The [Gyrfaol \(Career\)](#) initiative is a key programme that has provided meaningful professional experiences for young people in the ARFOR area, helping them develop their careers while also highlighting the potential for success in West Wales. Through this initiative, we have supported 81 young people in gaining practical experience with local businesses, promoting their development in various fields.

This initiative offered young people the opportunity to receive training, placements, apprenticeships, and even visit companies outside the ARFOR area to gain valuable insights that they could bring back to revitalise their local communities. The companies involved in the programme had the chance to apply for up to £12,000 to invest in young staff members or provide them with professional experience.

One of the main goals of the Gyrfaol initiative was to showcase the wide range of industries and career paths available in West Wales. By working with 62 businesses or organisations, ranging from engineering, marketing, theatre, football recruitment, to beekeeping, we

succeeded in demonstrating that exciting and rewarding career opportunities can be found in rural areas. This has helped challenge the common narrative that career success and professional development are not possible without moving to urban or more metropolitan areas.

In addition to promoting local employment, the Gyrfaol initiative has placed significant emphasis on the Welsh language, encouraging its use as an essential skill in career development. We have highlighted the importance of bilingualism in the workplace, which has become a key asset for personal and professional development in the region.

Another key element of the initiative was promoting the work-life balance available in the ARFOR region. We had the opportunity to organise trips and social gatherings for those involved in the Gyrfaol initiative, so they could connect, share experiences, and celebrate the positive impact this programme has had on their lives. By creating a strong community and highlighting the advantages of the lifestyle associated with living and working in rural Wales, we have underscored the possibility of building a successful career while maintaining a fulfilling personal life.

In summary, the purpose of the initiative was to encourage young people to pursue successful and rewarding careers in their local communities, invest in their professional development, and raise awareness of the opportunities available in rural Wales. It has contributed not only to the economic development of the area but also to preserving and promoting the Welsh language as an essential skill in the modern workplace.

Impact of the Gyrfaol Initiative

The Gyrfaol initiative has had a significant impact on both the local economy and the young people involved, while also playing a pivotal role in promoting the Welsh language. One of the key outcomes of the programme is the creation of new job opportunities, with 14 young people securing new roles that were specifically created due to the funding provided by the Gyrfaol initiative. Additionally, a further 30 participants will continue in roles within businesses where the initiative allowed them to grow and develop their skills, either through work experience, training, or direct employment.

Gwenyn Gruffydd, Camarthenshire

The Gyrfaol initiative allowed [Andy Stead](#) to receive a beekeeping apprenticeship. Through this opportunity, Andy has secured a full-time job and has been able to take advantage of apprenticeship courses and is now able to implement the skills and knowledge learnt into the business.

Pelly, Anglesey

Pelly is a relatively new football recruiting company based in Gaerwen. They were eager to employ a new member to the team through Llwyddo'n Lleol's support. Through the gyrfaol initiative they were able to offer [Luke Jordan](#) a role as project officer. Since being at the company for a year, Luke has now secured a permanent full-time role as a Sales Officer. This new position will allow him to visit and recruit new clients for the business.



(Left: Andy preparing bee boxes, Right: Luke visiting potential clients whilst on a scouting course in France)

Economically, the Gyrfaol initiative has not only helped retain young talent within the region but also contributed to the growth and sustainability of local businesses by enhancing their workforce. The opportunity to gain professional experience has proven to be a valuable asset for both businesses and young people, helping to foster a skilled, adaptable, and committed workforce that can meet the challenges of a changing economic landscape.

Each individual involved in the initiative gained invaluable experience, which has enabled them to advance their careers. Whether through direct employment or by developing further within their existing roles, the participants have gained the skills, confidence, and connections necessary to thrive professionally. Furthermore, all positions created or developed through the initiative required the ability to speak Welsh, ensuring that language skills were not only valued but essential for success.

The emphasis on the Welsh language has had a profound effect on those involved, particularly for those who were initially less confident in using it. The Gyrfaol initiative provided a supportive environment where individuals could practice their Welsh language skills, see the practical value of bilingualism in the workplace, and, ultimately, build their confidence in using the language. This focus on Welsh has helped to reinforce its importance as an essential skill in the local economy and workplace, while also contributing to the broader cultural goal of ensuring the continued use and promotion of Welsh in the region.

In summary, the Gyrfaol initiative has delivered positive economic outcomes, fostering local employment opportunities, and has empowered young people to develop both professionally and personally. By prioritising the Welsh language, the initiative has also reinforced the value of bilingualism, helping to build confidence in young people and ensuring that Welsh remains a key asset in the local workforce.

Insights Gained

The Gyrfaol initiative, provided valuable insights into the demand for youth career development support in rural areas, as well as the effectiveness of partnering with a wide range of local businesses and organisations. Several key lessons have emerged from the initiative, which will guide future efforts in empowering young people and promoting local development.

1. Strong Demand for Career Development Support

One of the most important lessons learned from the Gyrfaol initiative was the high level of interest and demand for this type of support. Despite being a new element within Llwyddo'n Lleol, the initiative proved to be highly popular among both young people and businesses. This demonstrated a clear need for targeted programmes that provide professional development opportunities within rural communities. Businesses recognised the value of investing in the career growth of young people, viewing it as an excellent opportunity to foster local talent and create long-term workforce sustainability.

2. Diversity of Experiences and the Challenge of Capturing Stories

Working with such a broad range of businesses across different sectors was one of the most rewarding aspects of the initiative. The variety of industries involved, from engineering and marketing to the arts and sports, provided participants with a wealth of professional experiences. Additionally, capturing these stories through social media helped raise awareness of the opportunities available. However, one challenge that emerged from working with so many businesses and individuals was the difficulty in fully capturing and conveying each story on social media. While efforts were made to highlight as many experiences as possible, the volume of content and the diversity of the stories meant that some narratives did not receive the attention they deserved. In future initiatives, focusing on fewer businesses or individuals could allow for more in-depth storytelling and better social media engagement.

3. Flexibility in Support, but a Need for Focused Engagement

The flexibility of the initiative, allowing businesses to tailor the type and length of support for young people, was an essential factor in its success. This adaptability enabled businesses and participants to gain the most from the initiative. However, it also highlighted that the varied nature of support—from short-term placements to longer-term apprenticeships—meant that some young people might not have received the depth of experience necessary to fully benefit. Moving forward, it may be more effective to focus on fewer participants but for longer durations, ensuring a more thorough and meaningful engagement. This would allow for better storytelling, more focused outcomes, and a stronger economic impact in the community.

4. The Value of Local Business Engagement

The extensive collaboration with over 60 local businesses reinforced the importance of community-based partnerships in providing professional opportunities for young people. This wide network of businesses not only helped create a range of experiences but also emphasised the potential of local economies to sustain and

develop young talent. Future initiatives could benefit from further strengthening these relationships by working more intensively with a select group of businesses that are committed to offering ongoing opportunities for young people, possibly extending financial support to cover placements or apprenticeships for a longer period—up to a year—providing a more substantial and lasting impact.

5. Promoting Bilingualism and Cultural Heritage in the Workplace

A key takeaway from the initiative was the importance of bilingualism in the workplace. The Gyrfaol programme successfully integrated the Welsh language into professional experiences, underscoring its relevance as a valuable skill in the modern workplace. This not only contributed to preserving and promoting the Welsh language but also positioned bilingualism as a competitive advantage in local career development. Future projects should continue to emphasize the role of bilingualism in enriching the workplace and supporting personal and professional growth.

6. Creating a Balanced and Supportive Community

The initiative's focus on maintaining a healthy work-life balance, through social events and networking opportunities, proved to be a significant benefit. Participants were able to connect, share experiences, and celebrate their successes together, which helped foster a strong sense of community. This sense of belonging and mutual support was invaluable in motivating young people and reinforcing the idea that career development can be achieved while maintaining a fulfilling personal life in a rural area. Future programmes should continue to nurture this sense of community, as it plays a crucial role in encouraging sustained engagement and well-being.

The Gyrfaol initiative has offered numerous insights into the demand for professional development opportunities for young people in rural areas, the importance of flexibility in support, and the value of local business partnerships. By focusing on fewer, more targeted opportunities for extended placements and offering greater financial support for longer periods, future initiatives could have an even greater impact on career outcomes for young people in rural communities. These lessons, combined with the continued promotion of bilingualism and work-life balance, will help shape the future of youth development programmes in rural Wales, ensuring that young people can build successful careers while contributing to the local economy and cultural heritage.

3. Efen Mentro (Enterprise Initiative)

The Mentro initiative was designed to support individuals with similar interests in developing business ideas or responding to challenges in their communities. By delivering a series of tailored training programmes, the element created unique opportunities for collaboration, skill development, and turning ideas into practical solutions. The element was structured to engage participants in both broad county efforts and more local community projects, fostering a diverse yet cohesive approach to personal and community development.

The aim of the Mentro initiative was twofold: to provide the resources and support needed for participants to develop viable business ideas and help address local challenges. Participants were encouraged to identify opportunities within their communities, and the initiative provided tools—such as mentoring, financial support, and sessions with experts—to enable them to create practical solutions to problems. Whether participants focused on business development or addressing local social issues, the initiative was designed to build capacity, encourage creative thinking, and foster leadership among participants.

The programme was divided into two main components:

- **Programmes delivered by the Lafan Consultancy Group:** These programmes were held across the four counties, with participants attending weekly sessions with experts over a period of 8 to 10 weeks. These weekly sessions provided participants the chance to hear from guest speakers and experts in various fields such as marketing and financial management, as well as take part in workshops or activities to develop various skills. As part of the scheme, financial support was offered to participants to develop their business ideas, providing an inclusive environment for innovation. By bringing people together from different regions, these programmes created unique opportunities for networking, sharing knowledge, and collaborating across county borders.
- **Programmes delivered by Project Officers:** These programmes focused on local community needs and were specifically designed to address issues such as creating community events or helping young people learn about different career paths. Although these programmes were more localised, they still aligned with the broader goals of the Mentro initiative: fostering empowerment, developing new skills, and addressing key community challenges. By focusing on local issues, project officers were able to create targeted, meaningful impacts within rural communities.

Impact of the Mentro Initiative

The [Mentro initiative](#) has had a positive impact on participants and their wider communities. Young people who participated in the programmes organised by Lafan had a unique opportunity to develop their business ideas with financial and expert support, as well as the chance to build a broad network of contacts within their local areas. This led to the development of new businesses that addressed specific local needs and contributed to economic growth in their regions.

To measure the impact of the programmes organised by Lafan, participants were asked to complete a brief questionnaire before and after participating in the training programmes. By comparing the responses from participants before and after their involvement in the project, changes in attitudes and opinions could be measured. The research results showed that participants had strengthened their understanding of the opportunities available in the ARFOR region, as well as experiencing significant improvements in confidence.

Prior to taking part in the Mentro scheme, 76.9% of participants in Ceredigion and Carmarthenshire strongly agreed that the Welsh language offered opportunities for them, and by the end of their involvement, this percentage had increased to 84.6%. This suggests that the Mentro initiative succeeded in raising participants' awareness of the opportunities Welsh offers for entrepreneurship and employment.

When measuring participants' confidence, there was a 38.4% increase in the number of participants (from Ceredigion and Carmarthenshire) who strongly agreed that they felt confident about their future. A similar increase in confidence was also seen in participants in Gwynedd and Anglesey, and while initial responses indicated some uncertainty about their futures, by the end of the programme, 60% of participants felt confident about their next steps.

For those involved in the community-focused initiatives delivered by project officers, the project provided a platform to address local concerns and create practical solutions. Whether organising events, fostering career exploration, or tackling community challenges, beneficiaries were able to make measurable impacts in their local environments. The focus

on young people and local issues also contributed to inspiring a sense of agency, encouraging future leaders to play an active role in shaping their communities.

One of the local Mentro initiatives was providing local rygbi clubs support to organise Welsh language community events. These proved to be very popular as well as economically beneficial to the clubs. Through the support of Llwyddo'n Lleol, Clwb Rygbi Aberaeron organised a charity 'Strictly Come Dancing' evening. The evening raised £13,500, with half the proceeds going to Aren Cymru charity and the other towards the club which will allow them to organise similar events in the future. One of the event organisers said;

'Llwyddo'n Lleol's support has been extremely valuable to the club so far and has proven the need and value of organizing events that create a local buzz.'

Overall, Mentro successfully empowered individuals to act on their ideas, whether related to entrepreneurial ventures or social change, creating lasting effects that continue to be felt in communities across all the participating counties.



(Business start-up cohort)

Insights Gained

The Mentro Initiative provided valuable insights into the needs and support required by young people seeking business assistance and developing social events.

- 1. Business Support Programmes:** Business support programmes were very popular, clearly demonstrating the demand for this type of assistance. Young people were eager to engage with available resources to help develop their business ideas, confirming the need for accessible business mentoring and grant funding.
- 2. Themed Programmes:** While themed programmes focusing on specific career paths were offered, they were not as popular as the more general business support programmes. This suggests that a broader and more flexible approach may be more appealing and successful for young people who may be exploring multiple career options or seeking a more open structure.
- 3. A Mix of Online and In-Person Sessions:** The mix of online and in-person sessions worked well. This format made it easier for participants to attend sessions while still providing opportunities for networking and making connections. The flexibility of

online sessions, combined with the personal connection from face-to-face meetings, was key to maintaining engagement and fostering meaningful connections.

4. **Financial Support:** Offering financial support, such as the £1000 grant, appeared to be a strong tool. This funding helped young people take the first steps in launching their business ventures, providing the resources they needed to get started.
5. **Local Community Interest:** Through the programs in the counties, there was a clear interest in organizing gigs and events. Many young people recognized the need to create local events for their age group, creating opportunities to engage with the community and provide entertainment. This highlighted the potential for creating youth-driven events to address gaps in the local event scene.

4. Efen Ymgartrefu (Relocation Initiative)

The [Ymgartrefu initiative](#) was launched with the aim of supporting families considering a move back to the ARFOR region by providing them with valuable information, financial aid, and access to a network of individuals who share the desire to return home. Initially, the scheme was designed to facilitate residential weekends, bringing together families who were considering relocating to ARFOR. These weekends were intended to allow participants to discuss their concerns, receive guidance, and gain insights that would help them make informed decisions about returning.

However, this initial model of engagement proved to be less successful than anticipated, with limited interest and participation. In response to this, we adapted our approach and launched a new scheme that offered a £5,000 incentive to families as an encouragement to relocate to the ARFOR region. This small-scale pilot project was designed to provide financial support to a select number of families, allowing them the opportunity to return in exchange for sharing their experiences and journey through our social media platforms. By showcasing their stories, the aim was to highlight both the benefits and challenges of returning to the region, with the hope of inspiring others to follow suit.

The revised initiative generated an overwhelmingly positive response. We received over 50 applications, and to date, more than 200 individuals have enquired about support to return to ARFOR. Unfortunately, due to limited funding, we were only able to support eight families through this scheme. While this was a significant step forward, the high level of interest demonstrated the need for continued support and resources to assist others in their return journey.

In response to the growing demand, we developed a comprehensive resource booklet that provides essential information and links to address the key concerns raised by those interested in relocating. Topics covered include housing, employment opportunities, healthcare, childcare, education, and community activities, with a particular emphasis on Welsh language events and services. This resource is being distributed to everyone who has shown interest in the Ymgartrefu initiative, as well as to local councils and relevant organizations such as Mudiad Meithrin, Young Farmers, and M-Sparc, ensuring that individuals have access to the support they need to successfully return to the ARFOR region.

While the pilot phase of the Ymgartrefu initiative was not without its challenges, the feedback received and the high level of interest from prospective returnees highlight the importance of continuing to develop and expand support for families looking to move back to the area. Through the financial aid, information sharing, and the creation of a support network, the

initiative is helping to lay the groundwork for a more sustainable and inclusive approach to population growth and retention in the ARFOR region.

Impact of the Ymgartrefu Initiative

As part of the Ymgartrefu £5k financial support initiative, we have assisted 8 families or individuals in relocating to the ARFOR region. Below is an overview of how the project has impacted each of them:

1. **Manon Williams, Gwynedd** – Since returning to Gwynedd, Manon has secured a role at 'Glasu', a local company in Pen Llŷn that makes and sells ice cream. This new position allows her to apply the skills and experiences she developed while living outside the ARFOR region, assisting with the production process. Outside of work, Manon has a strong interest in art and hopes to develop this passion into a small business on the side, all while continuing to help on the family farm. Returning to Gwynedd has also enabled her to continue volunteering with the local coastguard team.
2. **Catherine and Matt, Gwynedd** – After relocating from Derby to Gwynedd in February, Matt started a new job with Siemens Healthineers near Llanberis. Catherine has also been successful in finding work as a Science Coordinator at the UK Ecology and Hydrology Centre. The couple is currently renting a home in Y Felinheli but hopes to stay in the area and start a family. Both enjoy outdoor activities, and Catherine has shared their experience of returning to the region in this clip on the S4C News website: [Catherine and Matt](#)
3. **Annest and Saman, Gwynedd** – After nearly twelve years working as an English teacher in Thailand, Annest returned to Gwynedd this year, bringing her husband Saman and their young son, Arwyn John, with her. Thanks to the Llwyddo'n Lleol 2050 financial support, Annest has been able to enroll in a PGCE course at Bangor University to qualify as a science teacher, starting in September. Meanwhile, Saman plans to develop a business idea. Annest said: "The ARFOR Ymgartrefu Element – Llwyddo'n Lleol 2050 has been incredibly valuable by providing guidance as we moved from abroad back to Wales and offering financial stability during such an expensive transition. Their continued support for our plans has been encouraging, and knowing they will continue to assist us once we arrive has given us great peace of mind."
4. **Lea and Simon, Ceredigion** – Lea, Simon, and their children returned to Ceredigion in December 2024. Since then, the family has enjoyed exploring their new home in the Tal-y-bont area. Two of their children have started at the local school, taking part in the Christmas pantomime and the School Eisteddfod. Lea is a talented artist, while Simon has continued his job with Network Rail.
5. **Helen and Guto, Ceredigion** – After several months of repairing their new home, Helen and Guto were able to move to the Talgarreg area in Ceredigion at the end of March. Before relocating, they were concerned that leaving Cardiff would mean leaving successful careers as television producers with ITV Cymru. However, both

have been able to continue in their roles, combining their careers in an exciting field with the enjoyment of living back home in the ARFOR area.

6. **Glyn and Sophie, Sir Gar** – After leaving Carmarthenshire in 2019 in search of work opportunities, Dr. Glyn and Dr. Sophie Morris, along with their young family, returned to Carmarthenshire at the start of this year. Sophie is learning Welsh alongside their young children, Rosie and Osian, while both continue to run a consultancy and evaluation business supporting research students with their work. Glyn said:

"We were on the fence about moving back until my father sent me a message about the ARFOR Llwyddo'n Lleol grant. I can't describe how much this little supportive boost encouraged us to take the leap of faith and return home."

7. **Eleri and Edward, Sir Gar** – After living in Cardiff and Neath Port Talbot, Eleri and Edward Powell returned to their home in Carmarthenshire in February this year with their young son, Elis. Since then, their family of three has grown to a family of four, with the arrival of their second child, Efa, in March.

8. **Gwyn and Jenö, Sir Gar** – In January, Gwyn began his new role as a humanities teacher at Bro Myrddin School in Carmarthen. The young couple has purchased a house in Carmarthen, and since their return, both have enjoyed following the local football club's ups and downs, as well as attending Welsh-language music gigs in the area. They are both thrilled to be back home in the ARFOR region and look forward to walking the coastal path and "getting a lovely garden!" Gwyn said:

"One of our biggest concerns was whether there would be jobs available. Thanks to the financial support from ARFOR and having time to prepare, this worry has been alleviated, and we are excited to work in the Carmarthen area."



(The eight cases Llwyddo'n Lleol supported to return home)

Insights Gained

1. **Media Attention and Public Discussion:** The press release for the financial support offer generated significant media coverage, sparking wider discussions about the opportunities and challenges of living in the ARFOR region. This feedback, particularly around the challenges faced by young people, will be valuable for shaping future initiatives.
2. **Clarification of the Offer:** While the marketing efforts successfully attracted attention, the offer should be presented more clearly next time to emphasise that the financial support is limited and that there were conditions and requirements that needed to be met. Additionally, clearer communication about the commitment to contribute to the digital campaign will help manage expectations.
3. **Application Process and Criteria:** The guidelines should include specific criteria for scoring applications so applicants understand the limited nature of the support and the requirement for digital engagement. The application process also needs formalising to avoid delays and ensure timely decision-making.
4. **Building a Database of Interested Individuals:** The initiative successfully built a database of individuals and families interested in returning to ARFOR. With ongoing enquiries, it's clear that there is strong demand for this type of support.
5. **Effective Content Sharing:** Offering financial support in exchange for digital content has been an effective way of sharing positive stories. Although the quality of content varied, the overall standard was high, and it successfully conveyed an honest, positive picture of returning to the region.
6. **Opportunities for Community Engagement:** With more time, organising events to bring together those who have benefited from the initiative could further strengthen the sense of community and provide additional support.

5. Elfen Profi / Profi Initiative

The [Profi Initiative](#) was designed with the goal of shaping mindsets and equipping young people with the necessary skills and confidence to make informed decisions about their futures. By offering practical support, the initiative helps students in schools become more aware of their individual strengths and abilities, empowering them to confidently pursue opportunities, both in education and the workforce. Central to the initiative is the encouragement for young people to recognize the value of their Welsh language skills and how these can significantly enhance their employability in the evolving job market.

Developed by Menter Gorllewin Sir Gar, the Profi Initiative initially achieved success within Carmarthenshire by directly engaging students and helping them prepare for the challenges ahead. Building on this success, the project aimed to expand across the ARFOR region, reaching a wider audience of young learners and offering similar resources and guidance.

In collaboration with Llwyddo'n Lleol, Menter Gorllewin Sir Gar worked to create a dynamic Profi website, a central hub for resources that include podcasts and videos. These media not only highlight local businesses and employers but also share valuable insights into the career opportunities available throughout the ARFOR region. One of the key messages conveyed through the website is the importance of Welsh language proficiency in the modern workforce. The initiative showcases how having Welsh skills can provide a competitive edge and open doors to a broader range of professional opportunities, especially in Wales.

Through this collaborative effort, the Profi Initiative continues to empower young people, encouraging them to embrace their cultural heritage and be confident in leveraging their Welsh language skills in the world of work.



(Llwyddo'n Lleol attending school careers fair)

Impact of the Profi Initiative

The Profi initiative has made a significant impact across the ARFOR region, providing valuable career guidance and support to 11,451 young people in Carmarthenshire, Ceredigion, Gwynedd, and Anglesey. Originally established in Carmarthenshire, Profi continued to prove popular within the county, consistently engaging with local schools and students. In Ceredigion, the programme expanded, with notable success in schools such as Ysgol Aberaeron, Bro Teifi, and Penweddig. These schools embraced the initiative, and Profi's popularity grew steadily as a result.

However, the initiative saw more limited success in Gwynedd and Anglesey. In Gwynedd, Ysgol Brynrefail and Ysgol Tryfan found the resources and career sessions useful, requesting additional sessions for their students. Despite these positive responses, efforts to engage other schools in the county proved challenging, with limited uptake across the region. Similarly, in Anglesey, while sessions were successfully organized at Ysgol Bodedern and project officers participated in mock interview days at Ysgol Syr Tom Jones and Ysgol David Hughes (in collaboration with Gyrfu Cymru), wider engagement across the island remained more difficult to achieve.

Feedback from the schools that did benefit from the Profi initiative has been overwhelmingly positive, with many educators praising the value of the resources provided. However, measuring the direct impact of the sessions on students remains challenging. Without the opportunity to conduct multiple sessions and assess the long-term effects on career skills and knowledge of local career paths, it is difficult to fully gauge the programme's influence on students. Despite this, the positive feedback and engagement from participating schools highlight the potential of the Profi initiative to support young people in making informed decisions about their futures.

Insights Gained

1. Access to Schools and Competing Priorities

One of the main challenges encountered with the Profi initiative was gaining access to schools, particularly in Gwynedd and Anglesey. Schools are already under significant pressure, and many organisations are competing for opportunities to engage with students. This made it difficult to introduce a new resource like Profi and secure consistent buy-in from schools.

2. Clarifying Profi's Unique Value and Building Stronger Relationships with Local Partners

There was some confusion about what Profi offers compared to existing resources available through Gyrfa Cymru. In Gwynedd and Anglesey, schools already have strong relationships with Gyrfa Cymru, which likely made them less open to exploring new resources. Moving forward, it may be more effective for the local Mentrau Iaith to play a larger role in delivering Profi. As Profi was created by Menter Iaith Gorllewin Sir Gar, it aligns well with the goals of the Mentrau Iaith, and many already have established relationships with schools, which could facilitate the programme's expansion.

3. Collaboration with Local Education Authorities and Raising Programme Visibility

For continued expansion, it would be valuable to collaborate more closely with local education authorities. By working with councils to raise awareness of the benefits of Profi, we can ensure that schools understand what the programme offers and see its value. This partnership could help make Profi sessions a priority within schools and encourage their integration into the curriculum.

4. Navigating Existing Partnerships and Complementary Resources

Finally, addressing the confusion surrounding the relationship between Profi and Gyrfa Cymru is crucial. By emphasising how both programmes can complement each other, rather than compete, we can help schools see the added value of Profi alongside the services already provided by Gyrfa Cymru.

6. Marketing and Communication

The Llwyddo'n Lleol social media campaign has been a cornerstone of our efforts to challenge the prevailing stereotype that young people and families must leave rural areas to build successful careers and lives. The campaign's primary objective has been to showcase positive stories and real-life examples of individuals, families, and businesses who have chosen to stay or return to rural areas and have found success, both professionally and socially.

Through this initiative, we aimed to highlight the potential for a fulfilling life in rural communities, proving that it is not necessary to relocate to urban centres for career advancement or a vibrant social life. Each element of the project, including the Profi initiative and other related activities, fed directly into this campaign, with stories shared through social media to reach a wider audience and inspire others to consider the possibilities available in their local areas.

The campaign has not only helped raise awareness but also fostered a sense of pride and empowerment within the local communities. By sharing these success stories, we have sought to provide inspiration and demonstrate that rural areas can offer lucrative career opportunities, strong community ties, and a high quality of life.

- [Website](#)
- [Instagram](#)
- [Facebook](#)

- [LinkedIn](#)
- [Youtube](#)

Impact of Marketing and Communications Campaign

The branding and marketing of the Llwyddo'n Lleol campaign has received positive feedback from both partners and the public. Many have praised the campaign's social media content, which has been highly visible, engaging, and appealing to a wide audience. This feedback demonstrates that the campaign has resonated with people and successfully captured their attention.

A key testament to the impact of the social media campaign is the project's successful establishment in Ceredigion and Carmarthenshire. Both of these counties were new to the Llwyddo'n Lleol initiative, yet over the last 18 months, we have been able to substantially increase our reach and grow the number of followers in these areas. This expansion can be attributed not only to the campaign's visibility but also to word-of-mouth recommendations facilitated by connections made by project officers and the increased support the project has provided to local individuals and communities.

Various marketing tools have contributed to the campaign's wide reach, including social media, the project website, TV ads, TV/radio interviews, events and press releases. These efforts have ensured that Llwyddo'n Lleol's messages about the benefits and opportunities available in West Wales have reached a broad and diverse audience.

Many individuals who have participated in the Gyrfaol, Mentro, and Ymgartrefu initiatives have shared that they first learned about these opportunities through social media. This highlights the impact the campaign has had in encouraging people to consider how they could succeed in West Wales. While it is challenging to fully measure the long-term impact of social media and marketing campaigns, the high level of interaction with the content suggests that the campaign provided people with valuable insights into the opportunities available in the region.

Insights Gained

1. Central Role of Marketing and Communications

Marketing and communications were vital to Llwyddo'n Lleol's success in promoting West Wales as an attractive place to live and work. By addressing why people leave and the challenges preventing young people from staying, we sparked important conversations. Sharing positive stories helped challenge stereotypes and highlighted opportunities for success in rural areas.

2. Importance of Strong Branding and Participant Stories

Given the large scale of the project across four counties, a strong, consistent brand and sharing participant stories were crucial for engagement. These personal stories made the campaign more relatable, increased visibility, and successfully humanised the initiative, making it more appealing to the target audience.

3. Balancing Marketing with Project Delivery

One key takeaway was the challenge of balancing marketing efforts with project delivery. While our strategy was diverse, focusing on fewer initiatives with more targeted, meaningful content could have led to clearer messaging and better audience engagement. Less can often be more when it comes to marketing.

4. Managing Messaging Across Multiple Campaigns

The marketing team also created additional campaigns, such as two Christmas, the Cymrix show, alongside a book aimed at secondary school pupils which included works by local authors. While these campaigns were innovative, the sheer volume sometimes diluted the core message. A more focused approach could have strengthened the overall impact of the campaign.

5. Avoiding Overextension

Ultimately, trying to cover too many initiatives at once risked confusing the messaging. Moving forward, we've learned that focusing on fewer, more cohesive campaigns could ensure clearer communication and more effective engagement with our audience.

7. Conclusion

The Llwyddo'n Lleol 2050 initiative has demonstrated significant progress in fostering economic resilience and sustainable opportunities for young people in the region. By addressing key challenges such as employment accessibility, skill development, and community engagement, the programme has played a pivotal role in equipping individuals with the necessary resources to thrive.

Through strategic partnerships, targeted interventions, and innovative support mechanisms, Llwyddo'n Lleol 2050 has successfully contributed to retaining local talent and enhancing the socio-economic landscape. Moving forward, continued investment and collaboration will be essential to ensuring long-term success and scalability. By building on the programme's achievements and refining its approach based on ongoing evaluations, Llwyddo'n Lleol 2050 can continue to empower future generations and drive meaningful, sustainable change within the region.