

PRESENTATION TO THE PARTNERSHIP AND REGENERATION SCRUTINY COMMITTEE

1. Introduction to Menter Môn

Menter Môn was established in 1995 to deliver the LEADER programme which aimed to implement solutions to challenges in rural areas.

The company has grown over the years, delivering regional and national projects, however the focus on Ynys Môn has been remained steadfast.

The company employs 80 people, working on projects and contracts ranging from business support, renewable energy, to natural species conservation and SMART technology. We are a valuable employer in the area, placing emphasis on the Welsh language in projects and in the workplace – as does Isle of Anglesey County Council.

Much of the work that is done regionally and nationally is through contract, with any surpluses being kept within the company to carry out its core activities. One example is the Business Wales contract, the Welsh Government's business support service, which is delivered in partnership with Business in Focus, based in South Wales, and M-SParc. Although a pan Wales service, there is an advantage for Ynys Môn that a local company is involved in delivery. Through this, we are able to ensure that local businesses get the full benefit of the service.

One of the best known projects is Morlais, which aims to add value to the tide and benefit Anglesey by creating jobs, supporting supply chains and generating income for our community work. It will generate up to 240MW of renewable energy, but Morlais can deliver far more than the MW's. In the wake of Morlais we have developed expertise within the energy field, and are looking to develop other schemes within the sector while keeping the benefit local.

2. Menter Môn's vision

We believe that the things that make us different make us interesting, strengthen our identity and build resilience. This is just as important today as it was when Menter Môn was founded over 30 years ago.

The world has changed dramatically since 1995, and so have the challenges facing our communities. Menter Môn has had to adapt, but our objectives remain the same.

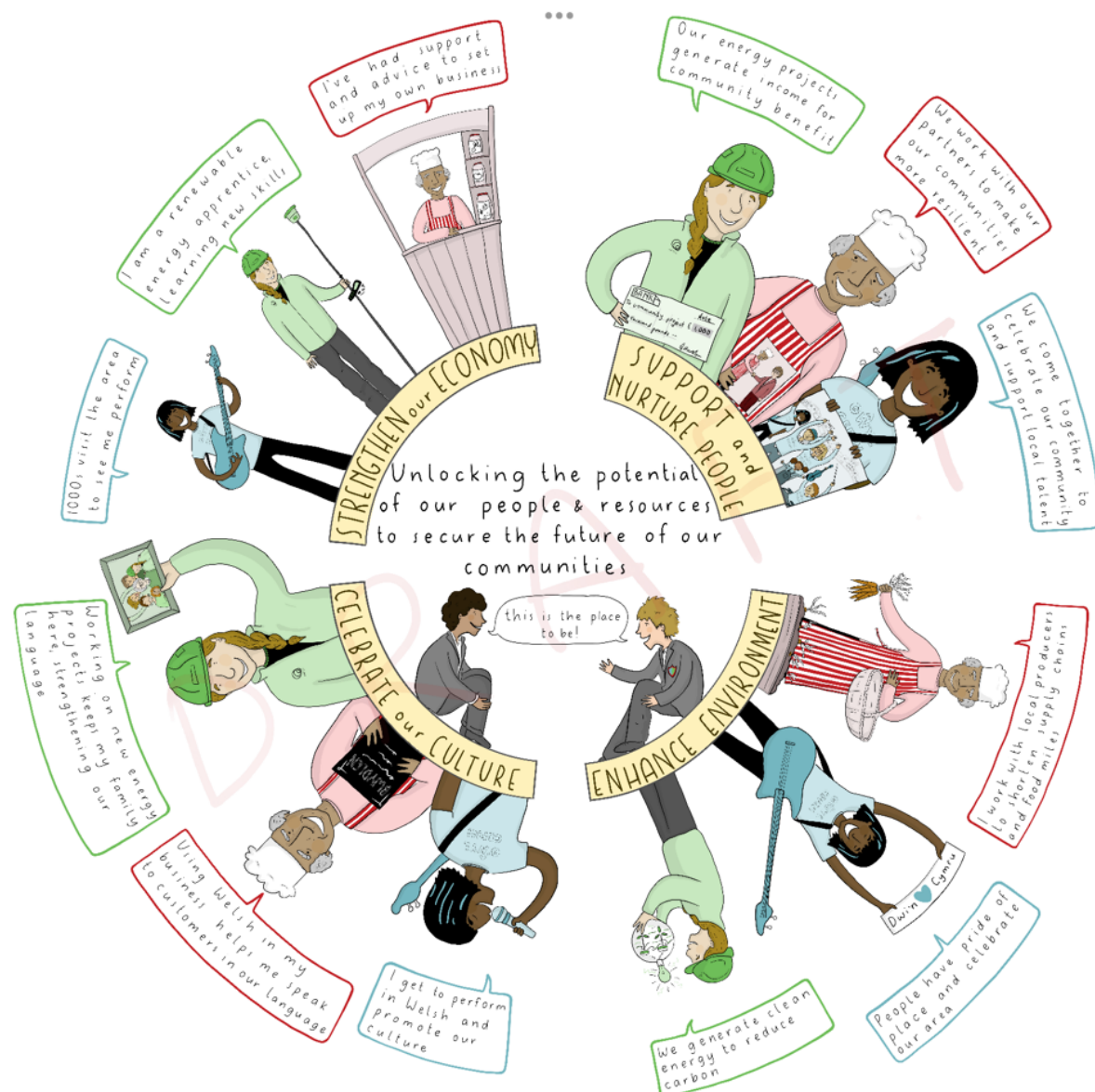
We continue to work with communities, and our current portfolio includes projects such as the protection of the water vole, organising events such as Gwyl Cefni and running TIM (Anglesey Youth Theatre). We recognise that the economy also has an important role to play in creating viable communities. The benefit is greatest when a project is owned and run locally. For this reason, we are leading on projects that support the economy as well as developing our own initiatives in sectors such as renewable energy.

These align with our values as a company and focus on **unlocking the potential of our people and resources to secure the future of our communities.**

3. Our Objectives

Almost uniquely, Menter Môn operates across several sectors. We also deliver at a community, regional and pan Wales level. This allows us to identify, develop and implement a range of projects to achieve the following objectives:

- Support and nurturing people
- Strengthen the economy
- Enhance the environment
- Enliven our culture



4. Main Areas of Activity

Menter Môn projects are delivered with the intention of integrating and contributing positively towards each of our objectives. These are delivered across three portfolios.

- **Creating Vibrant Communities:** Helping communities thrive is the foundation on which Menter Môn has been built. We support vibrant communities, where the Welsh language thrives, where there is a healthy environment, and where our people have access to high quality employment.
- **Promoting Renewable Energy:** Our renewable energy projects complement Menter Môn's conservation and environmental work and protect the planet by tackling climate change. As well as producing clean energy, we also focus on boosting the local and regional economy, providing opportunities for young people and delivering benefits for communities.
- **Strengthening the Economy:** A strong economy is the foundation for any region, and the benefit is even greater when a project is driven locally and under local ownership.

5. Main Activities

Community Portfolio (responsibility of Elen Hughes)

Plan	Budget	Details
Balchder Bro (including Menter Iaith)	£650k / year through SPF and WG	• Supporting communities to celebrate identity and heritage through a range of interventions e.g. events, activities and pilot projects. • To support and promote the use of the Welsh language in community groups e.g. parent and baby groups • Organising events including Gwyl Cefni and St David's Day Parades. • Work with CSYM to co-ordinate Fforwm Iaith Môn and ensure partnership working where possible.
Cylchol (Circular Economy)	£350k / year through WG	• Organise a programme of activities to promote and facilitate recycling and reuse • Collaborating with organisations (including CSYM) to run Ffiws spaces
Llwyddo'n Lleol	£210k to March 2026	• Language and economy project targeting for the Arfor region (West Wales) • A marketing campaign to highlight work opportunities within the region, specifically targeted at young people aged 13-30.

Menai Rivers	£150k / year via Lottery	- Protecting the Water Vole by conserving the biodiversity of rivers on either side of the Menai Strait in collaboration with key partners - Working with schools and communities to raise awareness
TIM - Anglesey Youth Theatre	£40k / year	To organise theatre activities and opportunities for young people through the medium of Welsh
Ein Hanes Ni	100k / year through the Lottery	An intergenerational project that records the local history of the Island's inhabitants through workshops and short films.
Nature Reserves	No income – MM funding	Aberlleiniog and Cyttir Mawr– two nature reserves which provide opportunities for local communities to contribute to their maintenance.





Economy Portfolio (responsibility of Bethan Fraser Williams)

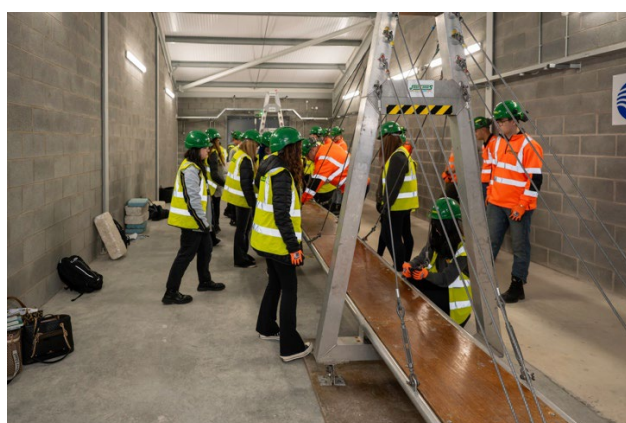
Plan	Budget	Details
Business Wales	£1 million / year	A national contract run by MM in partnership with M-SParc and Business in Focus (Cardiff). Support includes: • Business start-up support • Support for young people • Support for businesses to grow • Support to strengthen supply chain
Enterprise Hub	£350k / year through SPF	A business support programme with an emphasis on face-to-face support. • Business start-up support • Networking and training events • Grant support (collaboration with CSYM)
Larder Cymru	£150k / year through WG	A programme that works with public bodies and the private sector to secure more Welsh ingredients on school menus. • Support for the development of school menus

		• Support for companies to develop ingredients and products that meet school standards.
Anglesey Food Partnership	£100k / year through CSYM and WG	• Promoting healthy eating and well-being • Encouraging collaboration between partners • Increasing the availability of local food • Providing grants to community groups
SMART Towns Cymru	£130k / year through WG	A program that supports towns and businesses to use data for decision-making.



Energy Portfolio (under the responsibility of Andy Billcliff)

Plan	Budget	Details
Morlais	£1 million / year	A project which is developing tidal stream energy off the coast of Ynys Cybi. • Providing support for tidal stream developers. • Providing a consented seabed and access to the grid • Engaging with schools and local businesses
Marine Characterisation Research Project	£1 million / year	A project which monitors and measures the impact of marine energy devices on wildlife.
Holyhead Hydrogen Hub	TBC	A plan to produce green hydrogen using power from tidal energy. • Land with planning permission at Parc Cybi • Partnership with EDF Hynamics • Funding earmarked by ANW and the UK Government.
Traffwl Solar Park	TBC	30MW solar scheme with planning permission near Bryngwran. • MM in talks to purchase and develop the site from and the existing developer • Opportunity for a local share offer • Opportunity to maximise local benefits including local power supply.
Community Benefit Schemes	None for MM	• MM administers the Porth Wen community benefits fund. Admin fee returns to community.





6. Collaboration between the Isle of Anglesey County Council and Menter Môn

There is ongoing collaboration between the two bodies, across the three portfolios. See below examples of that collaboration.

Project	Partner within ACC	Details
Recurring	Waste and Recycling Services	We collect items from Penhesgyn for repair and resale from St David's Hospice centre in Holyhead.
	Anglesey Library Service	We have set up a Ffiws 'maker space' at Holyhead Library. It has a selection of tools for repair and design.
	Children and Young People's Services	Reuse workshops for different groups in the community.
Glasffordd Môn	Department of Highways	Working with ACC and others to develop a green multi use corridor across the Island.
Enterprise Hub	Department of Economic Development	Supporting businesses with applications and distributing SPF business grants.
Menter Iaith / Balchder Bro	Policy and Planning Department	Co-ordinate and support the Language Forum and implement the action plan (which includes more departments e.g. learning services)
	Planning Department / Highways Department	ACC supports annual activities e.g. Gwyl Cefni and St David's Day
	Children and Young People's Services	Developing TIM and deliver activities in clubs and centres across the Island
	Adult Services	Collaborate on activities for communities to maintain age friendly community status
	Planning Department	Support for community interpretation schemes e.g. interpretation boards, signage, information boards.

Menai Rivers	Planning Department	Agreement for access to ACC lands to set traps.
Larder Cymru	Department for Education	Work with ACC and WG to look at options to procure school food directly.
Anglesey Food Partnership	Housing Services	Administering a Food Partnership on behalf of the Isle of Anglesey County Council
Freeport	Department of Economic Development	We are a member of the Anglesey Freeport Board and will work together to maximise the benefit to the Island.
Llangefni Regeneration	Department of Economic Development	To facilitate the role of the Llangefni Regeneration Officer by acting as a vehicle for employing the member of staff

7. Future collaboration opportunities

Plan	Details
Eisteddfod yr Urdd	Working with ACC and the Urdd to ensure that the 2026 festival is a success and that Anglesey benefits economically, culturally and linguistically.
Holyhead Hydrogen Hub	Work with ACC to identify opportunities for the use of green hydrogen in vehicles on the Island, and to decarbonise other parts of the economy.
Food in Schools	Working with ACC to increase the percentage of local and Welsh ingredients on school menus.
Freeport	Ensure that business support services (Business Wales) add value and align with the objectives of the Freeport. Ensure that Morlais and the Holyhead Hydrogen Hub schemes take advantage of the benefits of the Freeport, and are an example of good practice for others.
Recycle	Identify further opportunities to collaborate with the Waste and Recycling Services to reduce waste and increase recycling rates.
Developing the Welsh Language	Contribute directly to the Council's five-year strategy for promoting the Welsh language, which will be updated next year. Continue to develop the Forum's work plan jointly.
Llwyddo'n Lleol	Continue to deliver Llwyddo'n Lleol and work with ACC to highlight opportunities within specific areas e.g. energy, freeport.

8. Partnership between Menter Môn and Isle of Anglesey County Council

The Isle of Anglesey County Council is Menter Môn's most important partner and we have taken decisive steps to strengthen the partnership over the past 12 months. See below the steps that have been taken.

- Quarterly meetings between the Chief Executive of ACC and the Managing Director of Menter Môn.
- Strategic quarterly meetings with the Leader and Deputy Leader of ACC, the Chief Executive of ACC, the Chair of MM, the Managing Director of MM and the MM Director of Community Projects.
- Monthly meetings with local members per ward.
- Distribute a document to elected members with an overview of MM projects, company structure and details of senior officers.
- A monthly newsletter sent to all elected members.
- Engage with elected members if there is activity within their ward.

3. Challenges of Menter Môn

- **Financial uncertainty** - Since leaving Europe financial uncertainty has been an ongoing issue. This is particularly true in relation to the community portfolio. Shared Prosperity Fund funding reduced in 2024 and there is no certainty from one year to the next. As a result we have initiated a redundancy process two years running, although nobody was made redundant.

Some staff have left due to uncertainty, and it puts pressure on the Senior Team to secure future budgets. This impacts on the ability to plan.

There is more stability within the other two portfolios – Energy and Economy, but community work is central to the company's purpose. One of the main reasons Morlais was developed was to generate income to carry out the work in our communities. Menter Môn is not an energy company, but a company that has, and is keen to continue trying to protect the future of our communities.

- **Political uncertainty** – A large part of Menter Môn's work programme reflects the policies and priorities of the current Government e.g. renewable energy, circular economy, school food etc. There may be a change in Cardiff in 2026, and there will be a different programme for government. We also anticipate many new MS's, and so it will be necessary to build a new relationship with them.
- **Risk associated with large schemes** – Menter Môn must push boundaries to protect its future and secure income to sustain its community work. This is positive because it forces the company to go into new and innovative areas. However, there is always a risk associated with schemes such as Morlais and the Holyhead Hydrogen Hub. While we have robust processes and governance, there are always external factors outside our control e.g. international politics, private sector investment priorities and technology development.

APPENDIX 1

MM commitments on Anglesey and how they align with the Council's Plan 2023 – 2028

We have outlined the company's objectives of supporting and nurturing people, strengthening the economy, improving the enclave, invigorating our culture. These align with strategic objectives set out within the Council's Plan, and particularly Welsh language, the economy and climate change.

CSYM Strategic Objective – Welsh Language

Increase opportunities to learn, breed and use the Welsh language

- MM administer the **Ynys Môn Language Forum** in partnership with Anglesey County Council. The Forum has celebrated its 10th anniversary this year and we are committed to continuing our support and working with our partners. The Ynys Môn Language Forum also contributes to the **strategic objective of education**.
- MM runs the **Ynys Môn Youth Theatre (TIM)** which provides opportunities for children and young people to use Welsh socially, and outside the classroom.
- We **organise events** ourselves e.g. **Gwyl Cefni** and offer support to communities to organise their own activities that celebrate language and culture. Examples include St David's Day parades, egg clapping, concerts and shows.
- We support the use of **Welsh in business** through the **Hwb Menter a Busnes Cymru**. This also includes working with YMCC to deliver grant schemes that encourage the use of the Welsh language.
- We work with CSYM to deliver **Arfor projects**, which seek to develop the economy to support the Welsh language.
- We **promote the use of the Welsh language** through all Menter Môn activities, including renewable energy, environmental and economic schemes.
- **Welsh is the internal administrative** of the company and 85% of staff are Welsh speakers. We also provide support for Welsh learners, and staff that want to increase their confidence to use the language.

CSYM Strategic Objective – Economy

Ensuring opportunities to develop the island's economy.

- Offer business support through the **Enterprise Hub** and **Business Wales**. We collaborate with Anglesey County Council to ensure they complement and add value to partner activities.

- Strengthen **local food supply chains**, by working with public bodies, the catering sector, and food suppliers and producers. Projects include Gwynedd and Ynys Môn Food Partnerships, and Larder Cymru.
- Support towns and high street businesses to **utilise SMART technology**, to collect data and use it to make informed decisions.
- Identify and develop **renewable energy projects** to create high quality local employment. This aligns with the Energy Island programme and ensures that Anglesey develops into a global centre of excellence for the tidal power industry.
- Identify and develop **supply chain opportunities** arising from Menter Môn's energy schemes. Also work with other developers to ensure the Ynys Môn economy benefits from the investment in renewables.
- Work with Anglesey County Council and other key partners to develop the **Holyhead Freeport**.
- **Develop Menter Môn's commercial and consultancy services** throughout Wales to strengthen the company and offer stable, high quality employment on Anglesey.

CSYM Strategic Objective – Climate Change

Respond to the crisis, address change and work towards becoming a net zero organisation by 2030.

- Develop community owned **energy projects** to generate renewable energy, create high quality jobs, and provide opportunities for Ynys Môn businesses. Our primary focus is on **Morlais** and **Holyhead Hydrogen Hub**, but we are open to collaborating with, and influencing, other developers to deliver benefits to the island.
- **Establishing Ynni Cymunedol Môn (Anglesey Community Energy)** as a single purpose vehicle with independent governance to work with, and on behalf of communities, to deliver community benefit from energy developments.
- Working with Anglesey County Council on plans to **decarbonise their services** through the production and use of green hydrogen in transport.
- Working with Anglesey County Council to raise **awareness among Ynys Môn residents** of energy developments, their own energy use and how communities can benefit. This also includes **engaging with children and young people** through schools, as we do with Morlais.
- Collaborate with Anglesey County Council and other partners to develop the **Glasfordd multi-use green corridors**. These will provide active travel opportunities, cycle paths and biodiversity habitats.

- Continue to **protect habitats and native species** on Ynys Môn and provide practical and funding support for stakeholders. This to include preserving Local Nature Reserves owned by Menter Môn.
- Provide opportunities for communities to participate and benefit from Ynys Môn's green infrastructure and **provide well-being activities for residents**. Aberlleiniog nature reserve is a case in point.
- Working with Anglesey County Council to deliver the **Cylchol project**, a **circular economy project** that works communities to increase levels of re-use and repair on Ynys Môn.