

CASE STUDY

COMMUNITY ENTERPRISE

The Myddfai Trading Company & Myddfai Ty Tacfen Ltd Carmarthenshire, West Wales



When considering how they might replace a dilapidated community hall, the community in Myddfai in the Brecon Beacons realised that unless they addressed the long term challenge of its sustainability within the community, a new hall would struggle to survive.

They realised that without regular visitors and income any new building could end up in the same position as the old one, so the community needed a game changer. They needed something that would help provide economic regeneration and community opportunities into the future. A modest proposal for a new hall wouldn't work and would struggle to attract funding so they went for something much more audacious. The result was the development of the Myddfai Brand the creation of two legally and operationally independent Social Enterprises and the building of a new

Centre for the village with a funding award from the Big Lottery Village SOS Programme and a host of other funders.

Details:

Myddfai Trading Company Limited is a Social Enterprise embedded in the wider community. It owns and holds the trademark of the Myddfai Brand. It operates from an industrial unit a few miles from the village and its main operation is as a supplier of toiletries and amenity products to the tourism, hospitality and retail sectors throughout Wales. The selling of branded products helps to signpost the destination of Myddfai Community Hall and Visitor Centre which also stocks its products.

Myddfai Ty Tacfen Limited is a



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Social Enterprise that operates the Myddfai Community Hall and Visitor Centre, a state of the art centre designed with environmental sustainability as a key principle. The Centre has a theatre style auditorium, café and retail outlet with detailed interpretation displays about the history and heritage of “The Physicians of Myddfai” who were medieval healers utilising knowledge of herbs. It operates independently to Myddfai Trading Company and there is a licencing arrangement between the two companies to secure the joint use of the strong Myddfai Brand.

So far;

- Both companies are sustainable and between them have created 5 jobs since starting and engaged 80 volunteers.

Myddfai Trading Company Ltd

- 200 hospitality outlet stock and use Myddfai products e.g. High End hotels, guest-houses and self-catering businesses.
- Up to 30 young people and adults with special needs are provided with work experience and personal development experience on a weekly basis.



MYDDFAI

Myddfai Ty Tacfen Limited:

- 12 – 15,000 visitors per year
- Recognised as a Centre of excellence by Visit Wales
- 70 small local artisan businesses benefit from selling their products in the retail outlet
- Wedding, Conference and monthly Country Market that benefits the local economy.
- Community classes and high end performances take place regularly.

Lessons Learned:

- Consult widely but don't let those who wish to move forward whilst looking over their shoulder stop progress. When decisions have to be made don't dither take action.

The Myddfai Trading Company & Myddfai Ty Tacfen Ltd Carmarthenshire, West Wales



Lessons Learned:

- Profit is the key, think and act as entrepreneurs but don't give surplus away without knowing how it will be used.
- Find your leaders there will be many
- Maintain high expectations from executive level through to employees and volunteers.
- Accept help and support from friends and stakeholders.
- Build on the skills and strengths of individuals.

Myddfai Ty Tacfen Limited
Myddfai Community Hall and Visitor Centre
Myddfai, Carmarthenshire SA20 0JD
Tel: 01550 720449
Info@myddfai.org
www.myddfai.org

Myddfai Trading Company Limited
Abermarlais Business Park
Llangadog
Carmarthenshire SA19 9NG
Tel: 01550 777155
Info@myddfai.com
www.myddfai.com