



ARFOR

CREU GWAITH - CEFNOGI'R IAITH



Maggie's African Twist

THE STORY SO FAR: THE FIRST PHASE OF ARFOR

The Programme was established in 2019, following an agreement between Welsh Government and Plaid Cymru. £2 million was provided to Gwynedd, Anglesey, Ceredigion and Carmarthenshire Councils to trial innovative methods of supporting the economy in Welsh language strongholds. The first phase of ARFOR continued until the end of 2020/21.

ACTIVITIES

- assist the establishment and development of businesses by providing packages of financial support and advice;
- mentoring young people and supporting them into entrepreneurship;
- promoting and sharing positive local success stories;
- helping businesses to get access to up-to-date equipment;
- providing support to establish and develop social enterprises to protect key resources within communities in the strongholds of the Welsh language.

RESULTS

- 154 businesses received support
- 238 full-time jobs and 89 part-time jobs created
- 226 jobs protected



Gwenyn Gruffudd

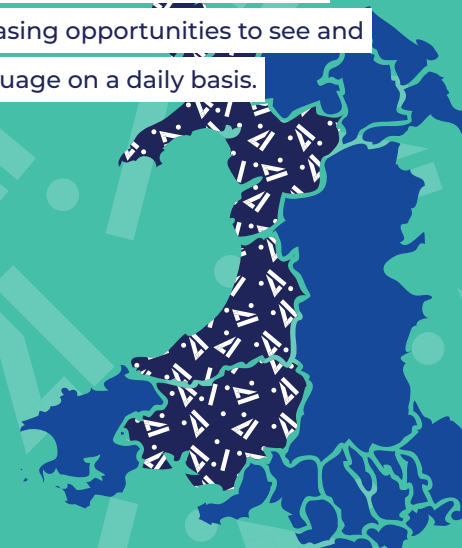
TODAY: THE SECOND PHASE OF ARFOR

Through the Cooperation Agreement between Welsh Government and Plaid Cymru, £11 million has been secured to support the second phase of the Programme until March 2025. Carmarthenshire, Gwynedd, Ceredigion, and Anglesey have the overwhelming majority of communities with a high percentage of Welsh speakers – communities which are key to maintaining the vitality of the Welsh language and its continuation as an everyday language.

Although the economic challenges of the four counties – such as low wages, underemployment, and a shrinking workforce – are common in other areas, their impact on the Welsh language is unique and far-reaching.

THE PURPOSE OF ARFOR:

Supporting the communities that are strongholds of the Welsh language to flourish through economic interventions that will also contribute to increasing opportunities to see and use the Welsh language on a daily basis.





Y Stad Llaeth



Beer, Bragdy Cybi



Cain Eleri, Therapi Ceg

STRATEGIC OBJECTIVES

1. Create opportunities for young people and families (35 years old or less) to stay in or return to their local communities. Supporting them to succeed locally through enterprise or developing a career and ensuring a livelihood that meets their aspirations.
2. Create enterprising communities. Supporting commercial and community enterprises that aim to preserve and increase local wealth.
3. Get the most out of collaborative activity. Establishing a mindset of learning by doing and improvement, and learning from an activity in one area to extend it to other areas.
4. Strengthen the identity of communities with a high percentage of Welsh speakers. Supporting the use of the Welsh language and ensuring it is more visible, and emphasizing what is common across the region.

WORK STREAMS

There will be five elements to the work:

Llwyddo yn lleol

Expand the previous project held in Gwynedd and Anglesey to the four counties - to support young people and families to venture within their local communities.

Enterprising Communities

Target enterprises that take advantage of the unique qualities of their communities (including the Welsh language) and/or that keep more wealth locally.

ARFOR Challenge Fund

Respond to lessons learnt during the first phase of ARFOR: the need to offer an opportunity for a wider range of organisations to contribute, ensuring that new activity will be commissioned.

Strengthening the identity of communities

Promote the identity of communities with a high percentage of Welsh speakers, and trigger the loyalty of local residents by spreading positive messages about their area and the west of Wales as a whole.

Lessons learnt

A key quality of the ARFOR Programme is to encourage collaboration, evaluation and sharing information and learning.



Mon Ar Lwy ice cream



Book Publisher, Atebol



Artist Lisa Eurgain Taylor

KEEP IN TOUCH

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