



Cymru Wledig LPIP Rural Wales

Partneriaeth Polisi ac Arleosi Lleol Cymru Wledig

The Rural Wales Local Policy and Innovation Partnership



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LPIP
RURAL WALES

Funded by



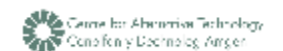
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Core partners



sgema





Rural Wales Local Policy and Innovation Partnership



- One of four LPIPs funded by UKRI (others in Scotland, Northern Ireland and Yorkshire, plus LPIP Hub at Birmingham University)
- Partnership of Aberystwyth, Bangor and Cardiff universities, CCRI, and social enterprises and third sector organisations (CAT, Together for Change etc)
- UKRI aim is to strengthen knowledge transfer between research and policy for local and regional government
- Emphasis on “inclusive, sustainable growth”
- Focus in Wales on working towards a ‘wellbeing economy’ for Rural Wales



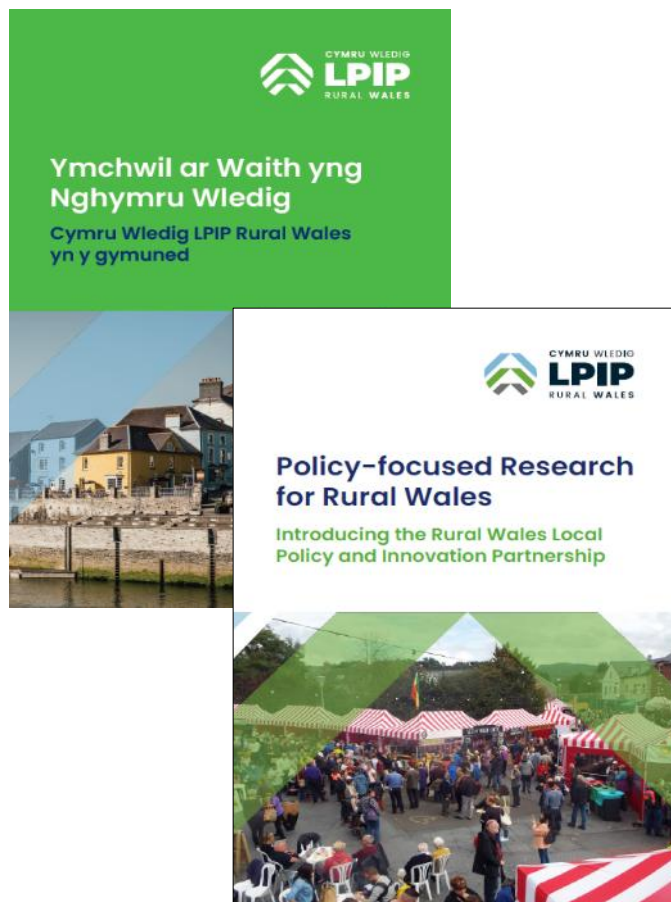
Themes

Focus on working towards a ‘wellbeing economy’ for Rural Wales

- *Building a Regenerative Economy*
 - *Empowering Communities for Cultural Resilience*
 - *Enhancing Wellbeing in Place*
 - *Supporting the Net Zero Transition*
-
- For each theme there is a Thematic Group of researchers, practitioners and stakeholders, co-chaired by academic and non-academic leads
 - The Thematic Groups facilitate knowledge exchange, input into research design, and identify research needs

What We Do

- **Strengthening the evidence base for policy** through new data collection, analysis and synthesis and knowledge brokering
- **Finding solutions to policy challenges** through Innovation Labs and Dialogues
- **Empowering communities to understand and address local issues** through Community-led Action Research



Experimenting with different methods for achieving these aims and reflecting on what works

Responsive Policy-focused Research

- **Aim:** To produce evidence to support policy-making on current & emerging issues
- Topics proposed by Thematic Groups and partners and selected by the LPIP Exec
- Could be on any issue within the LPIP themes and could use a range of methods. Typically 6 months in duration.
- 12 to be completed in-house by LPIP Co-Is and post-docs
- 10 to be commissioned from external experts through a competitive Commissioning Fund

Responsive Research



Perceptions of Growth in two Welsh Market Towns

Ellen Hjort, Sophie Bennett-Gillison, Thora Tenbrink, Elen Bonner, Eifiona Thomas Lane,
Bronwen Raine and Julie Jones

What does growth mean in then rural economy?

Sophie Bennett-Gillison,
Ellen Hjort, Thora
Tenbrink, Elen Bonner,
Eifiona Thomas Lane,
Bronwen Raine & Julie
Jones

Case studies in Llangefni (Anglesey) and
Llanidloes (Powys) & stakeholder seminar

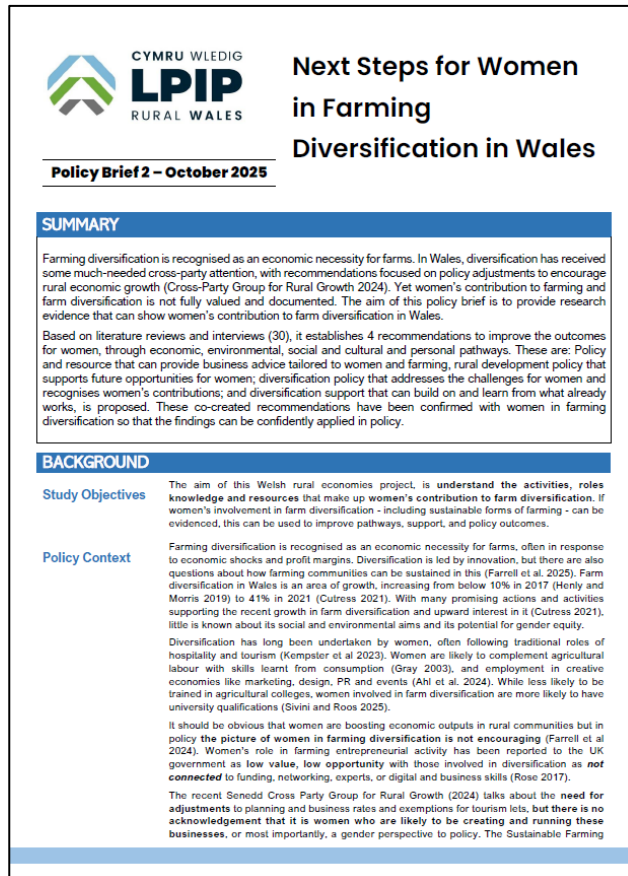
Key findings:

- Growth as increased productivity, investment, business expansion etc only referenced positively by economic development actors
- Concerns about conventional growth (e.g. jobs for in-migrants, extracting profit)
- Growth seen as moving forward not upward
- Thriving and vibrant community as the main goal
- Building a thriving community requires a strong foundational economy
- People value social, financial and environmental sustainability

Models of Growth

Traditional growth	Growth is seen as a matter of productivity, GVA and inward investment.
Growth as community-building	Growth as a communal endeavour which people engage in to improve their community. Thriving local businesses contribute to sense of belonging.
Bottom-up growth	Growth as something that needs to happen in a place on its own terms, based on values which are already present. This calls into question who gets to define place and culture
Growth as maintenance / survival	Growth as being able to continue with business, maintain current operations and continuously make a living from rural business.
Foundational growth	Growth is enabled through adequate public services and infrastructure and growth is created through investment in this.
Growth through opportunity	Growth is created through opportunities for young people to stay or move to rural areas and have opportunities for appropriate jobs and training.
Sustainable growth	Growth has to have a long-term outlook, both in terms of environmental sustainability and social and funding security.

Responsive Research



Women entrepreneurs in farm diversification

Sara MacBride Stewart.
Alison Parken & Lucy Baker

Interviews with 30 women involved in farm diversification plus stakeholder organisations

Key findings:

- Diversification frequently adopted to provide an inheritance for daughters of farm families
- Participants perceived diversification projects through a frame of care
- Embedded in histories of unpaid family labour
- Networks matter – exclusion from male-centred farming and business networks, but value support networks for women entrepreneurs
- Challenges of infrastructure, e.g. childcare, transport
- Uncertainty around post-Brexit policies
- Frustration at contradictory policies / lack of policy integration

Women Entrepreneurs in Farm Diversification

Four headline recommendations:

- Provide business advice tailored to the needs of women and farming
- Rural development policies need to support future opportunities for women in farm diversification
- Ensure an inclusive farming diversification policy that recognises women's contributions and addresses challenges
- Build on and learn from what works



Feedback workshop at
Royal Welsh Show, July
2025





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Responsive Research

Achieving Co-Benefits from Net Zero Initiatives

Sophie Wynne-Jones, Elen Bonner, Sean Martin, Siobhan Maderson & Grant Peisley

Food, Communities and Wellbeing in Rural Wales

Paul Milbourne, Ellen Hjort, Siobhan Maderson & Niamh McNally

Intangible Cultural Heritage and Cultural Wellbeing in Rural Wales

Eifiona Thomas Lane, Elen Bonner, Sean Martin & Osian Gwynn

The Use, Management and Potential of Community Spaces

Michael Woods, Lucy Baker & Paul Milbourne

External Commissioning of Projects

Commissioning call for projects by researchers external to LPIP team on the following topics (£15k FEC each over 6 months):

- Dynamics of the Labour Market in Rural Wales: Vacancies, Opportunities and Recruitment Challenges
- The Geographical Clustering of Business Sectors within Rural Wales
- Care Sector Provision and Employment in Rural Wales
- Mapping community and third sector wellbeing networks, partnerships and alliances in Wales
- The Social, Economic and Cultural Contributions of On-Call Firefighters in Rural Wales
- Business models for community enterprises
- What can we learn from how community and cultural organisations engage and implement net zero policies?
- The contribution and needs of creative entrepreneurs in Rural Wales
- Welsh language as an enabler or barrier in collaborative projects
- Modelling labour and skills demands to implement Local Area Energy Plans



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Surveys

Rural Community Resilience Survey

Dec 24 – Jan 25

It's possible to find a builder in almost all communities, but not to get a bicycle repaired.



Communities are taking over local assets.



Benches
or seating
30%



Flower
beds
22%



Playgrounds
& recreation
fields
19%



Bus
stops
15%



Public
toilets
11%

A few had taken on:



Shops
4%



Post offices
2.5%



Cafes
3%



Pubs
1%



Libraries
1%

Access to locally-produced food is variable.



Farm shop/
vending
24%



Farmers'
market
12%

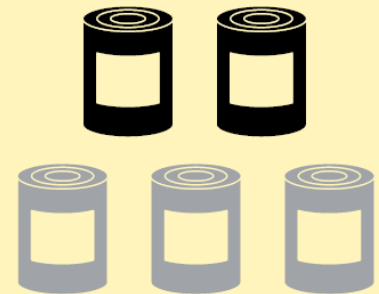


Roadside
local produce
20%



Community-supported
agriculture project
15%

There are food banks in two in five communities.





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Surveys



**Have your say on
Farm and Rural Crime**



[tinyurl.com/
LPIP-E](https://tinyurl.com/LPIP-E)

Researchers based at Aberystwyth University are interested in how crime impacts on rural communities. Scan the QR code or go to the survey link and give them your opinions.

Contact Wyn Morris (dmm@aber.ac.uk) for further information – all responses are anonymous and we won't share your data outside of the project outputs.

Rural Community Resilience Survey

Dec 24 – Jan 25

Rural Crime Survey

June-August 25

Rural Business Survey

Nov 25

Rural Household Survey

March-April 26

Rural Youth Survey

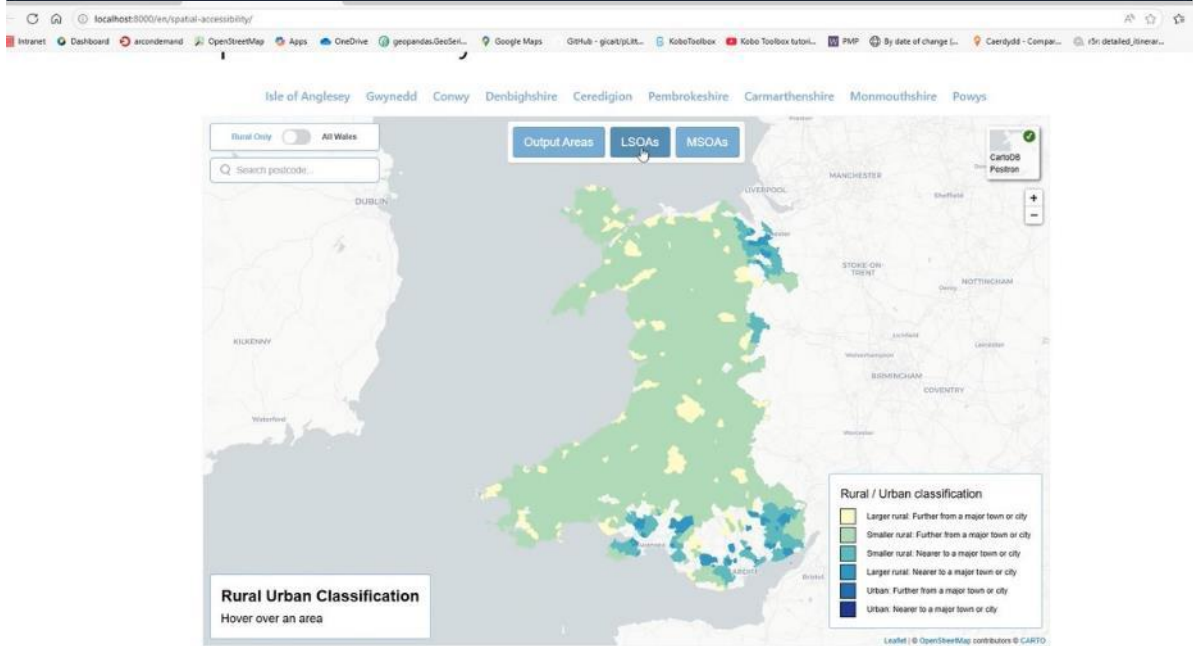
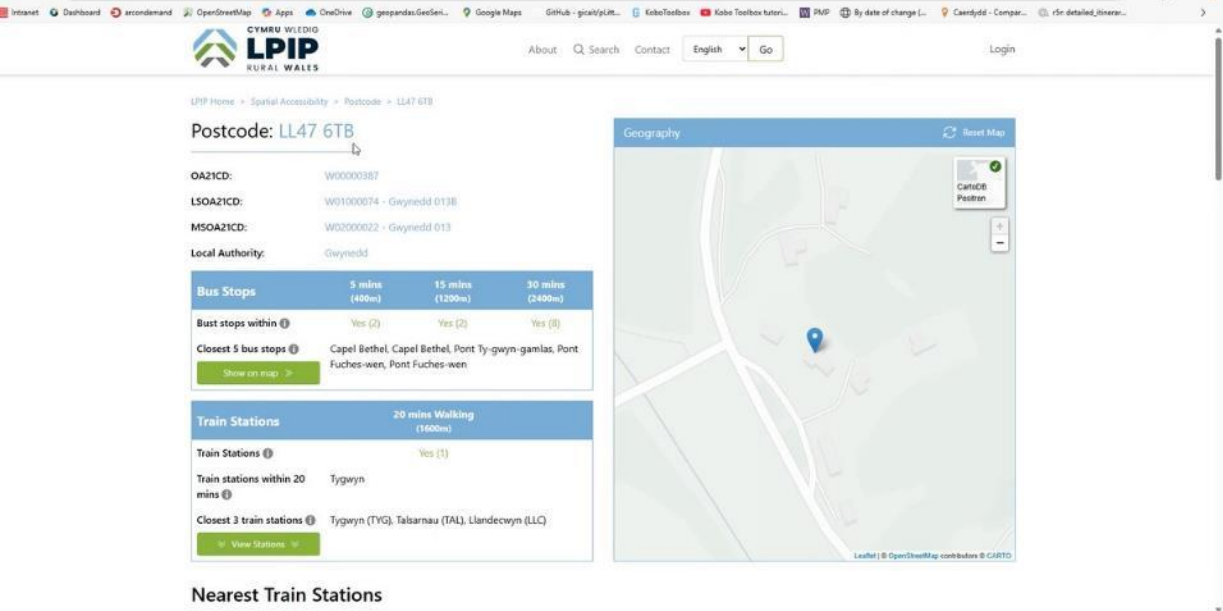
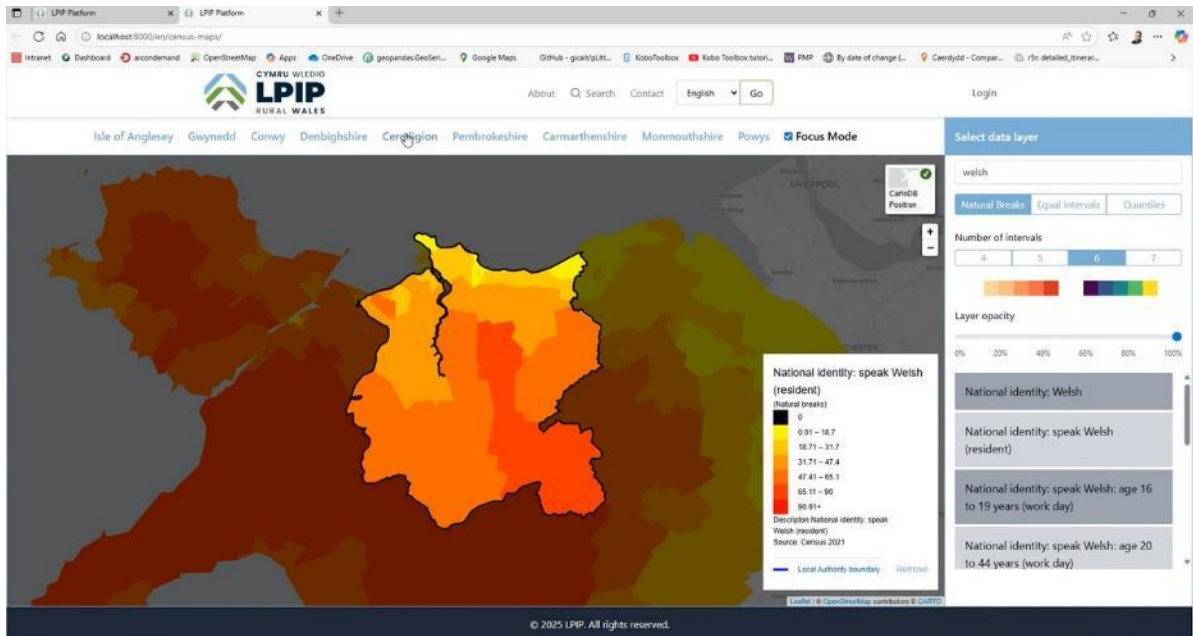
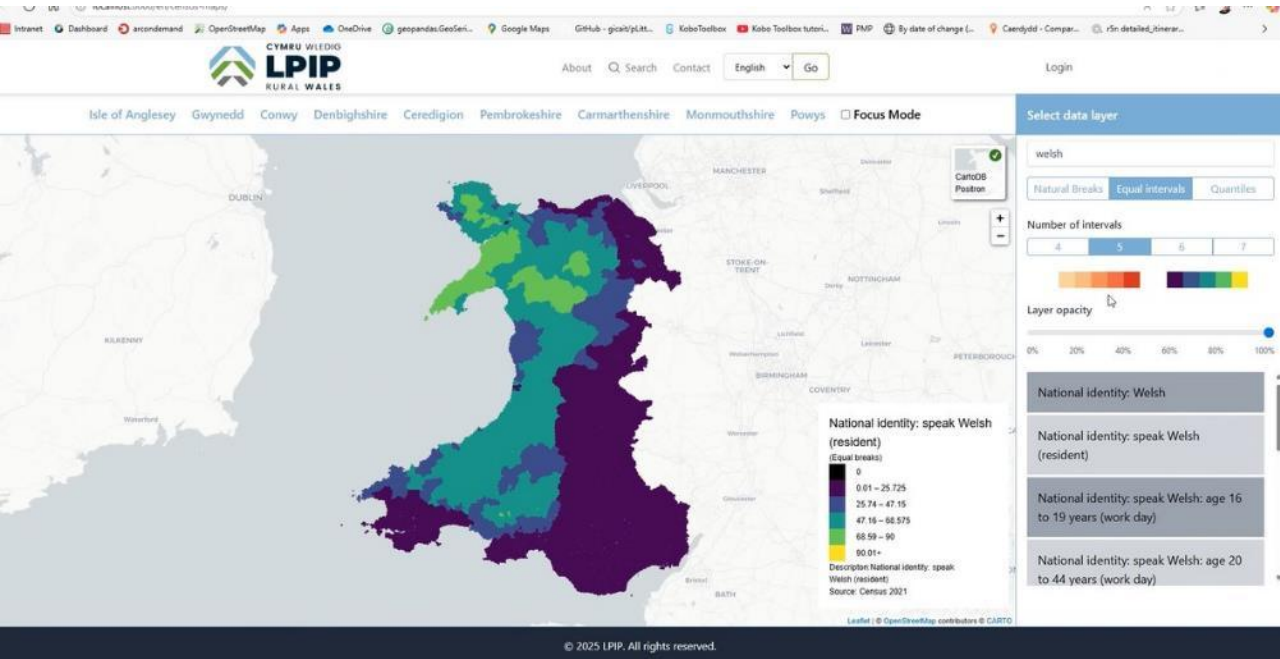
June-August 26

Rural Wales Data Hub

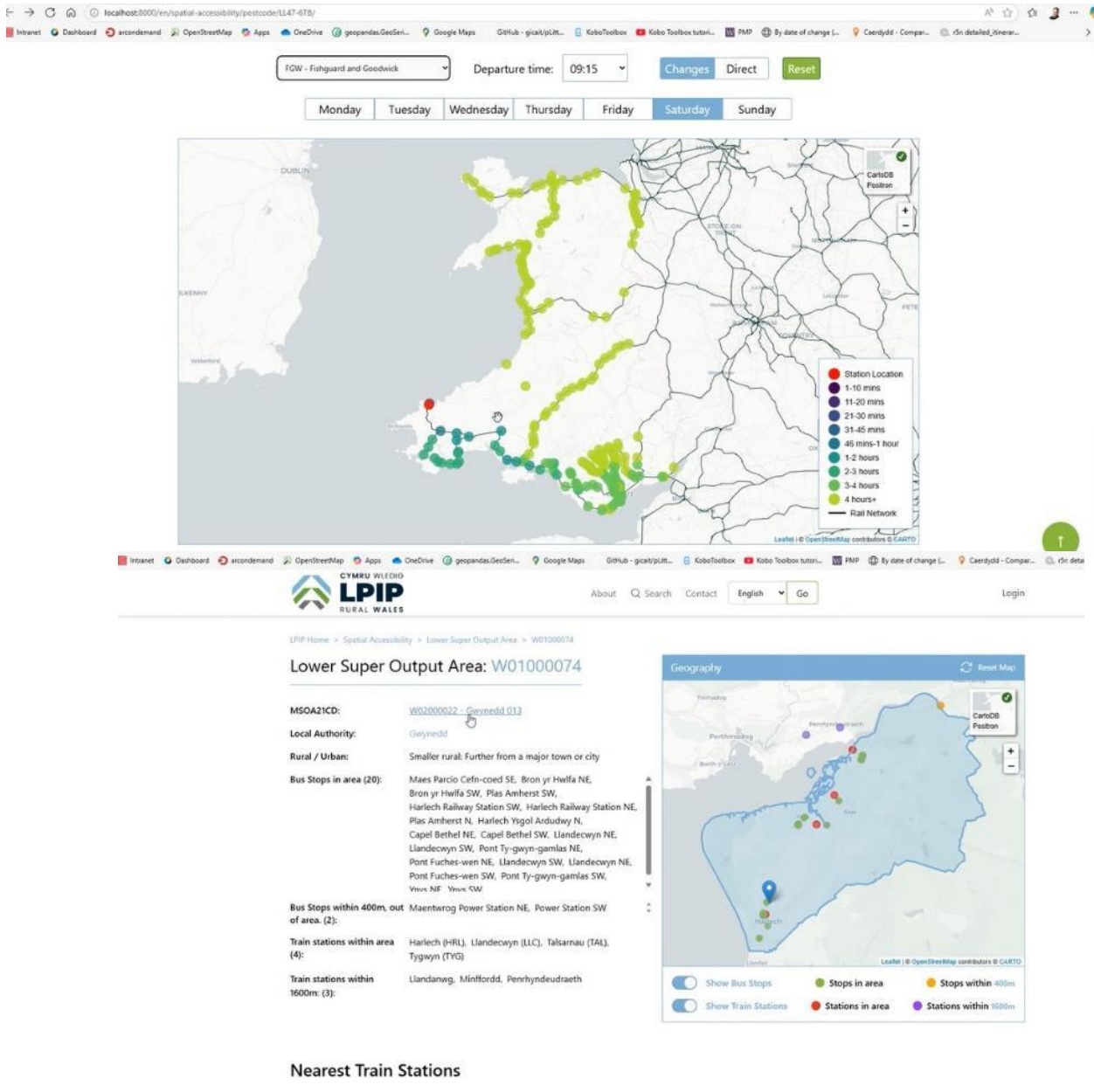
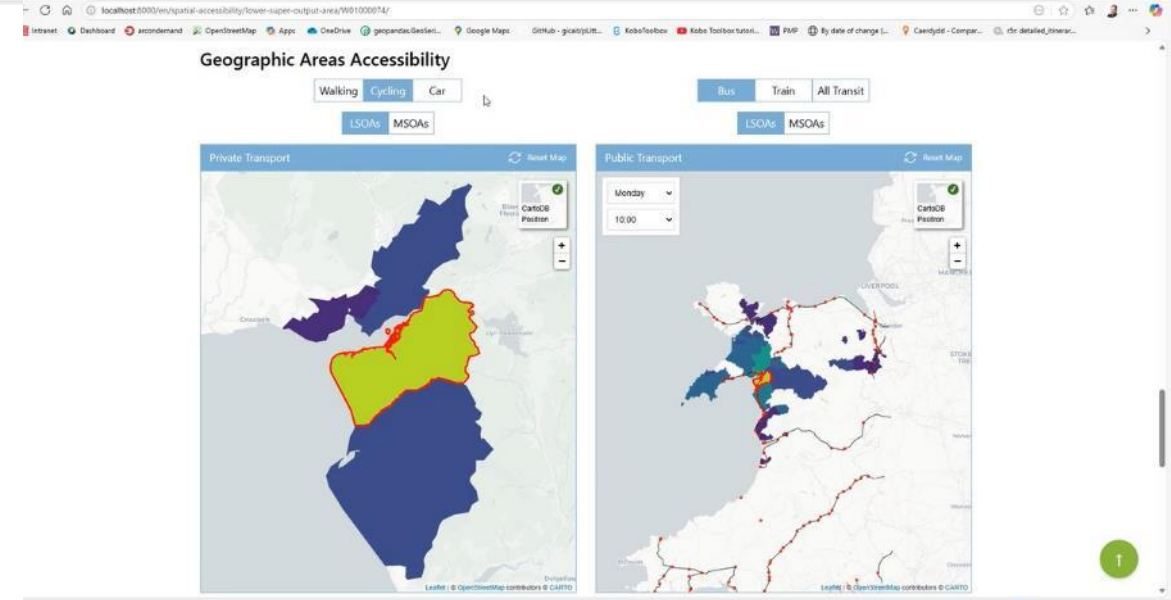
The screenshot shows a web browser window displaying the LPIP Platform. The browser's address bar shows 'localhost:8000/en/'. The page features a header with the LPIP logo, navigation links (About, Search, Contact), a language selector (English), and a 'Go' button. A 'Login' link is also present. The main content area is a grid of six resource cards:

- Metadata** (RESOURCES): The LPIP Platform contains extensive metadata on surveys and qualitative data. (Image: Laptop displaying charts)
- LPIP Projects** (RESOURCES): This dashboard presents data for LPIP Projects. (Image: Map of Wales with project locations)
- Spatial Accessibility** (RESOURCES): This dashboard shows spatial accessibility data to key services in Wales. (Image: Map of Wales with accessibility heatmap)
- Census 2021 Wales** (RESOURCES): Interactive maps showing the 2021 Census. Also includes WIMD data. (Image: Map of Wales with census data)
- Annual Report 2025** (INFORMATION): LPIP Rural Wales annual report 2025. (Image: Green banner for the annual report)
- WISERD Data Portal** (RESOURCES): The WISERD DataPortal is a web application that enhances a researcher's ability to search, discover, map and download socio-economic research data related to Wales. (Image: WISERD logo)

Rural Wales Data Hub



Rural Wales Data Hub



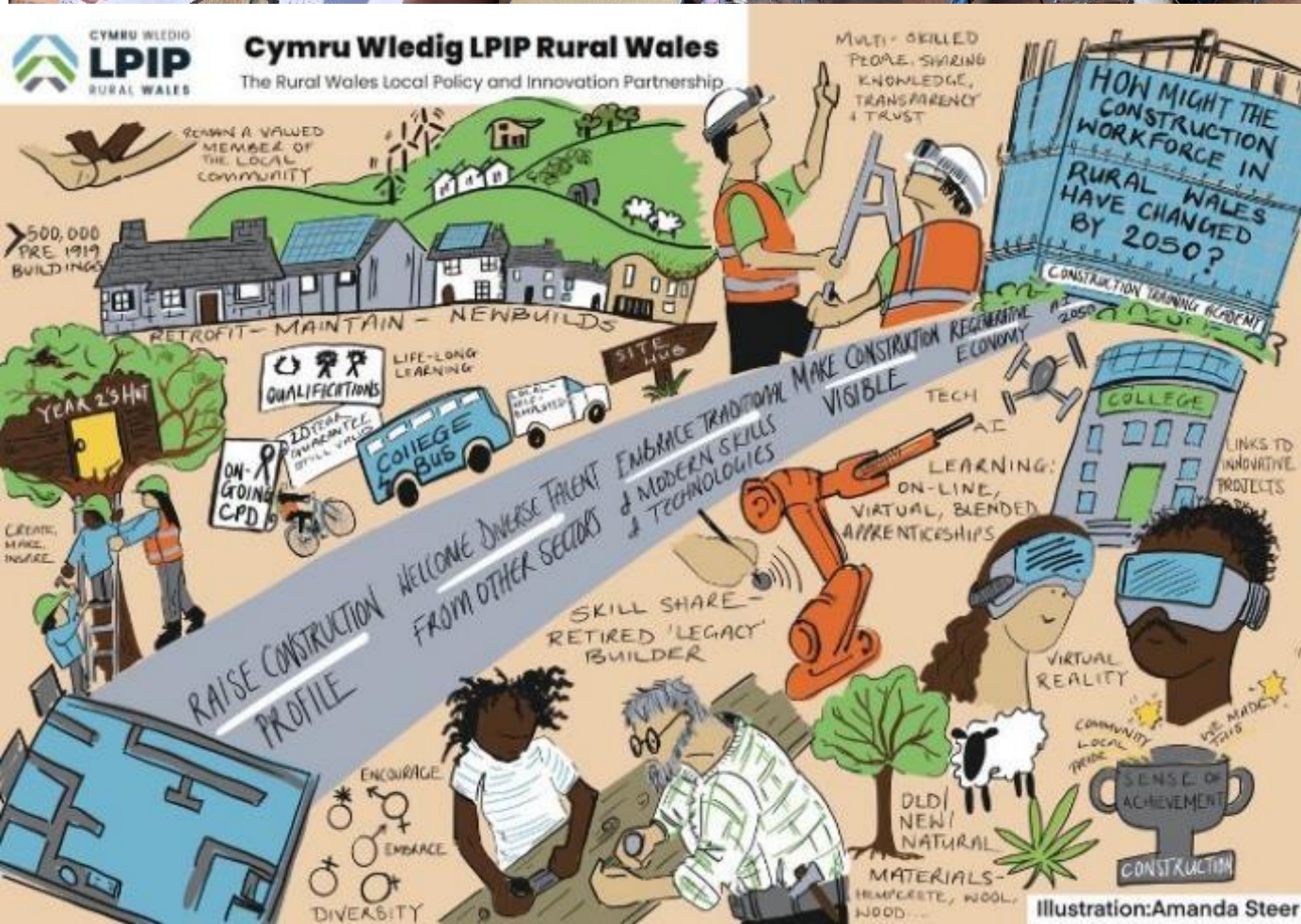
Innovation Labs

Building homes, happiness and community in Rural Wales: addressing the labour shortfall across the construction industry

A Rural Wales where there are opportunities to grow, cook and eat together with a diverse range of people, in an affordable, comfortable and inclusive setting

A Rural Wales where sport is used to support and increase the social use of Welsh

A Wales where nature-friendly, net zero horticulture is supported and rewarded



Innovation Labs

Proof of Concept Interventions

Tackling social isolation and strengthening community cohesion through community meals – aiming to involve a whole village planning, cooking and eating the meal together, using local produce.

A ‘roadshow’ campaign promoting careers in the rural construction industry and offering trial opportunities – targeting career switchers and returnees to rural areas.

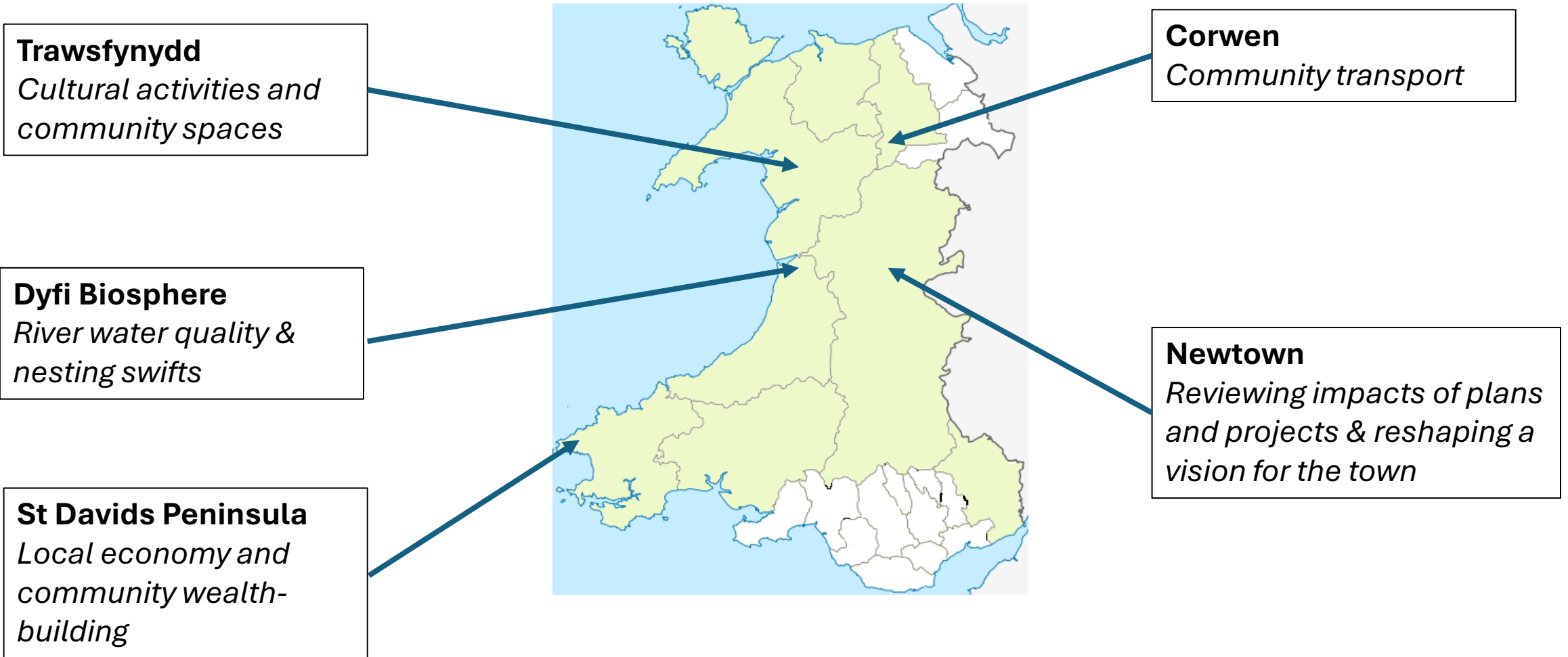
Working with rural pubs to actively feature Welsh vegetables on menus & act as sales and information hubs for local horticulture – offering access to local and low carbon food.

Testing over 9-10 months with delivery partners.
Budgets of £30,000 each

Community-led Action Research

- **Aim:** To equip communities to gather and analyse evidence to address locally-identified policy challenges and needs.
- Communities identify research topics and questions, plan research, collect and analyse data, and agree on follow-on strategies for using the evidence
- Assigned an academic mentor to support research design, implementation and interpretation
- Generic and bespoke training and capacity-building and sharing experiences through a Community Research Network
- Initial focus on five pilot communities building in Stage 1
- Six further projects funded through an open Commissioning Fund call in Stage 2

Community-led Action Research



Stage 1 Pilot Projects

St Davids Peninsula

Cynefin project

- Understanding the dynamics of the local economy – where is money coming in from, what is staying in the local economy, what is leaking out
- Using New Economics Foundation's 'Local Multiplier' model
- Desk-based research on the structure of the local economy, income sources, ownership etc
- Interviews with local businesses on procurement practices
- Survey of local residents on interest in buying local products and using local suppliers
- Evidence to inform development of a 'Made on the Peninsula' brand



Community-led Action Research

Dyffryn Nantlle

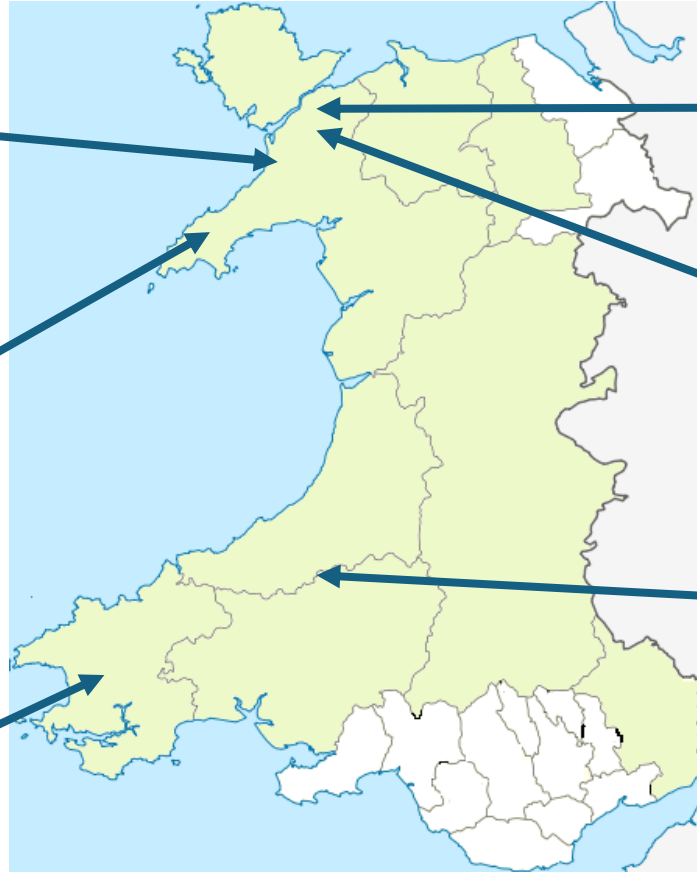
What are the obstacles to residents buying more local food?

Llŷn Peninsula

Researching mental health with young farmers through theatre methods

Pembrokeshire

Concerns around climate change in refugee & ethnic minority communities



Llyn Padarn

Use of the lake and its environmental quality

Dyffryn Peris

Housing need in the community

Llandysul

Connecting cultural identity and economy in regenerating the town

Stage 2 Projects

Training & Capacity Building

Introduction to community-led action research

What is community-led action research – designing and doing

One hour online workshop

BOOK NOW

Project management tips for community led research

One hour online workshop

BOOK NOW

Getting a research team together – tips on how to be welcoming to all

One hour online workshop

BOOK NOW

Introduction to how to report on your findings

One-hour online workshop

BOOK NOW

Research methods in more detail

Survey tips

One hour online workshop

BOOK NOW

Interview tips including communication skills

Full day in-person workshop –
Ynise TBC

BOOK NOW

Introduction to thematic analysis of qualitative data

One-hour online workshop

BOOK NOW

Introduction to using existing data sources in your work – including BCT Asset index & census data

One-hour online workshop

BOOK NOW

Taking things further – the power of stories and collaboration in research

Most Significant Change (MSC) full day training workshop

Face to face workshop

BOOK NOW

Co-production – introduction to key principles

Online workshop

BOOK NOW

Unity training

Online workshop

BOOK NOW

Ymchwil wedi Arwain gan y Gymuned
Cyfres Seminar
Community Led Research
Seminar Series

Cymru Wledig LPIP Rural Wales in association with Together for Change bring you a seminar series designed for anyone in a community or working with communities who would like to use research as a tool for action.

The fully funded online and in-person sessions are a chance to learn about what community-led action research is, get up to speed with some basic research and project management skills and explore what collaboration with academics and policy makers could mean for your community.

Please book onto each individual session you are interested in via the links below and remember to sign up to the seminar series news alerts [online](#).

We will record every session that is appropriate to and make available on our [Vimeo channel](#).

If you have any questions or suggestions for a session theme that would be helpful, please email post@tfc.cymru.

Other Forthcoming Work

- **Equalities Mainstreaming Project** on transport and mobility
- **Dialogues** bringing together participants in LPIP projects and stakeholders to discuss wicked issues for rural policy in Wales informed by LPIP evidence
- **Placement Fellowships** and PhD internships