

# Wales



## Community Shares Wales

Community Shares Wales supports communities to create and invest in businesses serving a community purpose.

## Foreword

At Cwmpas, we are committed to economic and social change. Our Community Shares Wales Resilience project is an example of the difference that can be made for the good of our communities.

Funded to run over three years by the National Lottery Community Fund Wales, the project was launched in October 2020 to support our communities to create and invest in businesses which serve a community purpose.

In that time, the project has supported 18 communities to develop a Community Shares offer, including Câr-y-Môr, winner of the Social Enterprise of the Year award at the Social Business Wales Awards 2023. 83% of those projects are based in or directly benefitting communities with high deprivation.

Many communities throughout Wales have faced economic challenges and social changes, leading to the loss of control over vital local assets. By reclaiming these assets through Community Shares schemes, communities can regain autonomy over their local resources, enabling them to address needs and priorities that are specific to their community. This process bolsters economic self-sufficiency, preserves and promotes Welsh identity and heritage, and it fosters a sense of ownership, pride, and collaboration among community members.

In the three years Cwmpas has been delivering the Community Shares Cymru project we have supported over 500 people, and 18 communities to raise a collective £4,959,840 across Wales to reclaim community assets and hubs, for the benefit of local people. Through reclaiming community assets, these communities are asserting control over their economic and cultural landscape, ensuring that development aligns with the values and aspirations of the people, and promoting a resilient future for Welsh communities.

At Cwmpas, we believe our economy and society should work differently, putting people and planet first. This transformative project not only embodies our values but serves as a beacon of hope for a future where collective investment, shared responsibility, and empowered individuals can co-operate to build vibrant, sustainable, and truly inspiring communities for all. As the project comes to an end, this report gives us the opportunity to look back and celebrate the inspirational projects Cwmpas has supported to pave the way for positive change, one community at a time.

**Bethan Webber**

Chief Executive of Cwmpas



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## **Hannah Morris**

### **Community Shares Business Consultant**

Hannah is the Community Shares Business Consultant with the Community Shares Wales Resilience Project, supporting and advising communities aiming to undertake community shares projects. Hannah supports these communities through each and every step of the process; from community engagement, business planning and developing documents.

Hannah has worked in the third sector for over 20 years supporting the development of people and communities, with experience in governance, funding and volunteer management.

She is a busy mum of 2 who loves to be outdoors when it's dry, meeting people, and learning from them.



## **Thomas James**

### **Community Shares Wales Resilience Project Co-ordinator**

Tom is the Community Shares Wales Resilience Project Co-ordinator, a role that ensures the smooth running of the project This includes website design and organising workshops, to managing project administration and creating resources; all to assist

groups across Wales to meet the needs of their communities.

Tom is passionate about supporting others to achieve greatness in their personal lives and community.



## Community Shares Wales Resilience Project

### Case Study: Y Tŷ Gwyrdd

Thriving zero waste shop and community hub celebrates its first year after community share offer success: Organisers behind a thriving community hub and zero waste shop are celebrating its first successful year. With guidance from Cwmpas, they are now planning a second community share offer to buy a permanent home.



# Funds raised



**£4,959,840**

has been raised for  
community shares schemes  
in Wales (average £50k  
per scheme)



**£3,629,710**

was levered in to match  
Community Shares schemes  
(average 20% per scheme)



# Demographics



**15**

community shares schemes  
were based in or directly  
benefitting deprived  
communities



**4,857**

people have invested in  
community shares  
schemes



## Community Shares Wales Resilience Project

### Case Study: Havards

Havards store, a traditional ironmongers shop and a central hub for the people of Newport in North Pembrokeshire, was at risk of being lost for good when the current owner decided to sell the business. However, local people – including Jessica Seaton, the co-founder of the fashion brand Toast – rallied round, with the support of Cwmpas, to create a community share offer. The scheme goes under the name SGHT, and the committee needed to raise a minimum of £330,000 in total to buy the shop and to add extra services under its roof, so it becomes even more of a long-term asset for local people.



# Volunteers



**566**

volunteers (non director)  
involved in community  
shares schemes



**152**

individuals become  
volunteer directors with  
community shares  
schemes





Community Shares Wales  
Resilience Project

## Case Study: Vale of Aeron Pub

The Vale of Aeron, in Ystrad Aeron, Ceredigion, has been bought via a Community Benefit Society and nurtured to success by the Tafarn Cymunedol Dyffryn Aeron – a committee of people from the locality and a small army of volunteers.



# Training



communities have develop a Community Shares offer with support from Cwmpas



people from intermediaries, funders and business support agencies took part in Community Shares Master Classes



individuals took part in training sessions or events to upskill the Community Shares Network



Community Shares Groups adopted the Community Shares Standard Mark



shares champions established, who are able to provide peer mentoring support to other Community Shares schemes



# Cwmpas

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Formerly known as the Wales Co-operative Centre, Cwmpas is a registered society under the Co-operative and Community Benefit Societies Act 2014, number 24287 R. This publication is available in Welsh. Other formats, such as large print or braille, are available on request.

We welcome correspondence in English or Welsh and aim to provide an equal standard of service in both languages.