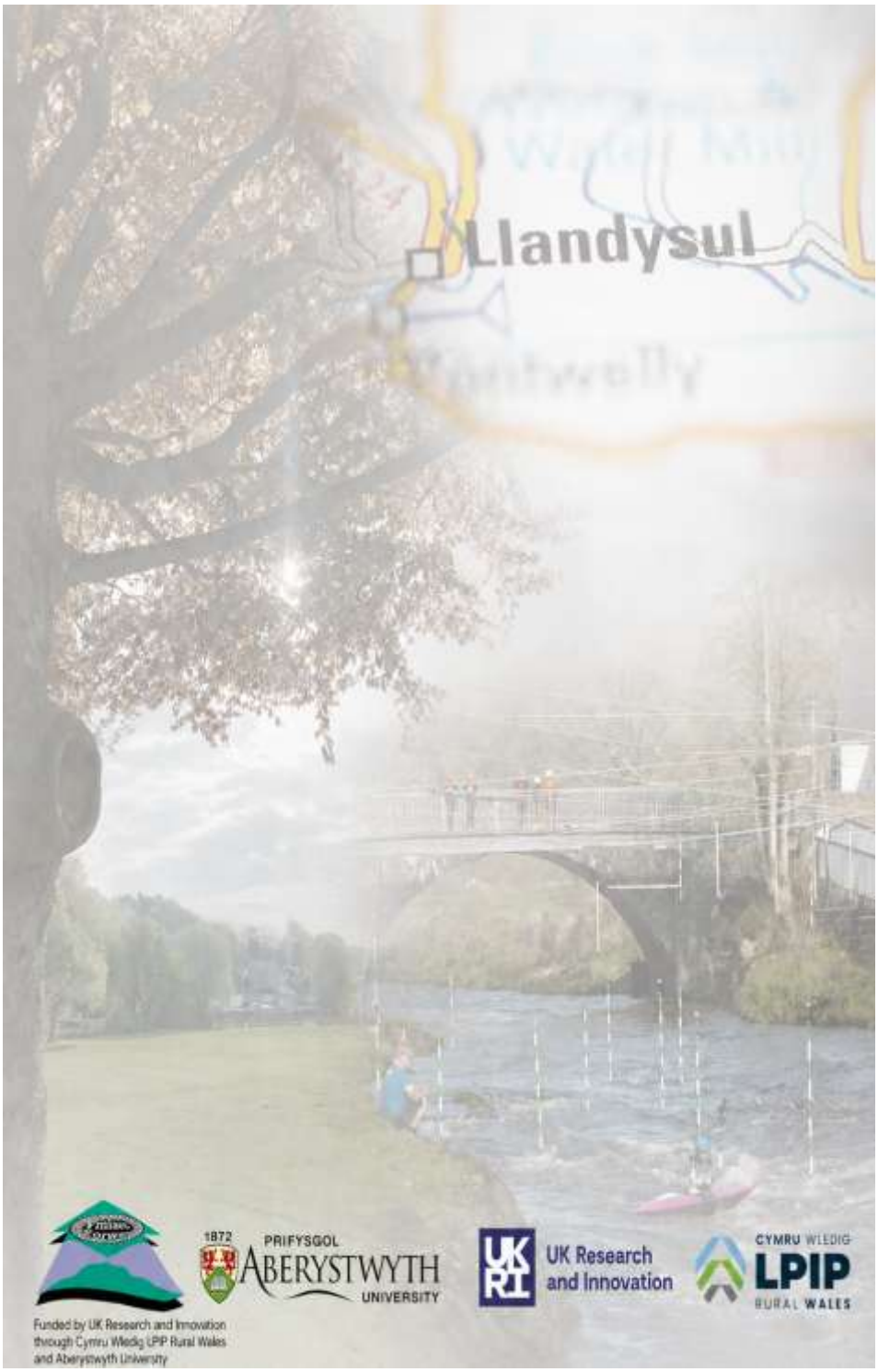
LLEISIAU LLANDYSUL



"Regeneration in Llandysul & Pont Tyweli is not about replacing what exists, but reconnecting people, places and possibilities."

How can community led regeneration strengthen the social, cultural, economic and environmental sustainability of the town while reflecting the needs and ambitions of local people?

By Gemma Jones (Llandysul & Pont Tyweli Ymlaen)

1. Executive Summary

This community-led research examines how Llandysul and Pont-Tyweli can become more connected, vibrant and resilient places in which to live, work and visit. The consultation brought together evidence from surveys, focus groups, community events and informal conversations, with participants contributing in both Welsh and English. A clear message emerges from the findings: local people care deeply about the future of the area and want regeneration to build on existing strengths rather than replace them.

Across the research, participants consistently described Llandysul and Pont-Tyweli as friendly and welcoming, with strong community spirit and rich Welsh language, cultural, historical and natural assets. Calon Tysul, the River Teifi, Paddlers, Ffab, local independent businesses, community organisations, sports facilities, arts activities, faith spaces and green spaces were all identified as valued community assets. These strengths provide a strong foundation for future regeneration.

However, the findings also identify clear and recurring concerns. Communication was one of the most consistent issues raised: many activities, services and opportunities already exist, but people are not always aware of them. Participants called for a more joined-up approach to sharing information, including improved promotion of events, clubs, volunteering opportunities, services and local businesses.

Town centre vitality was another major theme. Participants raised concerns about the loss of shops, banks, services and footfall, frequently linking these issues to parking charges, transport limitations and the need to support local businesses. Parking was repeatedly described as a barrier that discourages people from stopping, shopping, attending activities or using local services.

Responses from young people showed a strong desire for more informal places to meet, more activities, better leisure options and greater involvement in shaping the future of the town. Importantly, young people were not only asking for more organised clubs; many wanted safe, welcoming and flexible spaces where they could spend time with friends without having to commit to structured sessions.

Transport and accessibility were raised across several groups, particularly in relation to older residents, young people, businesses, events and people without access to a car. Better public transport, easier access to community activities and more affordable parking were viewed as essential to inclusion and participation.

The Welsh language, local history, traditions, music, arts and heritage were also central to the findings. Participants wanted these assets to be protected and celebrated, while also ensuring that newcomers, Welsh learners, non-Welsh speakers and people from different generations feel welcome and included.

The findings indicate several practical priorities: developing a joined-up community communication system, supporting local businesses and town centre footfall, reviewing parking and transport barriers, providing more informal opportunities for young people, protecting Welsh language and heritage, making better use of community buildings, and ensuring that future regeneration is developed collaboratively rather than through top-down decision-making.

Overall, the consultation shows that Llandysul and Pont-Tyweli already have strong community foundations. The challenge is not to create community spirit from nothing, but to strengthen connections between people, organisations, businesses and spaces. Future regeneration should therefore focus on making existing assets more visible, accessible and sustainable, while ensuring that local people continue to lead the conversation about the future of their town.

Llandysul and Pont-Tyweli Ymlaen intend to share this report with the Town and County Councils so that the findings can help inform future decision-making, including funding bids and regeneration opportunities for the area. The intention is to ensure that the voices, experiences and priorities gathered through this consultation are shared where they can support positive action for Llandysul and Pont-Tyweli.

The strongest message from the findings is that local people care deeply about the future of the area and want regeneration to build on existing strengths rather than replace them.

None of these ideas can be delivered by one organisation alone. However, by working collaboratively and building on the enthusiasm that already exists within Llandysul and Pont-Tyweli, these recommendations are both realistic and achievable. The consultation has shown that there is already a significant amount of goodwill within the community. The challenge now is to harness that energy and turn it into lasting, positive change. Llandysul & Pont-Tyweli Ymlaen looks forward to supporting this work.

"Regeneration in Llandysul & Pont Tyweli is not about replacing what exists, but reconnecting people, places and possibilities."



Adroddiad LLawn /Full Report



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2. Lleisiau Llandysul & Pont-Tyweli

2.1 Introduction

Llandysul town, in the county of Ceredigion in West Wales, has a small built-up population of around 1,300 (Ceredigion County Council, 2021). The area has a population density of around 227.1 people per square kilometre (Ceredigion County Council, 2021), compared to the Welsh average of 150 people per square kilometre (Office for National Statistics, 2022) and Ceredigion Council average of 40 people per square kilometre (Ceredigion County Council b, 2021). Llandysul has a predominantly rural character. Its population profile is relatively older, with a notable proportion of residents aged 65 and over; within Llandysul town itself, 26.6% of residents are in this age group, according to the 2021 Census (Ceredigion County Council, 2021). The community is largely White, at over 95%, and mainly UK-born, reflecting the limited ethnic diversity typical of rural Ceredigion (Ceredigion County Council. 2021). Around half of residents are able to speak Welsh, reflecting Llandysul's location within one of Wales' stronger Welsh-speaking regions (Ceredigion County Council)

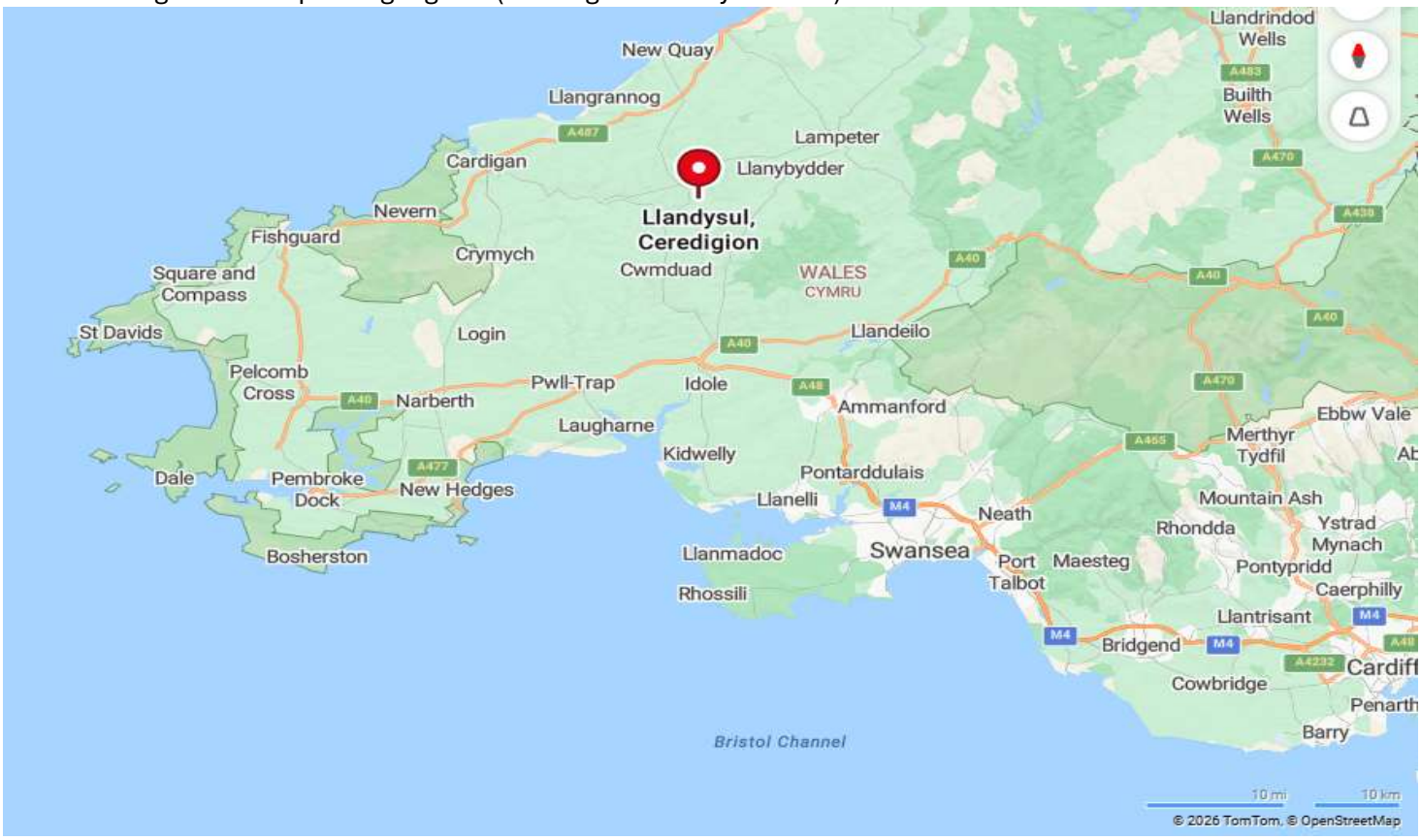


Figure 2 shows map of Llandysul located on the West coast of Wales, OpenStreetMap 2026, Ceredigion County Council. (2021).

Reimagining Llandysul as a connected, vibrant small town is a community-led project focused on bringing together culture, economy and wellbeing to help shape the future of Llandysul and Pont-Tyweli. The project explores how local people, businesses and organisations can work together to support a more resilient, inclusive and sustainable future for the area.

This topic was chosen because there has been limited recent research into the future of the town, particularly research that places local voices and lived experience at the centre. There was a clear

need to understand people's hopes, concerns and ideas for the future, so that regeneration work reflects what matters locally.
Our motivation came from a shared desire to strengthen community connections, improve wellbeing, support local economic growth and create opportunities that encourage people to live, work and engage within the town. We hope this research will act as a catalyst for positive change and inspire future projects and partnerships.
This consultation differed from previous engagement exercises. The research was designed to listen carefully to people's views and experiences, with the aim of creating a genuinely in-depth consultation that gave participants the opportunity to share their thoughts openly. Some previous consultations had been perceived as top-down exercises that resulted in limited visible action, and this was reinforced by how difficult it was to locate clear reports from earlier consultations, as reflected in the references later in this document.

2.1.1 Table 2.1: Previous consultations since 2009

Year	Consultation / Engagement	Lead Organisation	Main Focus	Llandysul participants
04/2002	Ceredigion Tourism Growth Area (TGA) Implementation plan	Cyngor Sir Ceredigion county council and the mid wales partnership and Wales tourist board.	Tourism Growth Area	Not easily found
05/2002	Adroddiad Terfynol	Antur Teifi	Community Research	Not easily found
2004	Local Transport Plan engagement	Ceredigion Tourism Quality Initiative	Employment and business in the area	Not easily found
2005	Ceredigion visitor satisfaction survey	Ceredigion Tourism Quality Initiative	Employment and business in the area	Not easily found
2005	Llandysul & Pont Tyweli Ymlaen Craft retail project	Llandysul & Pont Tyweli Ymlaen & Noridol Ltd	Feasibility of setting up a retail outlet for local foods and crafts to encourage more visitors in to Llandysul	Not easily Found
2007-2022	Ceredigion local development plan	Ceredigion County Council	Conservation areas	1
2021-2022	A Feasibility Study – Guided Cultural Adventures in Rural Ceredigion	Cyngor sir gar, cynnal y cardi , Dolen Teifi	Wales Best Guides enterprise LTD	unclear
2022 - 20203	Llandysul Regeneration Strategy	Ceredidion County Council Rural office	Repositioning Llandysul around the River Teifi	19 key stake holders

In contrast, this work was developed from the grassroots up, with the intention that the findings could be used meaningfully and carefully to inform future projects. It is also important to recognise that this consultation was delivered in Welsh and bilingually, unlike many previous consultation processes that have been available only in English. Some previous consultations also appear to have taken place without a clear published report or feedback process, meaning there was little for the community to

see afterwards. This has contributed to a sense among many participants that Llandysul is frequently consulted, but not always meaningfully updated on what happens next. As an organisation, it is important to us that this work is fed back to the community.
This research reflects community priorities by examining quality of life, participation, local business, and the spaces and connections that help a town thrive. It also links closely with our organisation's wider work around community development, collaboration, sustainability and long-term positive change for local people.
This research was led by Gemma Jones on behalf of Llandysul & Pont-Tyweli Ymlaen, with support from colleague Alex Norval. Throughout the report, "I" refers to Gemma Jones, while "we" refers to Llandysul & Pont-Tyweli Ymlaen and the project team involved in delivering the research.
The table above provides examples of previous consultations that have taken place.

3. Focus of the research

The research set out to understand how Llandysul and Pont-Tyweli could be reimagined as more connected, vibrant and resilient communities by exploring local priorities, challenges, opportunities and aspirations for the future. A central research question guiding the project was: **How can community-led regeneration strengthen the social, cultural, economic and environmental sustainability of the town while reflecting the needs and ambitions of local people?**
Our focus groups were chosen so that a wide range of voices and experiences could be included. Eight key areas were identified: food resilience, energy, young people, religion and faith, business, entertainment and performance spaces, and local history and heritage. Together, these themes reflected both the practical and cultural parts of life that shape a thriving small town.
Our approach also aimed to support the Welsh language and include people across generations. We wanted to hear from older residents, long standing community members, families, young people and others whose views are not always heard, so that the future vision for Llandysul reflected a broad mix of experiences.

We wanted the research to leave a lasting legacy, not only through capturing local voices and experiences, but by ensuring the findings were returned to the community, recognising that too often consultation processes leave people feeling they never hear what happened afterwards. Alongside this, we wanted to create something that could continue beyond the project itself, whether through new relationships, stronger networks or groups formed along the way.

This research was grounded in the belief that regeneration works best when it is shaped by the people who live and work in the community. Too often, decisions are led by outside analysis, even though local people understand their own strengths, challenges and opportunities best. The project aimed to support better future decision-making, attract investment and help develop projects that reflect local priorities.

This research was funded by **Cymru Wledig LPIP Rural Wales**, the Local Policy and Innovation Partnership for Rural Wales. It connects academic researchers, public bodies, third and private sector organisations and communities, with the aim of enhancing the use of research and innovation to support effective policy-making, sustainable regional development, and the wellbeing of people and places across rural Wales. In addition to funding, Cymru Wledig LPIP Rural Wales also provided the project with an academic mentor from Aberystwyth University and a research facilitator from Together for Change CIC.

Led by Aberystwyth University, the LPIP is a collaboration between four leading academic institutions – Aberystwyth, Bangor and Cardiff universities, and the Countryside and Community Research Institute at the University of Gloucestershire – working with partners including the Centre for

Alternative Technology, Together for Change, Antur Cymru Enterprise, Datblygiadau Egni Gwledig (DEG), Rural Health and Care Wales, Represent Us Rural, and Sgema.

4. Methods

The research adopted a mixed approach in the face-to-face engagement sessions, combining structured questions with enough flexibility for each group and discussion to develop in its own way. This helped focus group sessions feel more natural and relaxed, so people could ask questions, share views and contribute in ways that felt comfortable to them. It also gave people a chance to learn more about the research and about us as a charity, which helped build trust and stronger connections throughout the process. At the start of each session, we gave a brief introduction to the project, explaining that the research aimed to capture a wide range of voices in Llandysul and Pont-Tyweli and outlining how the data could later be used.

At first, the plan was to hold eight facilitated focus groups, but as planning went on the schedule had to change to fit around people's availability and the overall budget. This is discussed further in the evaluation and limitations sections.

We displayed posters for each individual event, as well as posters for the general online survey, on the outdoor digital screen at Calon Tysul and on community noticeboards across the area to help spread the word.

4.1 Focus Groups – methods

Prior to the focus group, all participants were provided with an information sheet and consent form outlining the purpose of the project and what their participation would involve. The consent form explained that participation was entirely voluntary and that individuals had the right to withdraw from the study at any stage without providing a reason. Participants were also informed that they could choose not to answer any questions or not engage in the discussion if they felt uncomfortable. Questionnaires were distributed to each participant and completed anonymously to ensure confidentiality and encourage honest responses. Only those who provided informed consent were invited to take part in the focus group and complete the questionnaire.

4.2 Food Resilience focus group method – Yr Ardd & Y Pwerdy

The first focus group session explored the theme of food resilience. Participants were invited to take part in a guided tour of Yr Ardd, followed by a facilitated discussion and the opportunity to share a warm pot of soup together. The session was led by Louise Cartwright, a facilitator specialising in horticultural training and permaculture design. The event took place on February 26th, 2026, from 9.15 a.m. until 2.30 p.m. Participants were informed that the session was flexible and that they could attend for as much or as little time as suited them.

Invitations were distributed directly by the project team and Louise, while posters advertising the event were displayed throughout the local area and on the outdoor digital screen at Calon Tysul to encourage wider participation. As the event was organised within a relatively short timeframe, attendance levels were uncertain. To help raise awareness and attract participants, I shared details of the event with local residents who had an interest in food resilience and contacted local restaurants,

cafés, grocery shops, and other food-related businesses, inviting them to attend the session or complete the questionnaire.

Louise guided the discussion using key questions and noted responses on a flipchart. Attendees also completed questionnaires, and some took copies away to share with friends. We also made the questionnaire available by QR code, which linked to Microsoft forms, so that people who could not attend, but still wanted to share their views, could take part.
This session was predominantly in English, with some Welsh spoken. The age range was from people in their 30s upwards.





Figure 3: Photo 1 shows a group of people standing outside at Yr Ardd in dull, wet weather, showing the outdoor setting of the food resilience focus group visit.
Figure 4: Photo 2 shows one of the flipchart pages created during the focus group discussion at Y Pwerdy, with notes and ideas written down as part of the group conversation.
Figure 5: Photo 3 shows the focus group session taking place indoors, with participants seated around a table and watching Louise Cartwright speak during the discussion.

4.3 Young Farmers Club in Llanllwni – focus group method

This session was informal. The Y.F.C. were already running a full programme of activities, so they kindly let us join one of their existing evenings. We went on the 10th March at 8pm. During a break, the young people had snacks and completed the questionnaires.

My colleague Alex and I introduced the project, explained the benefits of taking part, and emphasised that participation was entirely voluntary. We made ourselves available to offer help or clarification if needed; however, the participants completed the questionnaires independently without any assistance. As with previous sessions, additional questionnaires were left for those who were unable to attend, and an online version was also made available for wider participation.

This group was predominantly Welsh-speaking, with some English also used. Ages ranged from young teenagers to people in their 30s.

4.4 Energy - Ynni Sir Gâr in Y Pwerdy – focus group method

This was a session delivered in partnership with Ynni Sir Gâr, focusing on local energy, its uses, opportunities, and limitations, held within the prominent Pwerdy building itself. The event was held from 6pm until 8pm on the 25th March 2026. Situated above the river and within a space historically associated with power generation, the setting provided a fitting backdrop for discussions around local energy and sustainability.

For this event, we felt an informal format with a short introduction would work best. It allowed people to hear some background on local energy issues and community energy initiatives before moving into open discussion. The session was facilitated by Lleucu Meinir, who works for Ynni Sir Gâr and is also involved with the local church group Ffynnon. Lleucu is well known within the community through her involvement in a wide range of local projects and initiatives, making her an ideal person to lead the discussion in Welsh with some English too.

We also hired the translator, Llinos Jones, who was already known to Lleucu through Ynni Sir Gâr and being local to the area, was familiar to many members of the community. As Lleucu and many participants were Welsh speakers, we wanted to use Welsh as much as possible throughout the session. Llinos provided Welsh-to-English translation, which happened smoothly in the background and helped the conversation flow naturally without interrupting discussion. This felt especially important for a topic like local energy, where it was important that participants could contribute comfortably in their preferred language.

Participants heard from Dr Sioned Haf, who works part-time for Ynni Sir Gâr and is based in Llangadog in the Tywi Valley. Sioned holds a doctorate from Bangor University, where her research focused on community energy in Scotland and Wales, and she continues to contribute to research in this field. During the session, she spoke about projects delivered by Ynni Sir Gâr and outlined a range of community energy schemes and opportunities, which led to a wide-ranging discussion.

One issue that came up repeatedly was why the energy once generated in the building itself is no longer being used, opening up a broader conversation about infrastructure, ownership, and future possibilities. Refreshments were provided before participants were invited to complete the questionnaires in Welsh or English. Alex and I were on hand to help with general questions, while Lleucu and Dr Sioned Haf supported participants with the more technical energy-related points.







Figure 6: Photo 1 shows Gemma Jones distributing questionnaires while Dr Sioned Haf speaks to participants around the table.
Figure 7: Photo 2 shows an exterior view of Y Pwerdy in Pont-Tyweli, the venue for the consultation event.
Figure 8: Photo 3 shows participants listening as Dr Sioned Haf gives her presentation during the Ynni Sir Gâr consultation.

4.5 Faith & place based session part 1 – Tysul Hall – focus group method

This event took place on Wednesday 15th April at 1pm until 3.
When planning the structure and format of the day, Lleucu Meinir and I decided it would be beneficial to split the event across two locations: Tysul Church and Ffynnon. Lleucu, who works for Ynni Sir Gâr and is actively involved with the local church group Ffynnon, is well known within the community through her involvement in a wide range of local projects and initiatives. Drawing on her experience of facilitating community groups and events, she felt that using two familiar and welcoming venues would help participants feel more comfortable sharing their views. This approach gave people the opportunity to attend the location where they felt most at ease, recognising that places of faith often serve as important community spaces and sources of support within Llandysul.

Lleucu facilitated the session in Welsh and introduced the purpose of the event, the aims of the questionnaires, and the themes we wanted to explore. Participants were encouraged to take part in open discussion so that different views and experiences could be shared. The session lasted approximately two hours, allowing time to introduce the project, serve cawl, tea and refreshments, complete the questionnaires, and have a relaxed discussion around the table about the issues raised.

Questionnaires were available in both Welsh and English, and Alex and I were on hand to provide support where needed. As the vicar, Gareth Reid, was attending the session and is bilingual, we decided not to hire a translator on this occasion. Instead, Gareth and I provided Welsh-English translation where required, while Lleucu focused on facilitating the discussion. To make the session as inclusive and accessible as possible, we provided various pens and magnifying glasses for anyone who might benefit from them, particularly older participants or those with visual impairments or other difficulties. We also allowed the session to develop at a comfortable pace, ensuring everyone had the opportunity to contribute. Participants seemed genuinely pleased that faith and places of worship had been included as part of the research.





Figure 9 and Figure 10: Both images show people gathered around a table in Tysul Hall, with Lleucu Meinir holding a piece of paper and speaking with the group.

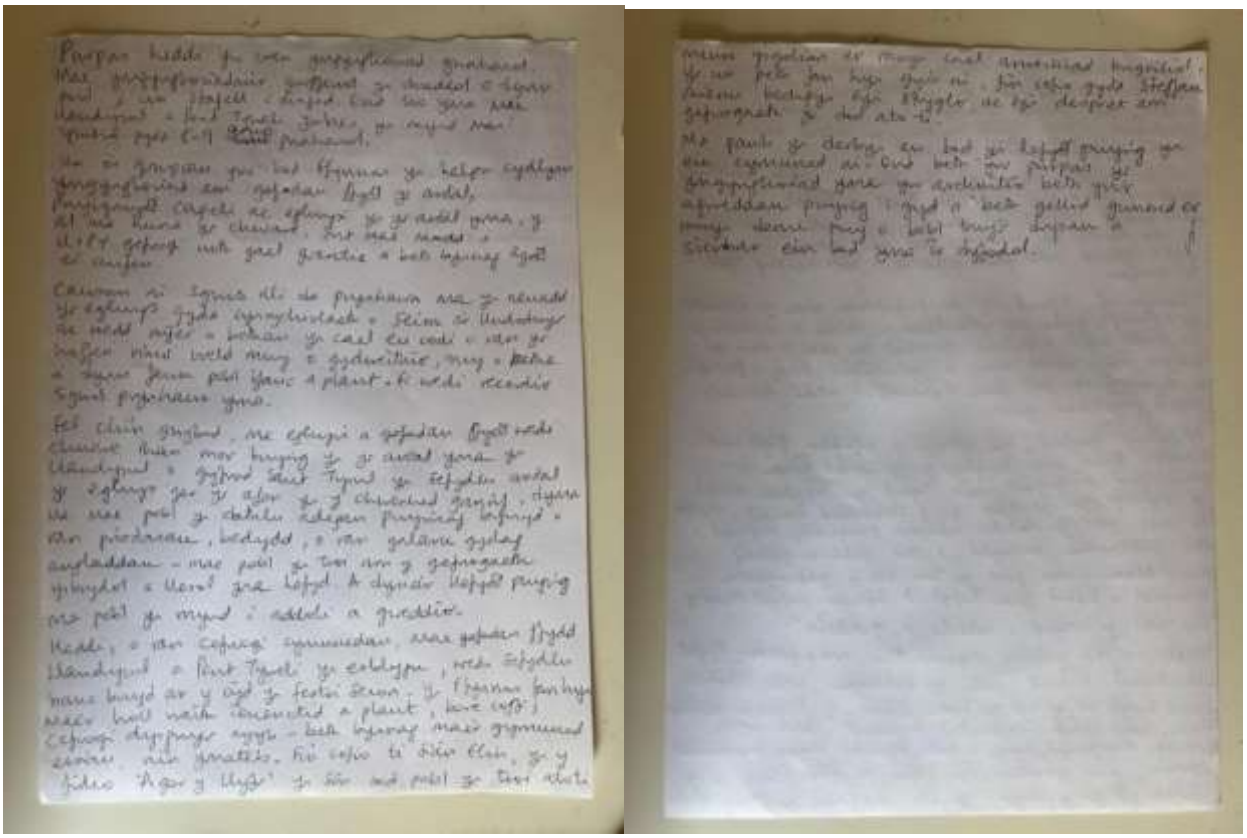


Figure 11 and Figure 12: Images 1 and 2 show the script Lleucu Meinir wrote to read to people at the faith sessions.

4.6 Ffynnon: Faith & place based session part 2 – focus group method

The Ffynnon session was designed to explore faith spaces, how they are currently used, and how they could be used in the future to support community needs. The original concept was to include a presentation by Lleucu Meinir at Ffynnon, a church based within a former school building, focusing on the different faiths represented within the area, the spaces available for worship, and any challenges or barriers people may experience in accessing or using these spaces. This event took place on April the 15th at 7pm until 9pm.

Lleucu, who works for Ynni Sir Gâr and is actively involved with Ffynnon, is well known within the community through her involvement in a wide range of local projects and initiatives. Her experience of facilitating community groups and engaging with diverse audiences was invaluable in shaping the format of the session and creating an environment where participants felt comfortable sharing their views and experiences.
As previously mentioned, the faith sessions were split across two locations to enable us to engage with as many congregations and community members as possible. While we recognise that we could not engage with every individual faith space, we felt that these two venues were important and representative spaces that would be welcoming and accessible to a broad range of participants. Using two venues also helped us engage a broader and more diverse range of participants, enabling us to gather perspectives from people who may not otherwise have attended if the session had been held in a single location.
The event was held at Ffynnon. Lleucu personally invited participants through emails and messages, drawing on her extensive community networks, while we also promoted the event through posters displayed around the area, social media posts, and the digital display board at Calon Tysul. Lleucu

and volunteers from Ffynnon provided a welcoming buffet and, as people arrived, I spoke with them about the project and the questions they would be discussing. Welsh and English copies of the questionnaire were available, depending on individual preference, and we also hired a translator to ensure everyone could participate comfortably and contribute in their preferred language.
Lleucu opened the session by introducing the project and myself in Welsh. I then gave a brief overview of the aims of the project, spoke about the importance of people's views and experiences, and thanked everyone for taking part voluntarily.
Lleucu read each question aloud, and discussions naturally developed around them. Her facilitation helped create an open and relaxed atmosphere where people from different faith spaces could share their ideas, experiences, and perspectives, while also learning from one another through conversation. This session was held in Welsh, and we again had the translator, Llinos Jones, to translate into English, although this was not really needed in this session.



Figure 13: Lleucu Meinir speaking participants at Ffynnon.with



Figure 14: Buffet at Ffynnon.



Figure 15: Lleucu Meinir speaking with a seated group of participants at Ffynnon

4.7 Entertainment spaces with Ceri Mathews and Julie Murphy - focus group method

The aim of this event was to bring together people with an interest in performing in public, as well as those who regularly attend cultural events, to explore the opportunities and challenges associated with hosting and participating in these types of activities within Llandysul and Pont-Tyweli.
The session was held at Y Porth and delivered bilingually in Welsh and English, reflecting the linguistic and cultural character of the local area. The event was held on 17th April at 7pm. Participants were encouraged to contribute in their preferred language, and all questionnaires were made available in both Welsh and English. The event was supported by Ceri Mathews and Julie Murphy, who were invited to take part because they are both well-known and highly regarded within the local community. Their music reflects the rich cultural traditions of the area and was therefore particularly relevant to a discussion about local culture and performance. Their performances helped create a warm and welcoming atmosphere, encouraging discussion and enabling people to share their experiences, ideas, and concerns while completing the questionnaires.
We designed the event to be informal and relaxed so that people felt comfortable speaking openly about culture, performance spaces, and community events.




Figure 16 and Figure 17: Image shows groups of people sitting around a table listening to Ceri Mathews and Julie Murphy, including young children.

4.8 A Big Business Breakfast - focus group method

The Big Business Breakfast was organised in partnership with Antur Cymru, who were excellent collaborators throughout the process. They supported the event by designing promotional materials, sharing information across their social media channels, and managing the event through a ticketed booking system to help monitor attendance and engagement. The event took place on 22nd April and started at 8.30 a.m.

The event was promoted through our own networks, and I also contacted individual businesses by email to encourage participation and ensure that no businesses or organisations were unintentionally overlooked. A wide range of local businesses attended, including FFab Café & Shop, Paddlers, Brodwaith Teifi, and Highway Garage, alongside several local tradespeople and other business owners from across the area. This helped to ensure that the discussion reflected a broad range of perspectives from the local business community.

The aim of the event was to create an informal and welcoming space where people could take part over a free breakfast while also hearing practical support and advice for local businesses. Antur Cymru selected the guest speakers, Barry Morgan and Meirion Jones, as they felt their experience and expertise would provide valuable insights for the diverse range of businesses attending.

Barry Morgan spoke about business development and the importance of effective cashflow management, encouraging attendees to reflect on the question, “What is the best single piece of business advice you’ve ever had?” His presentation generated discussion among participants and prompted them to share their own experiences and lessons learned. Meirion Jones focused on financial matters, offering practical advice and guidance relevant to local business owners and entrepreneurs.

Breakfast was prepared and served by staff at Y Porth, helping to create a welcoming and relaxed atmosphere. The session was delivered primarily in English, with Welsh used throughout where appropriate, reflecting the bilingual nature of the local community. While breakfast was being served, members of our team distributed questionnaires to attendees, asking individually whether participants preferred Welsh or English versions and taking time to explain the aims of the project. All questionnaires and supporting materials were made available in both Welsh and English. This approach helped encourage participation, ensured that attendees could engage in their preferred language, and helped them understand how their views and experiences would contribute to the wider regeneration project.




Figure 18 and Figure 19: Photos show groups of people sitting in Y Porth eating breakfast, while another image shows people listening to Meirion Jones speaking.

4.9 Youth Club session listening to the voices of young people – focus group method

This event was originally designed for Euros Lewis to facilitate a theatre games session with local young people, using creative activities to explore the importance of questions and answers while shaping discussions around the research questions we had developed specifically for this age group. Unfortunately, due to unforeseen circumstances, Euros was unable to attend at short notice and kindly arranged for Lowri Sion to facilitate the session instead. The event took place on 30th April at 6pm.

The session was conducted in English and Lowri adapted the planned approach into a more open creative activity, using three large sheets of paper on the floor to represent the past, present and future of Llandysul. Young people were invited to write, draw and share ideas in whatever way felt comfortable. It quickly became clear that the session needed to develop naturally around the youth club setting rather than follow a rigid structure.

Food and refreshments were provided to help create a welcoming atmosphere. The informal nature of the youth club meant that a structured approach was not the right fit. It was important to keep the space feeling safe and familiar, so we adapted our methods to how young people were already using the environment rather than expecting them to fit around the project.

Lleucu was also present to support filming activities and, together as facilitators, we made a conscious decision to allow young people to engage on their own terms. Rather than asking participants to come to us in a structured way, we approached individuals and small groups gradually, showing that participation was optional and flexible. Young people could choose whether they wanted to be filmed, draw pictures, chat informally, or simply observe before joining in.

One important lesson from this session was that the questionnaires I had prepared were not suitable for this setting. In practice, they felt too formal for the youth club environment. This highlighted the need to remain flexible and adapt engagement methods for different groups, particularly when working with young people in informal settings.




Figure 20 and Figure 21: Image 1 shows Lowri Sion sitting on the floor setting up paper for the event. Image 2 shows the mural in the youth club, with words drawn in graffiti style.

4.10 Glascoed History & generations – focus group method

This session took place at Glascoed, an assisted living facility that provides accommodation and support for residents with a range of needs. The event took place on 11th May at 1pm. I invited Owain Llyr, a local filmmaker and author whose work explores local history and community stories. Owain brought books, DVDs, photographs, and other historical materials, which helped spark conversation and reflection. The session was delivered bilingually in Welsh and English, allowing participants to engage and contribute in their preferred language. For this session, I used the survey forms, as they felt less intrusive and more suitable for the group.

The session generated a great deal of conversation and engagement; however, there were some challenges. Due to the nature of the setting, not all participants were originally from Llandysul, although many were living in the area at the time. Additionally, some participants were unable or unwilling to complete questionnaires due to learning difficulties, literacy challenges, or because they felt uncomfortable with the format. We offered support where appropriate, including assistance in both Welsh and English, but it was important to respect participants' preferences and comfort levels.

Although the session generated fewer completed questionnaires than anticipated, it created a valuable opportunity for participants to reflect on the past, share memories, and engage socially. It also demonstrated the value of informal, history-based activities and highlighted the types of community engagement opportunities that could be developed further in the future.

To complement this work, we organised a second, linked session at Ysgol Bro Teifi, creating a counterpart event that brought younger voices and perspectives into conversations around local history and the future of the town.





Figure 22 and Figure 23: Image 1 shows people seated in chairs at Glascoed. Image 2 shows two women seated in chairs speaking with Owain Llyr, a local filmmaker.

4.11 Youth - Ysgol Bro Teifi – focus group method

For this session, we invited members of the local history society, Lesley Parker and Jane Kerr, local author and filmmaker Owain Llyr, and approached Ysgol Bro Teifi to ask whether 12 students with an interest in GCSE History could participate. The aim was to create an intergenerational learning experience where younger people could engage directly with older generations and explore local history through conversation and storytelling. This event took place on 14th May at 1pm until 3pm.

To prepare the students, I created interview scripts in advance of the event, providing guidance on how to ask questions clearly and sensitively, encouraging them to speak slowly, pause between questions, and give participants enough time to process and respond. This was intended to help create more accessible and meaningful conversations.

The session was conducted primarily in Welsh, with some English used where appropriate to ensure that everyone could participate comfortably. This reflected the linguistic character of the local community and allowed participants to engage in the language of their choice.

I asked Owain Llyr, a local filmmaker and author, to speak with the children about filming techniques and to be on hand for any help they required. During the event, we used GoPro cameras and mobile phones to record interviews, with students taking an active role in speaking with participants and capturing stories and reflections. Older residents and members of the community were invited specifically for the session, and invitations were distributed widely through local networks, posters displayed around the village, and by asking local contacts to share information with parents, relatives, and older family members.

Ahead of the event, participants were informed about the filming process and reassured that participation was flexible. Those who did not wish to be filmed were offered questionnaires instead, with support available to help complete them if required. This flexible approach aimed to make participation accessible and ensure people could contribute in the way that felt most comfortable to them.

Because the event was unusual in format, it was difficult to predict exactly how it would work on the day. In hindsight, a ticketed system might have helped us judge numbers in advance. Despite this, the event was successful. I also spoke personally to some people in Llandysul and invited them along, which proved very effective.
We predicted that we would run four groups with three students in each, but this varied a little on the day. In the end, we had ten students and split them into two groups of three and one group of four. The interviewing flowed naturally, and the students handled it very smoothly and professionally, even adding their own extra questions. The session was then concluded to avoid placing unnecessary pressure on participants.
Members of the History Society also spoke with the children about local history and showed them items including old school uniforms and a cannonball found near Llandysul Bridge. To finish, Owain Llyr also shared some of his filmmaking experience and gave each student a DVD as a thank you and encouragement to keep exploring local history.

As well as asking the school to participate in this event, I also requested that they add the survey QR code to their mailing list for parents and encourage students to complete the questionnaires. I also highlighted that even if some students did not live in Llandysul and Pont-Tyweli, they were likely to live nearby or regularly use the area and therefore would still have valuable opinions about local services.









Figure 24: Image 1 shows a group of school children interviewing two women.
Figure 25: Image 2 shows Jane Kerr from the History Society speaking with a group of children and participants.
Figure 26: Image 3 shows Owain Llyr, a local filmmaker, speaking with a group of children and participants.
Figure 27: Image 4 shows one of the podcast sessions taking place between a group of children and three female participants.

4.12 Survey methods

4.12.1 Survey Online Engagement Methods

Although we had initially hoped to work with Delineate on digital engagement and data collection, timescales meant that practical arrangements needed to be put in place quickly ahead of the first focus group sessions. As a result, my colleague Alex developed a series of online questionnaires using Microsoft Forms and created QR codes to allow easy access to the surveys.

To support participation, a Facebook page was created for Llandysul & Pont-Tyweli Ymlaen, where surveys were regularly promoted and shared. Survey links were also distributed via email to individuals who had attended previous engagement sessions, as well as those who had expressed an interest in the project but were unable to attend events in person. This approach was used throughout the consultation process, except for the Youth Club and school engagement sessions, which used alternative methods more suited to their participants.

4.12.2 Survey In-Person Engagement

Alongside the online surveys, we developed a general five-question questionnaire designed to explore the key themes that would later be examined in greater depth through focus groups. Printed copies were made available at accessible community locations, including the library, Calon Tysul Leisure Centre and the local doctor's surgery.

Posters containing QR codes linking directly to the online survey were displayed throughout the community and promoted via Facebook and the Ymlaen Llandysul & Pont-Tyweli website. Staff at each venue were briefed about the project and asked to encourage visitors and service users to participate where appropriate.
The general survey was also used at the Glascoed event. As Glascoed is an integrated care setting, it was difficult to predict the mix of attendees and determine which specific focus group questions would be most appropriate. In addition, the format and planning of the event evolved considerably during the preparation stage. For these reasons, the general survey provided a flexible and inclusive way of gathering feedback from participants.
To increase participation further, Alex and I attended several community venues and events. We spent time at Calon Tysul before and after some of its busier sessions, introducing ourselves, explaining the project and encouraging people to complete questionnaires. This informal approach helped us engage with individuals who may not otherwise have participated and also provided an opportunity to promote upcoming events.
Concerned that the survey may not reach as wide a cross-section of the community as intended, we also attended the Family Centre and engaged directly with parents and caregivers. We explained the project, answered questions and invited people to complete a questionnaire if they wished. Participation was entirely voluntary, and individuals were encouraged to leave any questions unanswered if they felt they were not relevant to them.
Additional engagement took place at the NACRO Connecting Carmarthenshire event at Tysul Hall, where surveys were distributed and discussions held with community members. Together, these approaches helped broaden participation, reduce barriers to engagement and raise awareness of the project across the community.

4.13 Data Recording and Analysis

Following each engagement activity, participants' responses were recorded under each survey question to allow translation, organisation and analysis. This approach worked effectively for smaller groups. However, once responses from Ysgol Bro Teifi and other larger datasets were added, it became clear that spreadsheets provided a more efficient way of organising and managing the information.

During the analysis stage, responses from each focus group were initially kept separate to reflect their different themes, experiences and contexts. Initial analysis involved manually reviewing the data, identifying recurring themes and using spider diagrams to map relationships and connections between ideas before grouping them into broader themes.

As the project progressed, I met with James Stewart from Delineate, who provided advice and practical tips on approaches to data analysis. This helped me recognise that Questions 1–5 were consistent across all focus groups and the general survey. By bringing these responses together into a single spreadsheet, I was able to cross-analyse the data and identify patterns and themes across different participant groups. I later realised that the same approach could also be applied to the final questions where these were consistent between groups.

This method of consolidating data significantly improved the analysis process, allowing comparisons to be made across engagement methods and participant types while still retaining the ability to examine individual groups separately where appropriate. This approach reflected earlier guidance from my support tutor at Aberystwyth University, Wyn Morris, who had suggested from the outset that structuring the data in this way would make the analysis more manageable and robust.

Where handwritten responses were unclear, colleagues were consulted to ensure interpretations were as accurate as possible. Data was subsequently transferred into structured spreadsheets, enabling comparisons across groups and helping identify recurring themes and patterns emerging from different engagement methods.

4.13.1 Ethical Considerations

Ethical considerations were central throughout the project. Participants were informed about the purpose of the research, how their information would be used and stored, and that participation was entirely voluntary. Individuals were free to decline participation or choose not to answer specific questions.

Care was taken when engaging with younger people and intergenerational groups to ensure that methods were appropriate, respectful and non-intrusive. For example, when working with the Young Farmers Club, where participants included individuals under the age of 18, information sheets and consent forms were distributed to parents and guardians in advance via email and text message. This ensured transparency regarding the purpose of the project and how any information collected would be managed.

All responses were anonymised before analysis, and no participant names are used in the findings. Care was taken to store completed questionnaires securely and to use the information only for the purposes of this research. Materials were made available in Welsh and English, and support was offered where needed so that participants could take part in the language and format most

comfortable to them. Attention was given to making engagement inclusive and respectful for young people, older residents and participants who may have needed additional support.

4.14 Limitations

Several practical limitations affected how the research was delivered. The original plan was to hold eight facilitated focus groups, but the schedule had to change to fit around people's availability and the overall budget.

Some sessions were organised within relatively short timeframes, which meant attendance levels were sometimes uncertain. For the Ysgol Bro Teifi intergenerational session, the event format was unusual and it was difficult to predict exactly how it would work on the day. In hindsight, a ticketed system may have helped judge numbers in advance.

Engagement methods also had to be adapted for different settings. The questionnaires prepared for the youth club were not suitable for that informal environment and felt too formal in practice. This highlighted the need to remain flexible and adapt methods for different groups, particularly when working with young people in informal settings.

The research could not reach every individual, organisation or faith space in the area. While the faith sessions were split across two locations to engage with as many congregations and community members as possible, not every individual faith space could be included.

There were also access and participation barriers in some settings. At Glascoed, not all participants were originally from Llandysul, although many were living in the area at the time. Some participants were unable or unwilling to complete questionnaires due to learning difficulties, literacy challenges or because they felt uncomfortable with the format. Although support was offered where appropriate, it was important to respect participants' preferences and comfort levels.

These limitations affected delivery and participation, but they also provided useful learning about how future consultation activity could be planned, promoted and adapted to suit different groups and settings.

5. Findings – the results

Before discussing the findings, it is important to note that all participants have been anonymised. To ensure confidentiality while allowing responses to be tracked across the analysis, participants were assigned anonymous identification numbers. Numbering commenced at Participant 1 within the survey group and continued sequentially across each subsequent focus group. These anonymous participant numbers are used throughout this report when referring to individual responses and quotations.

The table below shows participation numbers for the survey and each focus group.
Table 5.1: Participation numbers for the survey and each focus group

Session	Number of people attending session	Number of questionnaires completed in English	Number of questionnaires completed in Welsh	Number completed online
Survey (overall)	**N/A**	**34**	**2**	**10**
Food Resilience		**12**	**1**	
Ynni Sir Gâr	**20**	**4**	**3**	**1**
Music & Performance	**17**	**11**	**4**	**0**
Business	**32**	**23**	**4**	**1**
Ffynnon (religion)	**15**	**7**	**8**	**0**
Tysul Church (religion)	**13**	**1**	**9**	**0**
Youth (School)	**159**	**0**	**159**	**0**
Young Farmers Club (youth)	**10**	**5**	**5**	**0**

5.1 Participant Groups and Age Ranges (approximate)

Table 5.2: Participant groups and age ranges (approximate)

Group Name	Age Range
Survey	**16 +**
Food Resilience	**30 +**
Ynni Sir Gâr – Energy	**30 +**
Music / Entertainment Spaces	**8 +**
Business	**18+**
Ffynnon – Religion Group 1	**16 +**
Tysul – Religion Group 2	**30 +**
Youth – School	**10 +**
School Podcast Session	**50 +**
Young Farmers Club	**16 +**

5.2 Thematic Analysis of each individual focus group

5.2.1 Yr Ardd – Food Resilience thematic analysis

The table below summarises the key themes that emerged from the Food Resilience focus group. It shows how often each theme was reflected in participant responses, explains what each theme means, and includes supporting quotations to demonstrate how these issues were expressed by participants in their own words.

Table 5.3: Key themes from the Food Resilience Focus Group

Theme	Number of participants concerned with this theme	Theme Description	Supporting Quotes
Food Growing and Local Food Production	**13**	Participants expressed a strong desire for more food growing opportunities, community growing spaces, allotments, expansion of Yr Ardd, greater local food production and opportunities to pass growing skills on to future generations.	Anonymous 45: 'More allotments encouraged.' Anonymous 44: 'Food produced on a larger scale.' Anonymous 37: 'Encourage the children from our local school to learn about growing.'
Local Food Sales and Markets	**8**	Participants wanted stronger local food economies, including farmers' markets, local produce outlets, sales venues, fruit and vegetable shops and better support for local producers.	Anonymous 46: 'A sales venue is required.' Anonymous 48: 'A fruit/veg shop for example.' Anonymous 43: 'Farmers Markets, Pick Your Own...'
Better Transport and Access	**7**	Transport emerged as a significant barrier. Participants highlighted the need for better public transport, more bus services, improved links to larger towns and easier access to shops, services and community activities.	Anonymous 40: 'Public transport.' Anonymous 43: 'Improve rural public transport, connecting Llandysul to larger towns.' Anonymous 44: 'Better public transport, no investment in local transport.'
Funding and Long-Term Support	**7**	Participants recognised that projects cannot rely solely on volunteer	Anonymous 44: 'Financially sustainable, can't just rely on goodwill of volunteers.'

		effort and highlighted the need for funding, grant support, paid coordinators, paid staff and long-term sustainability.	Anonymous 41: 'With some paid staff and a coordinator.' Anonymous 38: 'Need fundraising/applying for grants.'
Young People and Schools	**6**	There was concern about involving younger generations, creating opportunities for young people and ensuring that local skills and knowledge are passed on.	Anonymous 44: 'Need to get younger generation on board.' Anonymous 44: 'Younger people moving away no jobs.' Anonymous 37: 'Encourage the children from our local school to learn about growing.'
Community Hub / Central Space	**5**	Participants suggested creating a visible community hub that could provide a focus for food projects, learning, social activities, repair services and community engagement.	Anonymous 41: 'A community hub very centrally located.' Anonymous 40: 'Need somewhere central where people can work together.' Anonymous 44: 'Somewhere central, a hub, for food, repair shop, skills so we can share skills, library of things and refill shop.'
Skills Sharing and Learning	**5**	Participants wanted more opportunities to learn and share knowledge, including growing skills, food preservation, cooking, training and intergenerational learning.	Anonymous 38: 'Teach people skills and pass on knowledge that is being lost.' Anonymous 46: 'You require a trained workforce who have the skills.'

5.2.2 Food resilience – spider diagram

The spider diagram below provides a visual summary of the main themes identified in the Food Resilience focus group. It shows which issues were most strongly reflected in participant responses, with food growing and local production emerging as the strongest theme, alongside important links to local food sales, transport, funding, young people, community spaces and skills sharing.



Figure *18*- spider diagram for food resilience showing key themes

5.2.3 Young farmers club – key themes

The table below gives a short summary of the main themes from the Young Farmers Club responses, including how often they were mentioned and example quotes from participants.

Key Theme	What participants said	Approx. respondents	Example quotations (Anonymous No.)
More activities & entertainment	By far the strongest theme. Young people consistently wanted more leisure opportunities including trampolining, bowling, go-karting, water parks, games arcades, festivals and activities that do not require club membership.	16	"More things to do… trampoline park, water park." (204) "Games arcade." (210) "Bowling… more social activities for teenagers." (219) "Go-karting." (220)
Indoor & all-weather facilities	Demand for places that can be used throughout the year, particularly during evenings and poor weather.	7	"Indoor activities." (209) "Somewhere for indoor Young Farmers evenings." (213) "Soft play… open to adults." (209)
Sport, health & wellbeing	Interest in expanding organised sport and exercise through Parkrun, netball, Pilates, football tournaments, gym classes and specialist fitness.	9	"Netball club." (208) "Park run." (211, 215, 217) "Gym classes for beginners." (214) "Football tournaments." (207)
Evening economy	Many felt there were insufficient places to go in the evenings, with requests for restaurants, cafés and social venues.	9	"Places to eat in the evening." (210) "Cocktail bars." (217) "Restaurant… for dinner." (215)
Community events & festivals	People wanted regular seasonal events that would bring the town together and attract visitors.	8	"Spring, Summer, Autumn and Winter fairs." (208) "Summer festival with music." (216) "Food festival." (213)
Support for local businesses	Existing independent businesses are valued, but participants wanted more retail choice and	10	"More shops." (214,217) "Fill the empty shops." (212) "Independent shops." (213)

	fewer empty premises.		
Community pride & identity	Strong pride in the community spirit, Calon Tysul, River Teifi, countryside and local businesses such as Ffab.	13	“Community spirit.” (206) “River and countryside.” (208) “Calon Tysul run successfully by the community.” (211) “Ffab café.” (214)
Young people shaping the town	Respondents wanted Young Farmers to become more involved in organising activities and influencing local decisions.	10	“Hold activities in the community.” (206) “A member should be part of the community council.” (212) “Organise events.” (209)
Funding & delivery	Young people recognised that cost, volunteers and participation were barriers but suggested fundraising and grants.	8	“Costs a lot.” (204,205) “Raise money.” (204,205) “Could get grants.” (212) “Not enough people willing to contribute.” (208)
Safe & attractive environment	Desire for maintained walking routes, safe places for young people and environmental improvements.	6	“Maintained walking routes.” (206) “Safe places for young people.” (206) “Plant flowers.” (205)
Reasons to stay locally	Although many expected to live elsewhere, they wanted enough opportunities, jobs and housing to encourage young people to remain.	8	“Needs more activities.” (215) “Not enough things happening.” (208) “Close to home.” (206)

5.2.4 Y.F.C. spider diagram

The spider diagram below provides a visual summary of the main themes identified from the Young Farmers Club responses. It shows that young people placed strong emphasis on more activities, leisure opportunities, sport and fitness, community events, places to socialise, and the local assets they value, including Calon Tysul, the River Teifi and independent businesses.



Figure 29 -shows Young Farmers Spider Diagram

5.2.5 Ynni Sir Gâr event at Y Pwerdy – thematic analysis

The table below summarises the key themes that emerged from the Ynni Sir Gâr energy session. It shows the main issues participants raised around community-led energy, local control, resilience, funding, policy barriers and community engagement, while also including supporting comments that reflect participants' views in their own words.

Table 5.4: Ynni Sir Gâr - Theme Analysis Table

Theme	Detailed interpretation	Respondents	Evidence / quotations
Town centre regeneration	The respondent believes the town centre has declined following the bypass and the loss of banking facilities. Revitalising the high street is seen as an important part of creating a more vibrant and sustainable town.	1	"Since the bypass, and losing the banks, the high street is much quieter."
Essential services	Affordable parking and the return of key services, particularly banking, are viewed as practical improvements that would encourage more people into the town centre.	1	"A bank would be great. Cheaper parking!"
Community events & culture	The response highlights music and community events as a way of bringing people together, improving wellbeing and strengthening community identity.	1	"Some kind of musical events… community gathering that builds the social ties."
Making better use of natural assets	The River Teifi is identified as an underused asset that could support	1	"We need to utilise the river!"

	tourism, recreation, environmental education and regeneration.		
Renewable energy & skills	The participant sees renewable energy as both an environmental opportunity and a route to local employment through skills development for younger people.	1	“Train a generation of young workers in the renewables sector.”
Barriers to innovation	The respondent feels that bureaucracy and organisational barriers prevent worthwhile projects from progressing as quickly as they should.	1	“Needless roadblocks stopping great projects.”
Community willingness	There is a perception that local people are generally willing to embrace sustainable initiatives, although institutional support is considered slower.	1	“People seem open to the idea but council and corporations not so much.”
Optimism for the future	Despite identifying several challenges, the overall tone is positive. The participant believes the town has significant potential if local assets and community enthusiasm are harnessed.	1	“The hunger for change and clear potential.”

5.2.6 Ynni Sir Gâr – spider diagram

The spider diagram below gives a visual overview of the main themes identified from the Ynni Sir Gâr table above. It shows that community-led energy, local control and building resilience were key priorities, alongside concerns about policy barriers, funding, decision-making processes and the need for better community engagement and learning.



Figure 30 *shows Ynni Sir Gar Spider diagram*

5.2.7 Tysul responses (Faith part 1)- thematic analysis

The table below summarises the main themes that emerged from the Tysul faith group responses. It shows the issues participants raised most often, including working together across faith spaces, protecting Welsh language and culture, involving younger people, using faith buildings as community assets, improving accessibility, and creating more opportunities for learning, inclusion and social connection.

Table 5.5: Tysul faith group theme analysis

Theme	Number of people reflecting this theme	Theme Details	Supporting Quote
Working Together Across Churches, Chapels and Communities	7	Collaboration between churches, chapels, organisations and residents regardless of denomination or belief.	Anonymous 116: 'We should work together regardless of our beliefs.' Anonymous 122: 'Chapels and churches should work together.' Anonymous 120: 'Different chapels and churches should work together to provide opportunities for children and young people.' Anonymous 125: 'Community matters; by working together, good things can happen.' Anonymous 118: 'The importance of working together wherever possible.'
Preserving Welsh Language, Culture and Traditions	6	Concern regarding Welsh language decline, cultural heritage and traditional customs.	Anonymous 116: 'Many people have moved into the area, and the Welsh language is being lost.' Anonymous 120: 'Thank you for being able to keep Welsh-medium education in Llandysul and the surrounding area.' Anonymous 122: 'Calennig has disappeared; it used to be common but not anymore.' Anonymous 123: 'New people are not aware of the old traditions.' Anonymous 124: 'Traditional ways are becoming less prominent and Welsh society is less strong.'

Attracting and Involving Younger People	6	Need to engage younger generations in activities, leadership and community life.	Anonymous 123: 'It is difficult to get young people involved.' Anonymous 125: 'Younger people are needed in leadership roles.' Anonymous 123: 'Different projects are needed to attract young people.' Anonymous 122: 'Attract young people so they can carry activities and organisations forward.'
Faith Buildings as Community Assets	7	Churches and chapels seen as community hubs supporting culture, wellbeing and social activity.	Anonymous 121: 'Chapels and churches have been cultural centres for centuries.' Anonymous 119: 'Seion, Y Graig and Penybont could support religion, performance, music, drama and choirs.' Anonymous 121: 'The buildings contain excellent organs and rehearsal spaces for choirs.' Anonymous 125: 'Church and chapel buildings should be opened for wider community activities.' Anonymous 116: 'There are enough empty buildings available to hold activities.'
Transport, Parking and Accessibility	6	Transport, parking costs and access are barriers to participation.	Anonymous 121: 'We had to move mainly because of shortcomings in the bus services.' Anonymous 124: 'Better transport, easier and cheaper parking.' Anonymous 116: 'Parking is a major issue and car parking charges are extremely expensive.' Anonymous 117: 'Transport is difficult.' Anonymous 121: 'A local bus service for special events would help.'
More Activities, Learning and Social Opportunities	6	Need for courses, lectures, concerts, festivals and informal learning.	Anonymous 122: 'Lots of things to do and lots of courses.' Anonymous 123: 'Lots of different

			courses.' Anonymous 124: 'Concerts, discussion groups and informal lectures on history, culture or music.' Anonymous 121: 'Organise a local festival that makes use of the buildings.' Anonymous 119: 'A village-wide music festival could attract visitors.'
Inclusion, Belonging and Community Connection	5	Building social connections, reducing isolation and creating welcoming spaces.	Anonymous 117: 'People do not socialise as well since COVID-19.' Anonymous 122: 'People used to visit one another's homes for activities and learning.' Anonymous 125: 'Greater integration, listening and inclusion are needed.' Anonymous 122: 'Activities should be open to people of different faiths and backgrounds.' Anonymous 116: 'Seeing everyone living together happily.'

5.2.8 Tysul Faith group – spider diagram

The spider diagram below provides a visual summary of the main themes identified from the Tysul faith group table above. It shows that collaboration across faith spaces, using churches and chapels as community assets, protecting Welsh language and culture, involving younger people, improving accessibility, and creating more opportunities for learning and social connection were all important priorities for participants.

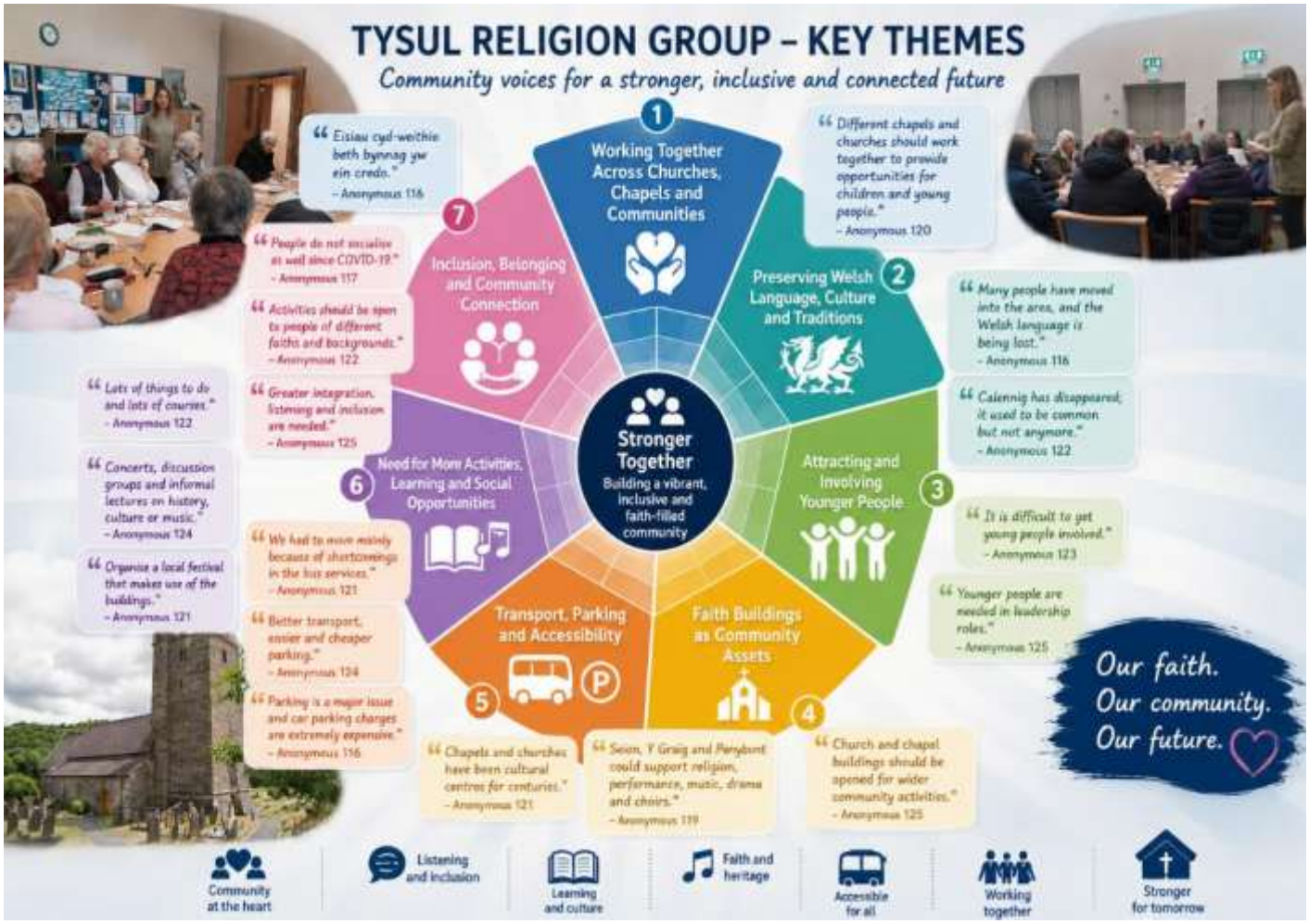


Figure 31 shows Tysul religion Spider Diagram

5.2.9 Ffynnon – part 2 Faith spaces – key themes

The table below summarises the key themes that emerged from the Ffynnon faith spaces session. It shows how participants viewed faith spaces as important community hubs, highlighting themes around belonging, collaboration, transport, accessibility, support for older and younger people, better communication, sustainability, Welsh language, inclusion and welcoming new communities.

Table 5.6: Ffynnon faith spaces key themes

Theme	Meaning of the Theme	Supporting Quotes	Number of Participants Referencing Theme
Community Connection, Belonging and Tackling Isolation	People value spaces that reduce loneliness, build friendships, improve wellbeing and create belonging.	Anonymous 101: 'I have found a home here.' Anonymous 102: 'Isolation and depression.' Anonymous 114: 'Only opportunity to see other people.'	5
Working Together and Collaboration	Shared planning, resources and collaboration between churches and community groups.	Anonymous 101: 'Unity and collaborative working.' Anonymous 103: 'Work together and create a long-term plan.'	6
Transport and Accessibility	Transport is a major barrier to participation and accessing activities.	Anonymous 107: 'Better public transport would be helpful.' Anonymous 108: 'Hard to get to Llandysul without a car.'	11
Faith Spaces as Community Hubs	Faith spaces are viewed as community assets supporting wellbeing and activities.	Anonymous 102: 'Ffynnon was established as a community hub.' Anonymous 110: 'A hub for everyone in the community.'	10
Supporting Older People and an Ageing Population	Need for accessible venues and social opportunities for older residents.	Anonymous 105: 'Older people enjoy meeting and socialising.' Anonymous 113:	6

		'Think about older people.'	
Supporting Young People and Families	Providing opportunities, mentoring and safe spaces for younger generations.	Anonymous 101: 'Mentoring them into adulthood.' Anonymous 108: 'A safe and friendly place.'	6
Better Communication and Promotion	Improved advertising and information sharing would increase participation.	Anonymous 101: 'One central place for notices.' Anonymous 110: 'Clearly advertise what is happening.'	8
Funding, Volunteers and Sustainability	Need for funding, volunteers and staff to sustain activities.	Anonymous 114: 'More grants are needed.' Anonymous 115: 'Need enough people and volunteers.'	8
Welsh Language, Inclusion and Welcoming New Communities	Creating inclusive spaces and supporting Welsh language and newcomers.	Anonymous 101: 'Use my Welsh language and build a community.' Anonymous 111: 'Immigrants need translation apps.'	5

5.2.10 Ffynnon – spider diagram

The spider graph below summarises the main Ffynnon themes, highlighting transport and accessibility, faith spaces as community hubs, communication, funding, sustainability, support for different age groups, belonging, collaboration, Welsh language, inclusion and welcoming new communities.



Figure 32 shows Ffynnon religion Spider diagram

5.2.11 Entertainment & Performance spaces – thematic analysis

The table below summarises the key themes that emerged from the Entertainment and Performance spaces consultation. It shows that participants valued music, arts, Welsh culture, community connection and wellbeing, while also highlighting the need for better transport, stronger promotion, more inclusive events, support for young people, and continued investment in local facilities and cultural activity.

Table 5.7: Entertainment and performance spaces theme analysis

Theme	Theme Meaning	Supporting Quotes	Participants Referencing Theme
Community, Belonging and Social Connection	Participants repeatedly described Llandysul as a friendly, welcoming community and highlighted the role of music, culture and events in bringing people together.	Anonymous 61: 'People so friendly!' Anonymous 66: 'A very strong sense of community.' Anonymous 68: 'The strength of support from the community as a whole.' Anonymous 63: 'The importance of coming together with good music, good talk and a good feast of community.'	10
Music, Arts and Cultural Events	The strongest theme. Participants wanted more music, festivals, performances, workshops, choirs, drama and arts activities for all ages.	Anonymous 64: 'More music please!' Anonymous 60: 'Could we establish a Celtic festival?' Anonymous 72: 'Establish a choir, drama company, band.' Anonymous 63: 'Annual festivals of music and art.'	13
Welsh Culture, Language and Heritage	Many participants wanted Welsh traditions, music, language and local history preserved while also making them more	Anonymous 61: 'Welsh Folk Music and Eisteddfodau to be more accessible for English speaking people.'	11

	accessible to newcomers.	Anonymous 62: 'Integrate incomers into traditions.' Anonymous 73: 'Traditional music is important to culture and identity.' Anonymous 71: 'Bring back the history of the area.'	
Inclusion and Welcoming New People	Respondents highlighted the need to include non-Welsh speakers, incomers and different generations in community life.	Anonymous 62: 'Not two communities side by side.' Anonymous 69: 'Welsh to be done in a supportive way so people who don't speak are included.' Anonymous 59: 'Bilingual events that encourage Welsh learners.'	8
Transport, Parking and Accessibility	Transport and parking were identified as major barriers to participation in events and town life.	Anonymous 60: 'Buses should come and go through Llandysul.' Anonymous 64: 'Better transport links would improve access.' Anonymous 70: 'No transport, public transport or limited services.' Anonymous 67: 'Free car parking.'	9
Young People and Intergenerational Activities	Participants wanted more opportunities for young people and activities that bring generations together.	Anonymous 66: 'There is not a lot to do for teenagers.' Anonymous 69: 'Events for all the family.' Anonymous 60: 'School pupils	7

		should be at the forefront of organising events.'	
Town Regeneration and Local Facilities	Concerns were raised about shop closures, banks, public toilets, swimming pool provision and maintaining a vibrant town centre.	Anonymous 62: 'There were 4 banks and a post office on the high street.' Anonymous 69: 'Open the toilets by the park.' Anonymous 66: 'Swimming pool is starting to become run down.'	10
Funding, Promotion and Leadership	Many felt that funding, stronger promotion and community leadership were needed to help ideas become reality.	Anonymous 62: 'Good publicity.' Anonymous 67: 'Funding.' Anonymous 72: 'Set up a committee/action group to organise events.' Anonymous 73: 'Need to coordinate marketing and create a narrative and identity.'	9
Wellbeing and Mental Health Benefits	There was near-unanimous agreement that music, culture and creative activities improve wellbeing and mental health.	Anonymous 59: 'Absolutely!' Anonymous 68: 'Food for the soul of any nation.' Anonymous 73: 'Definitely supports mental wellbeing.' Anonymous 72: 'Shows the positive effect of dancing on people.'	14

5.2.12 Music & entertainment spaces spider diagram

The spider diagram below provides a visual summary of the main themes identified from the Music and Entertainment spaces table above. It shows that wellbeing, music, arts and cultural events were especially strong themes, alongside the importance of Welsh language and heritage, community connection, inclusion, accessibility, young people, local facilities, promotion, funding and leadership.



Figure 33 shows Music, Culture & community religion Spider diagram

5.2.13 Business consultation – thematic analysis

The table below summarises the main themes that emerged from the Business consultation. It shows the issues local businesses and participants raised most strongly, including parking and access, town centre vitality, events, transport, business support, communication, skills, public amenities and digital infrastructure, alongside supporting quotes that illustrate these priorities in participants' own words.

Table 5.8: Business consultation theme analysis

Theme	Theme Meaning	Supporting Quotes	Approx. Participants
Parking and Access	Concerns around parking costs, availability, enforcement and accessibility affecting footfall and town centre use.	Anonymous 74: "A more sensible approach to parking." Anonymous 80: "Free parking, to encourage footfall." Anonymous 99: "Free parking for workers and customers."	12+
Events and Community Activity	Desire for more festivals, carnivals, live music, family activities and community events.	Anonymous 75: "The local carnival could do with more backing." Anonymous 79: "More carnivals, kids festivals, dog get togethers." Anonymous 76: "The winter fair used to be a great event."	10+
Transport and Connectivity	Need for better bus services, transport links and access to services for those without cars.	Anonymous 83: "Connectivity, train, bus, free parking." Anonymous 87: "Improve transport to and from the village." Anonymous 96: "More travel/transport services."	7+
Town Centre Vitality and Shops	Need to attract businesses, fill empty units and increase activity on the high street.	Anonymous 85: "Local businesses on the high street." Anonymous 100: "Try to get more businesses back into the village." Anonymous 94: "New shops are moving in."	7+
Business Support and Networking	Requests for networking, mentoring, business groups, marketing and shared promotion.	Anonymous 77: "More business network events." Anonymous 86: "Business networking." Anonymous 88: "Help with marketing."	7+
Skills, Training and Young People	Training opportunities, workforce development and retaining young people locally.	Anonymous 91: "Grant workshops shared practice." Anonymous 89: "Training." Anonymous 98: "Help young people develop work skills and business skills."	6+
Community Communication	Need for better information sharing, websites, directories and central event promotion.	Anonymous 82: "Need to do better job at letting people know." Anonymous 86: "New website for events and business." Anonymous 95: "Connected information space."	5+

Health, Wellbeing and Outdoor Assets	Support for wellbeing activities, park runs, walking routes, sports and outdoor facilities.	Anonymous 83: "Support health and fitness." Anonymous 92: "Park run!" Anonymous 85: "More options for group based exercise."	5+
Public Realm and Amenities	Public toilets, pavements, potholes, signage and general town maintenance.	Anonymous 87: "Toilets closed." Anonymous 74: "State of the pavements." Anonymous 82: "Road quality – potholes."	6+
Digital Infrastructure	Concerns about broadband and internet speeds affecting business operations.	Anonymous 93: "Internet speeds are very lacking." Anonymous 93: "Poor internet speeds."	2-3

5.2.14 Business consultation – spider diagram

The spider diagram below provides a visual summary of the main themes identified from the Business consultation table above. It shows that parking and access, town centre vitality, events and community activity, transport, business support, communication, skills and training, public amenities and digital infrastructure were key issues for local businesses and participants, with parking, footfall and support for the high street emerging as particularly important priorities.



Figure 34 shows Business consultation Spidergraph

5.2.15 Ysgol Bro Teifi – podcast session thematic analysis

The table below summarises the key themes that emerged from the Ysgol Bro Teifi podcast session. It shows how participants reflected on community spirit, the loss of local services, transport, Welsh language and culture, social participation, local history, tourism, investment, parking and accessibility, using supporting quotes to show how these views were expressed during the session.

Table 5.9: Ysgol Bro Teifi podcast session theme analysis

Theme Title	Explanation of Theme	Supporting Quotes (Participant Names)	Number of Participants
Community Spirit and Belonging	Participants valued the friendliness of the area, strong community networks and the importance of people feeling connected.	Woman 4: 'The community is so warm and wants to get to know you.' Woman 1: 'It is important that people belong to something.' Woman 4: 'The people are great once they get to know each other.'	6
Loss of Services and Town Centre Decline	Participants expressed concern about the closure of banks, the mart and shops, and the impact this has had on footfall and the local economy.	Man 1: 'That made a big difference in the village when the banks closed.' Woman 4: 'The mart closing, the banks going – it all happened at the same time.' Woman 1: 'Everything has gone.'	8
Need for Better Public Transport	Transport was viewed as essential for employment, apprenticeships, accessibility and bringing people into the town.	Woman 4: 'If there is no public transport, there is no apprentice.' Woman 4: 'We are not bringing people in.'	6
Protecting Welsh Language and Culture	Participants felt the Welsh language is central to local identity and that traditions could be lost if the language declines.	Woman 2: 'If the language goes, the traditions go too.' Woman 1: 'It is important to keep the Welsh language.'	5
Importance of Community Groups and Activities	Local organisations, clubs and societies were seen as vital for wellbeing, social connection and reducing isolation.	Woman 1: 'Coffee mornings are very important.' Woman 1: 'We should support groups like Merched y Wawr.' Woman 1: 'It gives people purpose in life.'	7
Preserving Traditions and Local History	Respondents wanted traditional events, stories and customs to be celebrated and passed on to	Woman 1: 'Calennig.' Woman 2: 'The fair used to happen every year.' Woman 4: 'Lots of circuses used to come to Llandysul.'	8

	younger generations.		
Need for More Social Interaction and Participation	Many felt that people are less sociable than in the past and that greater participation in events would strengthen the community.	Woman 1: 'People need to socialise more.' Woman 2: 'People are willing to take part but do not support anything.' Woman 1: 'People do not even say hello now.'	7
Attracting Visitors and Investment	Participants highlighted tourism, the River Teifi, events and investment as opportunities to strengthen the local economy.	Woman 4: 'Tourism is the thing.' Woman 4: 'It would be great to get more investment from the government.' Woman 1: 'We need more reasons for people to stop here.'	6
Parking and Accessibility Concerns	Parking charges were repeatedly identified as discouraging visitors and making it harder to access local services and shops.	Woman 1: 'People are not going to stop if they have to pay four pounds for two hours.' Woman 2: 'They are keeping people away.'	5

5.2.16 Ysgol Bro Teifi – podcast session spider diagram

The spider diagram below provides a visual summary of the main themes identified from the Ysgol Bro Teifi podcast session table above. It shows that participants placed strong emphasis on community spirit, belonging, Welsh language and culture, local history and traditions, while also highlighting concerns about the loss of services, transport, parking, social participation, tourism and the need for future investment.



Figure 35- Ysgol Bro Teifi spider diagram

5.2.17 Thematic analysis of the Survey

Table 5.10: Survey thematic analysis
The table below summarises the main themes that emerged from the survey responses. It shows the issues raised most often by participants, including parking, high street regeneration, activities for children and young people, community facilities, communication, transport, inclusion, wellbeing, parks, sport and recreation, alongside supporting quotes that illustrate these priorities in respondents' own words.

Theme Title	Theme Meaning	Supporting Quotes	Approx. Participants
Parking & Town Centre Access	Strong concern that parking charges are discouraging people from visiting the town centre, using local services and supporting businesses.	Anonymous 5: "I vote for the parking!" Anonymous 7: "Free cheap parking." Anonymous 27: "Scrap the car parking charges or reduce them significantly."	15+
High Street Regeneration & Shops	Desire for more shops, services, banks and investment to bring life back into the town centre.	Anonymous 2: "Make the high street more lively with more different shops." Anonymous 33: "The town needs regeneration." Anonymous 26: "Would be nice to see new shops open."	18+
Activities for Children & Young People	Need for more opportunities, sports, youth provision and social activities for children and teenagers.	Anonymous 11: "More activities for children & teens." Anonymous 15: "More groups for home educated or teens 16+." Anonymous 16: "More groups for the younger generation."	16+
Community Facilities & Community Hubs	Support for Calon Tysul, Tysul Hall, library services and community spaces that bring people together.	Anonymous 1: "More community activities in community venues such as Calon Tysul." Anonymous 14: "Refurbishment or rebuild of Tysul Hall." Anonymous 3: "Keep Calon Tysul open."	14+
Better Communication & Advertising	Many people feel events and opportunities exist but are poorly promoted.	Anonymous 4: "Not advertised well." Anonymous 29: "Better advertising about what's going on." Anonymous 30: "Local events are really poorly advertised."	12+
Public Transport & Connectivity	Requests for better bus services and transport links to reduce isolation.	Anonymous 4: "Bus service needed." Anonymous 20: "Better public transport would be useful." Anonymous 24: "Bus services."	10+
Community Spirit & Inclusion	People value community spirit but want newcomers and isolated residents	Anonymous 28: "Lovely community spirit." Anonymous 27: "A welcome evening for new families." Anonymous 33: "A more open and welcoming atmosphere."	10+

	to feel more welcome and connected.		
Health, Wellbeing & Social Support	Need for wellbeing activities, support groups, parent groups and opportunities to reduce isolation.	Anonymous 1: "Mother & toddler groups." Anonymous 17: "More groups for vulnerable people." Anonymous 16: "We love the Arts 4 Wellbeing events."	9+
Parks, Sports & Recreation	Improved parks, sports facilities, play equipment and recreation opportunities were frequently mentioned.	Anonymous 21: "Improved park facilities." Anonymous 31: "Keep sports pitches." Anonymous 20: "The park needs funding."	9+

5.2.18 Survey spider diagram

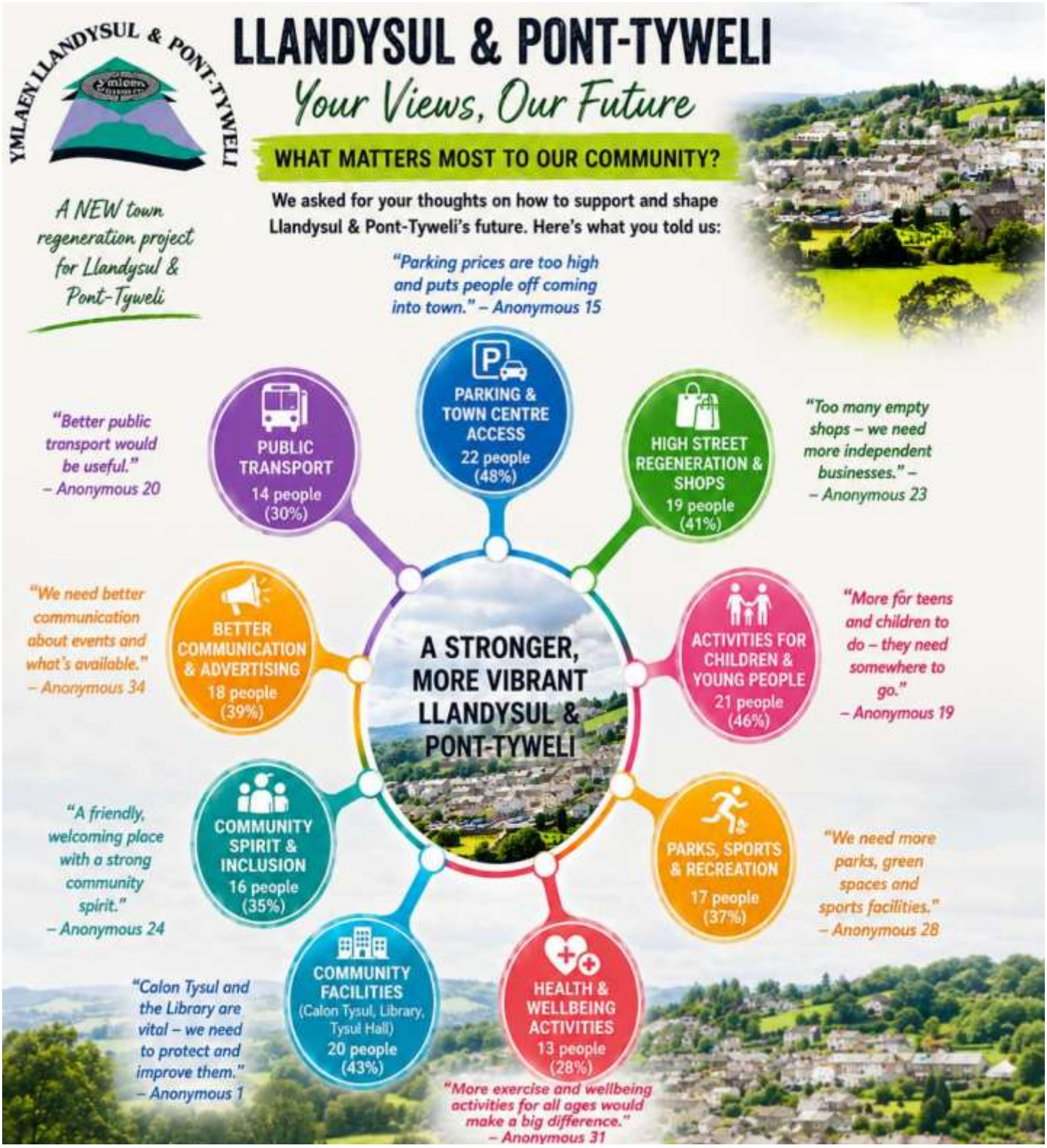


Figure 36 shows Spider diagram of Survey key themes

5.2.19 Youth – Ysgol Bro Teifi – questionnaires completed with students Thematic Analysis

The table below summarises the main themes that emerged from the Ysgol Bro Teifi student questionnaires. It shows what young people value most about Llandysul and Pont-Tyweli, including the park, River Teifi, sport, clubs, Welsh language, school, local community and natural assets, while also highlighting their ideas for more youth activities, places to socialise, food options, facilities and opportunities to have a voice in the future of the area.

Table 5.11: Youth questionnaires thematic analysis

Theme	Theme description	No. of participants supporting theme	Supporting quotes
Park, River Teifi, Paddlers and natural assets	Participants repeatedly identified the park, River Teifi, Paddlers, walking routes and outdoor spaces as the strongest local assets. These were often the places they would show visitors first.	**60**	**Anonymous 94:** parc, afon, paddlers *(Translation: park, river, Paddlers)* **Anonymous 105:** paddlers ar afon neu'r parc y caeau ger y parc I chwarae rownders neu pel droed *(Translation: Paddlers on the river, or the park and the fields near the park to play rounders or football)* **Anonymous 120:** paddlers ac I'r parc I dangos afon teifi *(Translation: Paddlers and the park to show the River Teifi)* **Anonymous 146:** mynd am dro I'r parc ar afon ar bwys y parc *(Translation: go for a walk in the park and by the river next to the park)*
Sport, clubs and active lifestyles	Many young people described sport and clubs as central to their lives, including football, rugby, hockey, cricket, swimming, Scouts, CFFI/YFC, gymnastics, karate and theatre.	**61**	**Anonymous 96:** Rygbi gyda castell newydd emlyn, pel droed gyda crannog *(Translation: Rugby with Newcastle Emlyn, football with Crannog)* **Anonymous 105:** gweithgareddau karate a scouts yn llandysul *(Translation: karate activities and Scouts in Llandysul)* **Anonymous 126:** rygbi, hoci a marchogaeth ceffyl *(Translation: rugby, hockey and horse riding)* **Anonymous 143:** hoci, pel droed, criket *(Translation: hockey, football, cricket)*
More youth activities and facilities	A strong theme was the desire for more activities, clubs and facilities specifically aimed at children and young	**46**	**Anonymous 112:** falle cael skate park, neu ice cream parlour, neu chip shop *(Translation: maybe have a skate park, or an ice cream parlour, or a chip shop)*

Theme	Theme description	No. of participants supporting theme	Supporting quotes
	people, including skate parks, bike tracks, 4G pitches, cinema, trampoline parks and creative clubs.		**Anonymous 120:** Beic parc, rhywle yn Llandysul /cinima *(Translation: a bike park somewhere in Llandysul / cinema)* **Anonymous 137:** mae eisiau 4g pitch, mwy o siopau a greggs *(Translation: there is a need for a 4G pitch, more shops and a Greggs)* **Anonymous 146:** mwy o clybiau dawnsio a mwy o clybiau canu *(Translation: more dancing clubs and more singing clubs)*
Food, shops and places to socialise	Participants frequently asked for more food outlets, cafes, restaurants and shops. These were seen as social spaces as well as practical services for young people and families.	**35**	**Anonymous 95:** fwy o llefydd bwyta *(Translation: more places to eat)* **Anonymous 109:** fwy o llefydd bwyta *(Translation: more places to eat)* **Anonymous 146:** mae eisiau mwy o siopau ac mae eisiau mwy o pethau bwyta yno *(Translation: there is a need for more shops and more things to eat there)* **Anonymous 149:** mwy o siopau bwyd, zipline, waterpark, trampoline, park, roller coaster, mcdonalds *(Translation: more food shops, zipline, waterpark, trampoline, park, roller coaster, McDonalds)*
Welsh language, culture, school and community pride	The Welsh language, Cymreictod, school, clubs, local people and a sense of community were repeatedly described as things that make the area special.	**43**	**Anonymous 94:** cymreictod *(Translation: Welshness / Welsh identity)* **Anonymous 105:** yr iaith cymraeg ni, ar afon hyfryd, hefyd y cymuned cymreig *(Translation: our Welsh language, the beautiful river, and also the Welsh community)* **Anonymous 110:** bod iaith yn cymraeg yn gryf yma , y hanes *(Translation: that the Welsh language is strong here, the history)* **Anonymous 122:** mae ysgol da, bro teifi, a'r pobol, a'r parc *(Translation: there is a good school, Bro Teifi, the people, and the park)*

Theme	Theme description	No. of participants supporting theme	Supporting quotes
Cost, funding, space and practical barriers	When asked what stops things happening, young people often identified lack of money, lack of suitable space, costs and the need to raise funds.	**20**	**Anonymous 96:** dim digon o arian, dim ffordd hawdd I cyrraedd *(Translation: not enough money, no easy way to get there)* **Anonymous 105:** mae hyn yn anodd, achos prinder arian, dod at ei gilydd I codi arian *(Translation: this is difficult because of a shortage of money; come together to raise money)* **Anonymous 117:** water fountain, dim arian a dim lle *(Translation: water fountain, no money and no space)* **Anonymous 158:** codi arian *(Translation: raise money)*
Youth voice, leadership and promotion	Several responses suggested that young people should help run clubs, take responsibility, promote activities and use posters or advertising to encourage participation.	**24**	**Anonymous 94:** pobol ifanc yn rhedge y clybiau, ac yn cymryd cyfrifoldeb *(Translation: young people running the clubs and taking responsibility)* **Anonymous 110:** pobol ifanc yn rhedeg clwbiau *(Translation: young people running clubs)* **Anonymous 118:** rhoi mwy o posteri, lan o amgylch y lle a neud mwy o pethau ty fas ar dwirnodau sych *(Translation: put up more posters around the place and do more things outside on dry days)* **Anonymous 159:** advertisement *(Translation: advertisement)*
Future attachment to place and rural identity	Responses about staying in Llandysul and Pont-Tyweli were mixed. Some wanted to stay because of family, friends and community, while others preferred the countryside or expected to move away for work or other reasons.	**42**	**Anonymous 100:** bydd y gwaith rhywle arall *(Translation: the work will be somewhere else)* **Anonymous 117:** byddaf yn aros yn yr ardal gyda teulu a ffrindiau *(Translation: I will stay in the area with family and friends)* **Anonymous 132:** na oherwydd rwy moen aros yn cefn gwlad *(Translation: no, because I want to stay in the countryside)*

6. Key findings and insights

Responses to Questions 1 to 5 from the survey and each focus group were entered into an Excel spreadsheet so they could be cross-analysed. The table below presents the shared themes identified across these responses.

Table 6.1: Thematic analysis of responses to Questions 1–5 across all groups and the survey

6.1 Thematic Analysis responses to questions 1- 5 across all groups and the survey

The table below brings together responses from Questions 1 to 5 across all focus groups and the general survey. It shows the strongest shared themes across the whole consultation, including community events, town centre decline, transport, young people, regeneration, community buildings, inclusion, parking, Welsh language and wellbeing, while also showing how many individual participants reflected each theme.

Theme Title	Theme Description	Supporting Quotes	Number of Individual Participants
Community events, activities and social opportunities	Respondents repeatedly asked for more opportunities to meet, take part, attend events and support community life. Some felt there are already activities happening, but that publicity and joined-up promotion need to improve.	Anonymous 1: "More community activities in community venues such as Calon Tysul." Anonymous 4: "There is plenty of things to do but not advertised well." Anonymous 9: "A lot goes on in Tysul Hall – not very well advertised." Anonymous 67: "Bringing people together, more events... & Tysul Hall."	**50**
Town centre decline, shops, banks and local services	Many respondents described Llandysul as having lost important services and footfall, especially through the closure of banks, shops, the mart and other town-centre facilities. This was linked to the town feeling less self-sufficient and less active than in the past.	Anonymous 1: "The biggest difference over the years are the number of shops!" Anonymous 5: "Banks gone! Most gone! Spirit gone! Shops gone!" Anonymous 6: "The loss of the mart and the banks, the lack of shops... means people no longer come into the middle of town." Anonymous 72: "Many of the shops and all of the banks have closed."	**42**

Theme Title	Theme Description	Supporting Quotes	Number of Individual Participants
Public transport and connectivity	Transport was a strong theme across the responses. People mentioned limited bus services, difficulty accessing the town, the need for better links, and the importance of transport for both residents and visitors.	Anonymous 8: "Better public transport links." Anonymous 18: "Better public transport... better information about public and community events and groups." Anonymous 23: "It is a little isolated because of the lack of public transport." Anonymous 60: "Challenging because of the lack of public buses going through Llandysul."	**37**
Young people, children and families	A large number of comments focused on the need for more activities, support and safe spaces for children, teenagers, young people, home-educated children and families.	Anonymous 1: "Mother & baby/toddler groups. Being a mum in a rural community can be very lonely." Anonymous 8: "More for teenagers to do, safely, supervised." Anonymous 13: "Groups to support young people with their emotional wellbeing & connection." Anonymous 69: "More for young people."	**35**
Regeneration, investment, tourism and town appearance	Respondents wanted practical regeneration that supports local businesses, improves the look and feel of the town, makes better use of local assets such as the river, and attracts people into Llandysul rather than letting them pass through.	Anonymous 2: "Make the high street more lively with more different shops." Anonymous 61: "Financial support for Calon Tysul – for voluntary street cleaning OR BETTER council street cleaners." Anonymous 64: "Better transport links would improve access." Anonymous 73: "There is a need to promote and support local businesses, organisations and culture."	**33**
Calon Tysul, leisure, library and community buildings	Facilities such as Calon Tysul, Tysul Hall, the library, the swimming pool and other community buildings were seen as essential assets that need support, investment, better opening hours or regeneration.	Anonymous 3: "Help to keep Calon Tysul open." Anonymous 10: "Library – better opening hours." Anonymous 12: "Tysul Hall re-generation, it's not a great space at the moment." Anonymous 62: "Financial support for Calon Tysul and all the activities which go on there."	**31**

Theme Title	Theme Description	Supporting Quotes	Number of Individual Participants
Community spirit, belonging and inclusion	Many people spoke positively about friendliness, warmth, volunteering and a strong sense of community, while also noting the need to include newcomers, Welsh speakers, non-Welsh speakers and different age groups.	Anonymous 3: "Good friendly place to live." Anonymous 10: "It has a community feel and lots of little events going on." Anonymous 66: "Have been made to feel very welcome and have found a very strong sense of community." Anonymous 69: "Welsh to be done in a supportive way so people who don't speak / are newer are included."	**31**
Parking and access into the town	Parking charges, short-stay access, public toilets and ease of access were repeatedly raised. Participants felt parking costs discourage people from stopping, shopping, attending activities and using services.	Anonymous 4: "People do not stay to eat or look as parking is expensive." Anonymous 7: "The main issue at present is parking, unrealistic charges for parking in public carpark." Anonymous 15: "Parking prices, clients have declined the offer to meet in town due to the cost of parking." Anonymous 70: "Car park prices prevent people coming into town."	**29**
Welsh language, culture, traditions and heritage	There was strong interest in protecting and celebrating Welsh language, culture, local history, music and traditions, while also making cultural activity accessible and welcoming to learners and newcomers.	Anonymous 59: "Bilingual events that encourage Welsh learners... more opportunities to chat & share would be good." Anonymous 60: "A number of traditions have ended or are about to come to an end." Anonymous 62: "More could be done to integrate incomers... with respect for Welsh traditions." Anonymous 73: "A lively community... proud of its history and its Welsh culture and identity."	**28**
Health, wellbeing and reducing isolation	A smaller but important theme related to wellbeing, loneliness, emotional support, access to services and creating safe places where people can connect and take part.	Anonymous 1: "Being a mum in a rural community can be very lonely." Anonymous 13: "Groups to support young people with their emotional wellbeing & connection." Anonymous 17: "More groups for vulnerable people would be helpful." Anonymous 26: "A safe place focused on wellbeing."	**14**

6.2 Summary of Key Themes from questions 1- 5 across all groups and the survey

The survey responses highlighted a strong sense of pride in Llandysul and Pont-Tyweli, with community spirit emerging as the most common theme. Participants valued local groups, events and facilities that bring people together and help create a sense of belonging.

Many respondents also raised concerns about access and connectivity, particularly around parking, transport and access to local services. There was a clear desire to make the town easier to visit and use.

Supporting young people and creating opportunities for future generations was another recurring theme, alongside the need to support local businesses and maintain a vibrant town centre.

Finally, participants stressed the importance of protecting the Welsh language, local heritage and the unique character of the area. Overall, the findings suggest that future regeneration should focus on strengthening community connections, improving access to local services and activities, supporting young people and businesses, and protecting the cultural identity that makes Llandysul and Pont-Tyweli distinctive.

6.3 Final Question Analysis

I then analysed the final question from the “Food Resilience”, “Ynni”, “Music”, “Business”, “Ffynnon”, “Tysul Church”, and “Young Farmers Club” groups. These groups were selected because they all included a final question that was either identical or very similarly worded, typically asking participants, “What is the most important idea to take from today?” This consistency allowed for meaningful cross-comparison between groups and enabled the identification of common themes, priorities, and perspectives across the different engagement sessions.

The table below summarises the key themes that emerged from the final question responses across several focus groups. It shows that participants most often emphasised working together, strengthening community hubs and shared spaces, supporting young people, improving communication, securing funding and resources, and creating more activities, events and regeneration opportunities for the town.

Table 6.2: Final question analysis across focus groups

Theme Title	Theme Description	Supporting Quotes	Number of Individual Participants
Working Together and Collaboration	Participants consistently emphasised the importance of people, organisations and communities working together to	Anonymous 48: 'The need to work together (regardless of any potential boundaries/differences)' Anonymous 55: 'We need to work together to make a difference' Anonymous 103: 'Working together and	18

	achieve shared goals and strengthen the area.	building on the success of Ffynnon sessions' Anonymous 118: 'The importance of working together wherever possible'	
Community Hubs and Shared Spaces	Many respondents wanted a central community hub where people could meet, share skills, access services, and develop projects.	Anonymous 38: 'Community central hub space to facilitate food & local resilience' Anonymous 40: 'Need somewhere central where people can work together' Anonymous 41: 'Community hub centrally based with café' Anonymous 44: 'Somewhere central... for food, repair shop, skills sharing'	9
Community Spirit and Social Connection	Respondents highlighted the value of community spirit, social interaction, inclusion and bringing people together.	Anonymous 50: 'Community spirit' Anonymous 101: 'Celebrate our differences and encourage one another' Anonymous 116: 'Seeing everyone living together happily' Anonymous 117: 'Socialising and living together harmoniously'	15
Support for Young People	Participants stressed the need to provide opportunities, activities and safe spaces for younger generations.	Anonymous 120: 'Work together to provide opportunities for children and young people' Anonymous 122: 'Attract young people so they can carry activities forward' Anonymous 206: 'Create places for young people to enjoy and safe spaces' Anonymous 211: 'New festivals to attract young people to Llandysul'	10
Funding, Resources and Support	Many responses identified the need for funding, expertise, staffing and resources to turn ideas into reality.	Anonymous 38: 'We need financial support, skills, knowledge' Anonymous 46: 'Require a well trained manager/coordinator' Anonymous 113: 'Collaboration; funding opportunities' Anonymous 124: 'More funding, greater flexibility and better transport'	11
Transport and Accessibility	Transport was seen as essential for employment, inclusion and access to opportunities.	Anonymous 38: 'Transport/infrastructure' Anonymous 42: 'I need work because I do not have a vehicle'	8

		Anonymous 44: 'Affordable transport, regular transport' Anonymous 115: 'Access also needs to be addressed through transport'	
Communication and Coordination	Improved communication, information sharing and coordination were viewed as important for future success.	Anonymous 44: 'Communication so that everyone knows what's going on' Anonymous 102: 'Better communication and building trust' Anonymous 110: 'Coordination and sharing information'	7
Activities, Events and Regeneration	Participants wanted more events, festivals and activities to make the town vibrant and attract people.	Anonymous 121: 'Organise a local festival' Anonymous 210: 'Park Run' Anonymous 213: 'MORE ACTIVITIES IN THE COMMUNITY' Anonymous 123: 'Hope for something new that attracts new people'	9

6.4 Summary of Key Themes from final questions

The final question responses highlighted several shared priorities across the different groups. The strongest theme was the importance of **community and people**, with participants valuing strong social connections and a sense of belonging.

Many respondents also emphasised the need to **protect local culture, heritage and the Welsh language**, recognising these as key parts of the area's identity. There was a strong desire to ensure that local traditions and stories are preserved for future generations.

Participants frequently discussed the importance of **supporting young people**, creating opportunities for them to become involved in community life and helping to secure the long-term future of the area.

Finally, many responses reflected a need for **positive leadership, community collaboration and the protection of local facilities and services**. Overall, the findings suggest that future regeneration should focus not only on physical improvements but also on strengthening community connections, celebrating local identity and investing in future generations.

7. Key Findings across all groups

Community spirit was one of the strongest themes.
Residents consistently described Llandysul and Pont-Tyweli as friendly, welcoming and safe, with a strong sense of belonging that they want to protect.
There is a strong desire to see the town centre become more vibrant again.
The loss of shops, banks and footfall was one of the most common concerns. Many respondents wanted more independent businesses, cafés and reasons for people to spend time in the town.

Parking is viewed as a major barrier.
Parking charges, limited short-stay parking and enforcement were raised repeatedly by residents, businesses and community groups as discouraging people from visiting and shopping locally.
Participants wanted more activities for all ages, especially young people.
There was a clear demand for more evening activities, sports, indoor recreation, festivals, family events and places where young people can meet without needing to travel elsewhere.
The town's heritage is seen as an untapped asset.
Respondents highlighted the mills, hydro-electric history, River Teifi, murals, walking routes, Welsh culture and local stories as attractions that should be promoted far more effectively.
Communication needs to improve.
Many people feel they miss events because information is shared mainly through Facebook. Respondents suggested using noticeboards, posters, schools, community venues and multiple communication channels.
Participants wanted visible improvements to the town.
Cleaner streets, improved maintenance, more flowers, fewer weeds, better signage and bringing empty buildings back into use were frequently mentioned as simple improvements that would increase civic pride.
There is strong support for bringing people together across different communities.
Many responses called for greater collaboration between Welsh and English speakers, different age groups, faith groups, organisations and newcomers to help strengthen community cohesion.
Young people want reasons to stay.
Many respondents expressed concern about the lack of career opportunities, activities and facilities, leading young people to leave the area. There is support for creating opportunities that encourage them to remain or return later in life.
Regeneration should build on existing community strengths.
Respondents repeatedly pointed to successful community organisations, Calon Tysul, local businesses, festivals, volunteers, sports clubs, the River Teifi and community-led initiatives as the foundations for future regeneration.

8. Key Recommendations

The key recommendations from the community-led research are set out below.
One of the biggest opportunities is to improve communication. Throughout the consultation it became clear that many activities, clubs and services already exist, but many people simply do not know about them. Rather than concentrating advertising solely within Llandysul itself, the research points towards the need for a coordinated approach that reaches the whole community, including Pont-Tyweli and the surrounding areas.

One idea would be to establish a simple system where organisations submit details of their upcoming events to a central point each month. This information could then be brought together into a single community timetable, available both in print and online. The timetable could be displayed on community noticeboards, shared through social media and distributed to local organisations, who could in turn circulate it amongst their own members. The intention is not to draw people away from existing groups, but to harness the strength of the community by helping people discover everything that is already happening locally.

The consultation also highlighted the importance of supporting the Welsh language. The findings suggest there is an opportunity to develop a community initiative that encourages people to use and practise Welsh in everyday settings. Local businesses could be invited to take part in a recognised "Welsh-friendly" scheme, giving learners confidence to use the language in shops, cafés and other

public places. Participating businesses could receive public recognition for their support, and incentives such as prize draws or community awards could help encourage wider involvement.

Some of the larger issues identified through the consultation are already being addressed. Parking charges continue to be a concern for many residents, and work is ongoing to explore possible solutions. Public toilets were also raised repeatedly during the consultation, and it is encouraging that these have already been reopened since the research was undertaken, demonstrating that positive change can happen.

We at Llandysul & Pont Tyweli Ymlaen are also actively pursuing funding to redevelop and modernise the park's play area. The aim is to create a safe, inclusive and up-to-date facility while preserving the natural character and setting that people value so highly.

Finally, the community-led research shows there is considerable merit in exploring the creation of a dedicated community hub space. Throughout this consultation there has been a clear desire for greater collaboration between organisations, improved communication and more opportunities for people to come together. A community hub could provide a focal point for information, activities, volunteering and support, helping to strengthen the connections that already exist and creating new opportunities for the future.

9. Next Steps

We are planning an event in September to invite everyone back as a way of saying thank you for their involvement and support. The event will provide an opportunity for participants to see how their contributions have helped shape the project, explore the report we have produced, and learn about the research process, findings, and outcomes.
We hope to present this information in an accessible, informal and engaging way that encourages continued involvement and participation. The event will also serve as an opportunity to strengthen community connections, bring people together, and foster ongoing engagement with the project and one another.

In addition, we are planning a business-focused event in partnership with Delineate, the AI specialists based in Llandysul. This session will support local businesses by demonstrating five practical ways that artificial intelligence can help streamline day-to-day operations, improve efficiency, and make business processes easier to manage. This forms part of our commitment to developing more business networking and support opportunities, following the success of our previous business event and the positive feedback received from attendees.
We are also keen to build on the success of the podcasting sessions delivered at Bro Teifi. We hope to establish further podcast-style projects within the area, once again involving the school and bringing together people from different generations. The intergenerational aspect of the previous sessions was particularly well received and demonstrated a clear appetite for activities that encourage learning, collaboration, and the sharing of experiences across age groups.

We are currently exploring a range of community-building initiatives, including a scheme that would encourage local businesses to support Welsh learners by creating welcoming environments where people can practise the language in everyday situations. Participating businesses could display a recognisable logo or accreditation to show their support, helping to build confidence among learners, promote greater use of Welsh within the community, and strengthen local identity. We are also interested in exploring incentives for businesses that take part, recognising their contribution to both language promotion and community development.

10. Evaluation and reflections

We had planned to work with Delineate, an AI data insights company based in town, to explore whether digital tools could strengthen community engagement and data collection. This included looking at software platforms, QR codes and quick survey tools that might make it easier for people to take part and share feedback. As Delineate already supports a wide range of community projects and events, they were also happy to help with this aspect of the work.
Overall, the project demonstrated the importance of flexibility, relationship-building and adapting engagement methods as the work developed. Combining online questionnaires with face-to-face consultation helped maximise participation and ensured a broad range of community voices contributed inclusively and respectfully.

The greatest challenge throughout the project was time. Alongside carrying out the research itself, I was responsible for organising eight focus groups and engagement events, promoting them, writing the research questions, preparing consent forms and ensuring everyone involved met the necessary requirements and procedures. As I work only 15 hours per week, balancing these responsibilities was a significant challenge.

My colleague Alex provided invaluable support by setting up the online questionnaires, creating the QR codes and helping organise and deliver the engagement events. However, Alex also works only seven hours per week, meaning our combined capacity was limited. Although we successfully delivered the project, managing the workload within the available hours was demanding.

Time pressures also influenced decision-making. Many of the organisations and individuals we wanted to involve were already extremely busy, which is entirely understandable. As deadlines approached, we occasionally had to adapt our original plans rather than wait for confirmation. One example was our engagement with the Young Farmers Club (YFC). We were fortunate to secure a session at all, as their programme is often booked up to a year in advance. This highlighted the importance of allowing substantial lead-in time when working with established community organisations.

Another example was the planned Glascoed – History and Generations event with Ysgol Bro Teifi. The original vision was to bring together students, local residents and the local history society, with students recording interviews and capturing memories of how the town has changed over time. We also explored involving Arts 4 Wellbeing. However, the practicalities of coordinating several organisations within the project timescale, together with budget limitations, meant that this approach was not achievable. Rather than abandoning the idea, we divided it into two separate engagement activities. In hindsight, this proved to be a more effective approach and reinforced the importance of allowing sufficient planning time when multiple partners are involved.

Reflecting on the project, I would request a longer delivery period if undertaking similar work again. I underestimated not only the time required to organise and deliver the engagement activities, but also the considerable amount of time needed to analyse the findings and write the final report. Equally important was the relationship-building required throughout the process: meeting people, responding to emails, arranging logistics, answering questions and dealing with the countless small tasks surrounding every event. These activities are fundamental to successful community engagement but can easily be underestimated during project planning. Looking back, I also recognise that the number of groups we set out to engage was ambitious within the available timeframe.

Additional time would also have enabled me to spend more time with facilitators and guest contributors before each event. Although I met with many people in advance to explain the project

and their role, a longer lead-in period would have strengthened consistency across the engagement activities and created even more opportunities to build relationships.

The project also provided valuable learning about engagement methods. Paper questionnaires proved to be the right approach for many activities, particularly where participants were less confident with technology or where a more informal environment encouraged better discussion. While a dedicated digital feedback app would have reduced paper use and significantly shortened the time needed for data entry and analysis, the project timescales meant paper questionnaires allowed consultation to begin immediately. If repeating the project, I would invest in a digital feedback platform alongside tablets so participants without access to technology could still complete surveys electronically. I would also include a simple age tick-box to provide a clearer demographic profile of respondents.

Similarly, structured questionnaires were not equally effective with every audience. In several youth settings, open conversations generated richer and more meaningful responses than formal surveys. The project also reinforced the importance of accessibility. Providing bilingual materials, offering support where needed and allowing participants to contribute verbally or creatively ensured that people could participate regardless of literacy levels, language preference or confidence with written forms.

One of the greatest strengths of the project was that it was led by someone local. Because many participants already knew me, people appeared more relaxed and willing to share their views openly. My ability to communicate in Welsh also helped participants feel comfortable responding naturally in the language of their choice. Undertaking research of this scale provided significant learning and reinforced the importance of openness, honesty and relationship-building. This experience has reinforced my belief that locally-led research produces richer engagement because it is grounded in genuine relationships and a real understanding of the community.

Perhaps the strongest finding throughout the consultation was the pride people have in Llandysul and Pont-Tyweli. Participants consistently spoke positively about their community and repeatedly highlighted valued organisations and facilities such as Calon Tysul, Paddlers, Ffab and many others. There was overwhelming appreciation for the wide range of clubs, activities and events already available.

However, one issue emerged consistently across almost every consultation: communication. Participants frequently suggested facilities or activities that already existed locally. Comments such as *"It's a shame there aren't any tennis courts"* despite tennis courts already being available demonstrated that the issue was often not a lack of provision, but rather a lack of awareness.

This leads me to believe that improving communication could have one of the biggest impacts on community participation. One idea worth exploring would be the creation of a single monthly community timetable bringing together all local clubs, organisations and events. Distributed both online and in print, it would make it much easier for residents to see everything happening across the community without relying on multiple sources of information.

The consultation also highlighted that many community noticeboards have become cluttered, with posters regularly covering one another. Producing a professionally designed monthly community poster that combines multiple events could reduce this clutter while making information much more accessible and visually appealing. Incorporating the timetable into school newsletters could further strengthen communication by reaching households directly through schools, which remain central to community life. By working together in this way, there is a real opportunity to increase participation

and strengthen the connections that already make Llandysul and Pont-Tyweli such vibrant communities.
Finally, one consultation response particularly stood out: Anonymous 205: *"Fast food (McDonald's), more things to do but not joining a club. You could use the fields next to the park for a trampoline park, water park, tennis court or badminton court."*

When considered alongside the repeated requests for cafés and informal meeting spaces to remain open after school and into the evenings, this comment highlights an important distinction. Young people were not necessarily asking for more organised clubs or structured activities. Throughout the consultation there was clear appreciation for the clubs and organisations that already exist. Instead, many young people expressed a desire for safe, informal spaces where they could spend time with friends without the commitment of attending organised sessions at fixed times. This suggests that future community planning should focus not only on expanding organised activities but also on creating welcoming, flexible social spaces that complement the excellent opportunities already available.

11. Acknowledgements

I would like to thank all individuals who took the time to complete the questionnaires and contribute such thoughtful and detailed responses. Their willingness to share their experiences, ideas and hopes for the future of Llandysul and Pont-Tyweli has been central to this research. Their shared commitment to strengthening the area has been a clear driving force throughout the project.
I would also like to acknowledge the following groups and individuals for their involvement, guidance and support throughout the research process:
I am particularly grateful to Rod Bowen and Anne Edwards for their ongoing mentorship, guidance and support throughout the process, and to Alex Norval for his practical support with the organisation and delivery of the research.
I would also like to thank Aberystwyth University, Amy Nicholass and Dr Wyn Morris for their advice, academic guidance and support throughout the project, particularly in relation to developing the research questions, shaping the methodology and reviewing the report as it progressed.

- Amy Nicholass research facilitator from LPIP rural Wales
- The staff at Llandysul & Pont Tyweli Ymlaen (Alex Norval, Rod Bowen, Anne Edwards)
- Dr Wyn Morris – Senior lecturer Aberystwyth University
- Louise Cartwright (facilitator at Yr Ardd Event)
- Suzanne Hughes Owen and Paul Shadbolt
- Yr Ardd
- Y Pwerdy
- Young Farmers Club Llanllwni
- Lleucu Meinir
- Ffynnon
- Eglwys Tysul – Gareth Reid
- Tysul Youth – Steve Parkin & the kids and supporting staff
- Ysgol Bro Teifi, Gareth Evans, Llion Williams, the History Department and the participating students
- Ynni Sir Gâr – Dr Sioned Haf
- Y Porth
- Ceri Mathews
- Julie Murphy
- Lesley Parker & Jane Kerr from Gymdeithas Hanes Lleol Llandysul a'r fro
- Glascoed – Ursula Coote
- Calon Tysul
- Meddygfa Llyn y Fran
- Llyfrgell Llandysul
- Antur Cymru
- Lowri Sion, especially for stepping in at short notice

12. References

P5. Ceredigion County Council. (2021). *2021 Census Area Profiles – Lower Super Output Area (LSOA) W0100533 - Llandysul Town*. [Online]. Available at: https://www.ceredigion.gov.uk/resident/census-2021/ [Accessed 2 June 2026].

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Office for National Statistics. (2022). *Population and household estimates, Wales: Census 2021 Statistical Bulletin*. [Online]. Available at: https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/populationandhouseholdestimateswales/census2021? [Accessed 2 June 2026].

Figure 2, Open Street Map 2026, map of Llandysul 52.041656, -4.309126, 10mile per 10km available at Llandysul, Ceredigion - Bing Maps

Table 12.1: Consultation references for P6

Year	Consultation	Reference	Source
2019	Climate Emergency	CCC Climate Change webpages	www.ceredigion.gov.uk/resident/climate-change
2020–21	COVID Recovery	CCC Corporate Recovery Plans	www.ceredigion.gov.uk/your-council/strategies-plans-and-policies
2021–22	Local Transport Plan	CCC Transport Plans	www.ceredigion.gov.uk/resident/travel-roads-and-parking/transport-plans
2022	Active Travel	CCC Active Travel Consultation	www.ceredigion.gov.uk/resident/travel-roads-and-parking/active-travel
2022	Flood Risk	NRW Flood Risk Management Plans	naturalresources.wales/.../flood-risk-management-plans
2023	Active Travel Network Map	CCC Consultation Archive	www.ceredigion.gov.uk/your-council/consultations

2023–24	Llandysul Place Plan	Llandysul Place Plan (PDF)	www.ceredigion.llyw.cymru/.../2024-llandysul-place-plan.pdf
2024	Nature Recovery	CCC Consultation Archive	www.ceredigion.gov.uk/your-council/consultations
2024–26	Town Regeneration	LPY & Aberystwyth University consultation reports	Internal project documents
2026	Two Key Sites Consultation	CCC Public Consultation	www.ceredigion.gov.uk/your-council/consultations/future-plans-for-two-key-sites-in-llandysul

13. Appendices

The support and guidance provided by Amy Nicholass and Dr Wyn Morris helped shape the early stages of the research, particularly the development of the core questions and focus group question sets.

13.1 The sets of questions

The set of 5 questions which was at the core of each group and survey :

1. How would you describe your experience of living within Llandysul and Pont-Tyweli? How do you feel Llandysul and Pont-Tyweli has changed?

2. Are there cultural traditions that you feel are not being fully supported or recognised within Llandysul and Pont-Tyweli?

3. What changes, if any, would most improve the town for you and others who use it?

4.What kinds of activities or opportunities would make a difference?
What support would make ideas easier to try out?
What would help people feel more confident to take part?

5. What is the most important idea to move ahead with?

Then for each focus group, I added variations suited to their focus, for example,

Food Resilience focus questions :

6. How could people or groups in Llandysul and Pont-Tyweli become more involved in growing, sharing or learning about food?

7. In your opinion, which spaces in Llandysul and Pont-Tyweli support food resilience now? Are there challenges that exist with these spaces we've identified?

8.What kinds of activities or opportunities would make a difference?
What support would make ideas easier to try out?
What would help people feel more confident to take part?

9. How could food resilience and perseverance support people's general well-being, community, or help local business?

Ynni's focus questions

6. Thinking about the town's energy usage, services and environmental policies, how well do you think things are working at the moment?

7. How do you feel sustainability initiatives and environmental considerations are recognised and supported within Llandysul and Pont-Tyweli?

8. Are there local skills, knowledge or initiatives related to the environment and sustainability which you feel are not being fully supported or recognised?

9. What is the most important idea to take from today?

Music & entertainment – focus questions

6. What do you feel could help strengthen and develop the cultural life of Llandysul and Pont-Tyweli?

7. What do you think would make it easier for the people of Llandysul and Pont-Tyweli to try out new cultural activities?

8. Do you feel music and cultural activities support well-being?

Final Questions

9. Which idea is the most important to take from today?

Business – focus questions

6.Which aspects of the town centre work well for your business?

7.Are there parts of the environment, infrastructure, or services which present challenges?

8.How can business/businesses in the area support well-being, the environment and the multi-generations?

9.Are there opportunities, needs or gaps you feel are not currently being addressed that affect local business?

10.Which idea is the most important to take from today?

Ffynnon – religion focus questions

6.How can Ffynnon and similar spaces support well-being, local business and community engagement?

7.What would make it easier for the people of Llandysul and Pont-Tyweli to participate in activities held in places like Ffynnon?

Do you have any suggestions?

8.What is the most important idea to take from today ?

Tysul church – religion

6.How can faith spaces like Ffynnon and Eglwys Tysul support well-being, local business and community engagement?

7.What would make it easier for the people of Llandysul and Pont-Tyweli to participate in activities held in Faith places like Ffynnon and Eglwys Tysul ?

Do you have any suggestions?

8.What is the most important idea to take from today ?

Youth – school

6.What makes you proud of Llandysul & Pont-Tyweli?

Young Farmers club – youth

6.What makes you proud of Llandysul & Pont-Tyweli?

7. If you were to take a friend somewhere in Llandysul & Pont-Tyweli, where would you go? What would you show them?

8. What is the most important and easily doable idea to take from today ?

13.2 A selection of the posters we used to advertise the events :



13.3 – sample of consent form and questionnaire used

This is a screenshot of one of the participant consent forms used

Participant Information and Consent Form

Town Regeneration Survey

Thank you for considering participation in this survey. This project is part of the Cymru Wledig Local Policy Innovation Partnership (LPIP) and is led by Aberystwyth University. Go to https://www.lpip.cymru for more information.

All Data will be stored securely and archived for research at Cardiff University and the UK Data Archive (UKDA), following data protection laws.

The legal basis for the collection of data by Cymru Wledig LPIP Rural Wales is provided by Article 89(1) of the General Data Protection Regulation (GDPR) and the legal basis for the retention and processing of data is additionally as a 'task in the public interest' under GDPR. You retain all rights provided by the applicable data protection legislation.

Participant Information

- Participation in this survey is entirely voluntary.
- You are free to decline to answer any question and may withdraw at any time prior to submitting your responses. Once submitted, responses may not be retractable if anonymised.
- The purpose of this survey is to gather community views to inform, decision-making, and future development relating to the town regeneration scheme.
- You may complete the survey anonymously. Alternatively, you may choose to provide your name and contact details.
- If you provide your identity, you will be asked to indicate whether you consent to your name being attributed to your responses in reports, publications, or project communications.
- Only authorised members of the project team will have access to identifiable data.

If you have any questions about this survey or how your data will be used, please contact: **GEMMA JONES** the project co-ordinator
gemma.jones@dolenteifi.org.uk

Consent

By selecting "I agree" and submitting this survey, you confirm that:

- You are aged 18 or over.
- I agree that my anonymous responses may be used in research publications and events.
- You have read and understood the information above.
- You voluntarily agree to participate.

- You consent to your responses being used for the purposes outlined.

☐ I agree and consent to take part in this survey.

Optional: Identity and Attribution

If you choose to provide your name and contact details, please indicate your preference:

☐ I consent to my name being attributed to my comments in reports or publications.
☐ I prefer my responses to remain anonymous in all reports and publications.

Name (optional): _____

Email address (optional): _____

This is the second page of the sample of the consent form.

Llandysul and Pont Tyweli

A ***NEW*** direction for Llandysul & Pont-Tyweli Ymlaen.
Aberystwyth University has given us the opportunity to carry out **community research** — a chance to connect with **local voices** and listen **CAREFULLY** to your thoughts and ideas on how we can best support our community. There are no right or wrong answers, we would just like to hear as many opinions as possible, in order to help us help the community. Thank You

1.How would you describe your experience of living within Llandysul and Pont Tyweli? How do you feel Llandysul and Pont-Tyweli has changed ?

_____
_____
_____
_____
_____

2.Are there cultural traditions that you feel are not being fully supported or recognised within Llandysul and Pont-Tyweli?

_____
_____
_____
_____
_____

3.What changes, if any, would most improve the town for you and others who use it?

_____
_____
_____

This is a sample of one of the questionnaire sheets used.

4.What kinds of activities or opportunities would make a difference?

- What support would make ideas easier to try out?
- What would help people feel more confident to take part?

Final Questions

5. What is the most important idea to move ahead with ?

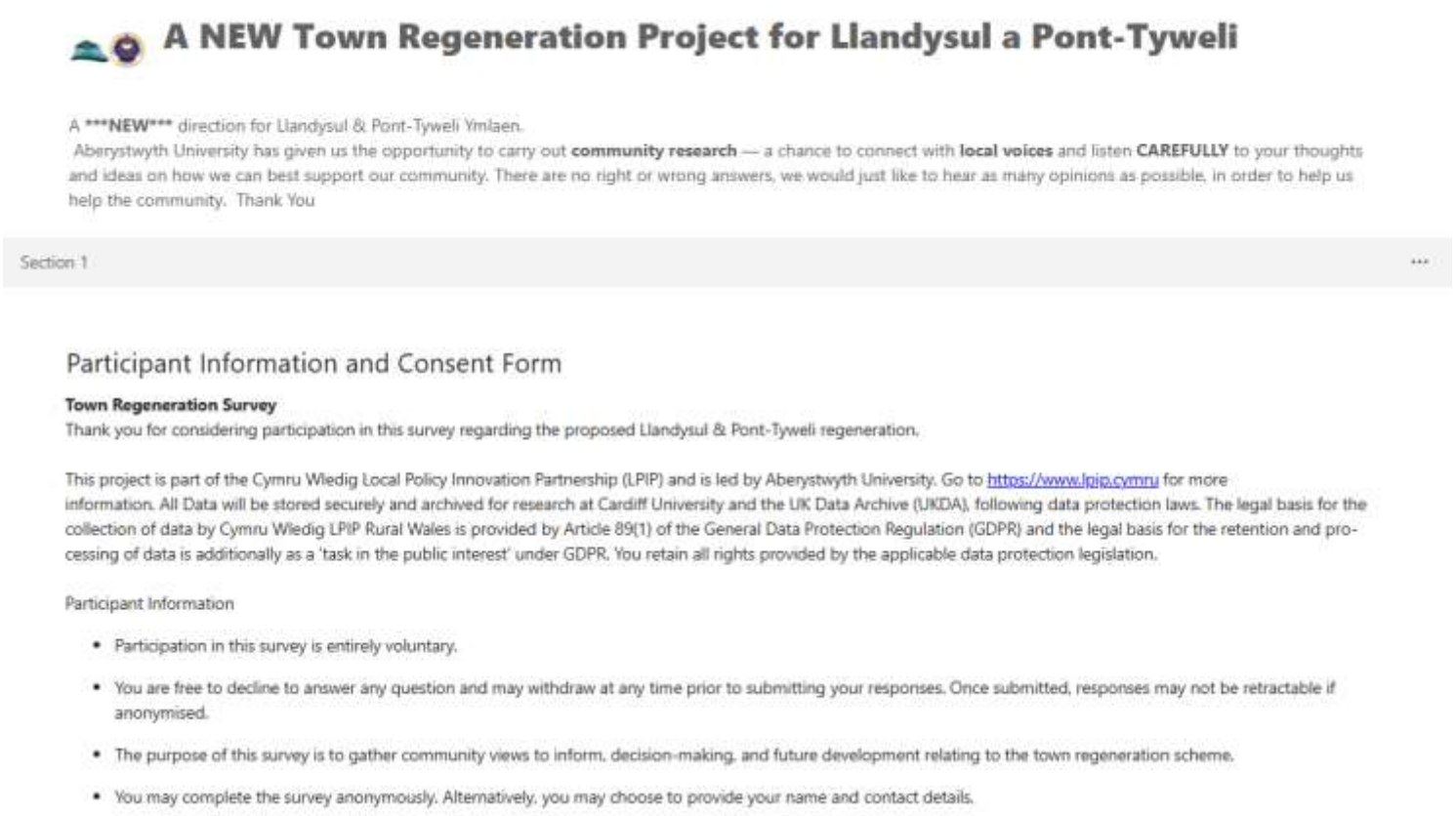
Would you like to stay involved in developing this further?

Yes/no

Email address _____

This is a sample of the second page of the survey questionnaire sheets used.

13.4 sample of online form linked via QR Code



A NEW Town Regeneration Project for Llandysul a Pont-Tyweli

A ***NEW*** direction for Llandysul & Pont-Tyweli Ymlaen.
Aberystwyth University has given us the opportunity to carry out **community research** — a chance to connect with **local voices** and listen **CAREFULLY** to your thoughts and ideas on how we can best support our community. There are no right or wrong answers, we would just like to hear as many opinions as possible, in order to help us help the community. Thank You

Section 1

Participant Information and Consent Form

Town Regeneration Survey
Thank you for considering participation in this survey regarding the proposed Llandysul & Pont-Tyweli regeneration.

This project is part of the Cymru Wledig Local Policy Innovation Partnership (LPIP) and is led by Aberystwyth University. Go to https://www.lpip.cymru for more information. All Data will be stored securely and archived for research at Cardiff University and the UK Data Archive (UKDA), following data protection laws. The legal basis for the collection of data by Cymru Wledig LPIP Rural Wales is provided by Article 89(1) of the General Data Protection Regulation (GDPR) and the legal basis for the retention and processing of data is additionally as a 'task in the public interest' under GDPR. You retain all rights provided by the applicable data protection legislation.

Participant Information

- Participation in this survey is entirely voluntary.
- You are free to decline to answer any question and may withdraw at any time prior to submitting your responses. Once submitted, responses may not be retractable if anonymised.
- The purpose of this survey is to gather community views to inform, decision-making, and future development relating to the town regeneration scheme.
- You may complete the survey anonymously. Alternatively, you may choose to provide your name and contact details.

A sample of the online form on Microsoft teams, that the Qr links took you to.

Appendix - Lleisiau Llandysul – Thank You Event

On 18 September, (after the completion of the research and data gathering)a thank-you event was held from 6.00 pm at Y Porth Hotel in Llandysul. The event brought together everyone who had participated in the activities that informed our “Lleisiau Llandysul” report, giving them an opportunity to see the finished report and learn what we had achieved so far. Promoted under the theme “Destination Llandysul”, the evening was designed to offer guests the experience of a mini holiday in the town. Invitations were sent to everyone who had participated in activities throughout the project, and guests were invited to enjoy complimentary drinks and Welsh-themed food featuring locally sourced ingredients. The event deliberately moved away from formal questionnaires, creating a relaxed and enjoyable opportunity to thank participants, recognise the time and energy they had contributed and, above all, allow them to see the completed report—something that does not always happen following consultation exercises. Singer Emrys Dafydd performed “You Raise Me Up” in Welsh, while harpist Malen Jenkins also performed, providing guests with a memorable evening of entertainment.

Specially designed postcards were created to advertise the event, inspired by the old postcards shared by the local Historical Society at the history event held at Ysgol Bro Teifi, which showed Llandysul as a thriving holiday destination. The postcards were designed to connect this past with the present by creating a contemporary version that showcased some of the amazing things available in the town, highlighted Llandysul’s continuing appeal as a place worth visiting and celebrating, and offered a glimpse of the promise of its future. The postcards were also designed for use as part of the mapping exercise.

Figures 1 and 2 show postcards displayed by the Historical Society at the event held at Ysgol Bro Teifi.









Figure 3 shows the front of the postcard, which features four main images. The top left shows local artist Sue Dewhurst's painting of the village from the opposite hill, and the top right shows a view of the Memorial Park. The bottom left includes a noticeboard naming some of the local eateries, while the remaining images show canoes on the river and paddleboarders at the Paddlers' lake. The postcard also includes the words: "Llandysul", "Heart of the Teifi Valley", "Calon Dyffryn Teifi", "Warm Welsh Community", "Stunning Park & Riverside", "Adventure on Your Doorstep" and "Memories That Last".

Figure 4 shows the back of the postcard, which includes the following text: "Image and prints © Sue Dewhurst – Available from www.suedewhurst.co.uk".

Llandysul HEART OF THE TEIFI VALLEY Calon Dyffryn Teifi Nestled in the beautiful Teifi Valley, Llandysul offers a warm Welsh welcome, stunning riverside walks, independent cafés and restaurants, family-friendly parks and some of Wales' finest paddlesport opportunities.

Whether you're here for adventure, relaxation or great food, you'll soon discover why Llandysul is at the heart of the Teifi Valley."WARM WELSH COMMUNITY","BEAUTIFUL PARK & RIVERSIDE","INDEPENDENT EATERIES","CANOEING & PADDLE SPORTS", "MEMORIES THAT LAST" it also has the Aberyswyth University logo and the Ymlaen Llandysul & Pont Tyweli logo"

Figure 5 contains four photographs from the event. Images 1 and 2 show people mingling, image 3 shows harpist Malen Jenkins, and image 4 shows singer Emrys Dafydd.



Heat Mapping Methods

The postcards were used as part of the heatmapping feedback. People had the opportunity to win £100 gift voucher for the Porth. The idea was that people were allowed one green magnet, to show what is good in Llandysul & Pont Tyweli and one red magnet to place what is bad in Llandysul & Pont Tyweli, they then grabbed a postcard to put their reasoning for their placement.

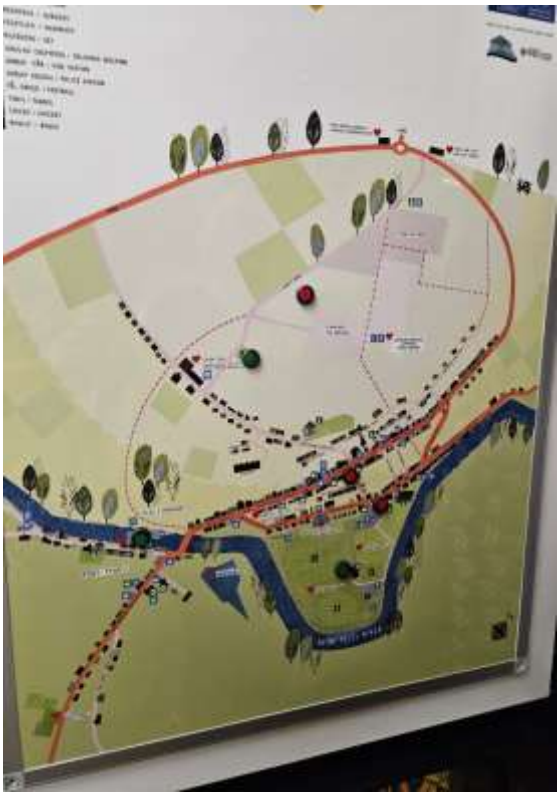






Figure 6 contains three photographs from the heat-mapping exercise. Image 1 shows participants placing their magnets, image 2 shows a participant placing her green magnet on the library on the map, and image 3 shows a group of children placing their magnets on the heat map.

Heat Mapping Responses



Heat Mapping response 1

This first mapping response shows 6 placed magnets, 3 x red, one on Llyn y Fran (Doctors surgery), one near the library and one on the River Teifi.
3 x green responses, one on the playing fields/park, one on the river and one on Ffynnon (church group)



Heat Mapping response 2

This mapping response shows 19 placed magnets
8 red magnets 1 placed on Llyn y fran surgery, 4 on the carpark, 3 on the river.
11 green magnets – 3 on the library, 3 on the park 3 on the paddlers 1 on the Pwerdy (community and arts centre), and 1 on Calon Tysul (The leisure centre)



Heat Mapping response 3

The third mapping response shows 7 red responses, 5 on the carpark, 1 on Calon Tysul and 1 on the path to the park.
There are also 7x green responses, 3 on Ysgol Bro Teifi (The school), one on the library, 3 on Calon Tysul (Leisure Centre).

Heat-mapping feedback analysis from postcards

A total of 22 people participated. All 22 participants provided a green response, while 21 also provided a red response. One participant provided only a green response.

Some participants mentioned more than one place or issue. The figures below therefore represent the number of times each theme was mentioned, rather than the number of individual respondents.

Most commonly mentioned red / negative issues

1. **Public transport and bus connections — 8 participants**
   Comments focused on limited or unreliable bus services, poor connections to places such as Carmarthen, Lampeter, Aberystwyth and hospitals, and insufficient capacity on the Cardiff bus.
2. **Parks, playgrounds and playing fields — 6 participants**
   Participants mentioned rusty or unsafe play equipment, deteriorating facilities and the need to protect or invest in playing fields and green spaces.
3. **Public toilets — 5 participants**
   Concerns included toilets being closed, unclean facilities, broken taps and the need for better cleaning and maintenance.

Other recurring negative issues included **parking costs and availability** and **pollution in the River Teifi**, each mentioned by approximately three participants.

- Empty shops and declining town-centre footfall — **2 mentions**

Most commonly mentioned green / positive features

1. **Calon Tysul and the leisure facilities — 8 participants**
   These facilities were valued for their range of activities, cleanliness, affordability and the contribution made by volunteers. Respondents described them as important community assets.
2. **The library — 5 participants**
   The library was recognised as an important community and learning resource, particularly because of the contribution made by local volunteers. and as an example of volunteers and the local authority working effectively together.

   3.Joint third: Y Pwerdy / the Powerhouse and Llandysul Paddlers — 4 participants each
   The Powerhouse was appreciated for its events and role as a community venue. Llandysul Paddlers was valued as a community hub, visitor attraction and local business that brings wider benefits to the village.

Overall finding

The responses show strong appreciation for **community-run facilities, leisure provision and local organisations**, particularly **Calon Tysul, the library, the Powerhouse and Llandysul Paddlers**.

The clearest concerns relate to the basic infrastructure needed to access and enjoy the area: **transport accessibility, the condition of parks and play areas, and public toilet provision**.

The responses show that people place considerable value on Llandysul and Pont-Tyweli's community-led facilities. The comments suggest that protecting these community assets, while improving transport and public facilities, should be central priorities for future planning.

Because some participants identified several places or issues in a single response, these figures represent the number of participants who mentioned each theme, rather than the number of magnets placed.

Spider diagram showing the main themes from this consultation

