

## **Press Release for Cambrian News announcing the first Caffi Clettwr Open Day, April 21st**

In these days of globalisation and centralisation it is inspiring to hear of communities taking the opportunity to do things for themselves.

On April 21<sup>st</sup>, Caffi Clettwr, Tre'r Ddôl, will re-open to customers for one pilot day to raise awareness of a new initiative to own it and run it as a community enterprise. Tried and trusted local expertise is involved – Jane Burnham, founder of the Treehouse organic shop and cafe, and Mike Smerdon, chef at Ynys-hir, have planned the menu, Coleg Ceredigion catering students will be providing home-made bread, soup and cakes, and the event is backed by Cynnal y Cardi.

Nearly a hundred people from the local community met at the Clettwr Cafe, Tre'r Ddôl last week to hear about the progress of the village initiative to buy the cafe, shop and petrol station and run it as their own community enterprise. Ellen ap Gwyn chaired the event, in a cafe brightened with collages specially made for the occasion by Taliesin school. Current owner Huw Lewis has offered the residents the chance to put in a competitive bid for the buildings, a steering group has been developing a business plan, and now Cwmni Clettwr is up and running to work to reopen these much-missed services on the A487, half-way between Machynlleth and Aberystwyth. Well over 250 successful community-run shops now operate in the UK, and this business model is well established. 97% of community shops founded in the last 10 years are still open and trading.

Detailed questionnaire-research around the surrounding villages shows that people are enthusiastic and prepared to invest their time and money to get services that suit their needs: a well-stocked shop selling everyday goods and quality local produce, a cafe as a meeting place serving good coffee and simple food, and a petrol provider close to home – all run as greenly as possible. But also, attracting passing trade to stop at this convenient corner of the A487 will mean that more money will be fed straight back into the local community economy.

There will be other ways the services will benefit local people: the plan is to draw in as many as possible to be part of a task force, in which volunteers will be working together, sharing business and practical know-how, giving people opportunities to interact, gain skills and contribute to their community. Cwmni Clettwr is currently raising the first wave of finance for the enterprise, from community membership, donations, special events, and grant applications.

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Current Steering group: Tom Cosson, Shelagh Hourahane, Mike Indeka, Jane Burnham, Marie Hockenhull Smith, Simon Longworth, Ellen ap Gwyn, Steve Berry