



**Môn**  
Social Enterprises Cyf  
Mentrau Cymdeithasol Môn Cyf

## Creating sustainable local social enterprise

**Môn Social Enterprise is a business that trades for social and/or environmental reasons.**

It has a clear sense of its 'social mission' knowing the difference it is trying to make, who it aims to help, and how it plans to do it. Most or all of its income comes through selling goods or services. We have a true local understanding of reinvesting profits to further the local 'social mission'

Môn Social Enterprise is a wholly owned Company of the local charity Agoriad Cyf which was established in 1992, dedicated to developing the employment possibilities for disabled and disadvantaged people.

# Beautiful ANGLESEY & GWYNEDD



### Caffi'r Parc and the magical Holyhead Breakwater Park

We have converted the old warden's house at the Park into a great place to take the weight off your feet or to get the food for your walk when you visit the truly wonderful country park at Holyhead.



### Dŵr Cerist - pure water from Snowdonia's ancient springs

The ancient spring at Llwr Cae near Dinas Mawddwy in the Snowdonia National Park produces water of such wonderful purity with low sodium content; it is fast becoming renowned for its beneficial properties.

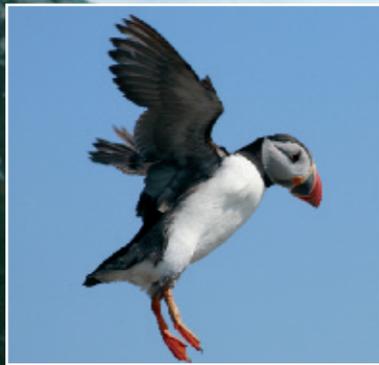


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# it's a magical place to spend some time

## Holyhead Breakwater Country Park

The Holyhead Breakwater Country Park is a magical place for the family, the walker or those just keen on some tranquillity to visit and share.

The park has stunning scenery, with a backdrop of soaring cliffs, the heather-clad Holyhead Mountain, and its amazing variety of birds and wildlife.

If you are visiting the park you can access Holyhead Mountain via the Anglesey Coastal Footpath that goes through the park. You can, of

course, drive or walk right into the park or you can cycle to it - a new Green Links cycle track provides one of the routes into the park.

There is friendly staff on site to help out if you need assistance or guidance. With ample parking, an information centre and Caffi'r Parc for refreshment and meals the Country Park is a place once visited you will want to return.

The Information centre will provide you with an understanding of this unique area with its many walks and features and wardens who will be more

than happy to share their experience and knowledge with you about things to do and see. Orienteering is very popular; it's fun and a great way to explore the park further. Basically, orienteering is using a map to find certain orienteering points in the park - don't worry if you've never done it before, there's plenty of help to get you started.

While you are out and about in the park - maybe even strolling along the Nature Trails - you will most certainly want to experience Rocky Coast. This area of coastline is a very special area, the views from the coast are stunning and you'll love the Welsh Ponies that graze on the coastal paths for a good part of the year, part of an established grazing project.

The lake area is popular with anglers and the Park walks are clearly signposted offering a choice of scenery and the diversity of wildlife to see.

There are so many things that you can do in the park - you can walk, sit, eat, drink, relax and enjoy yourself. Even during the summer months there are many places within the park where you could feel that you have the place all to yourself enjoying the majesty of the mountain and its rugged coast or its more gentle grasslands.

[www.holyhead.com/breakwaterCP](http://www.holyhead.com/breakwaterCP)

## Caffi'r Parc

Where you can take the weight off your feet or the food on your walk



Môn Social Enterprises Cyf have converted the old Wardens House into a modern café and meeting rooms for visitors and local folk to increase their enjoyment of the visit to the Country Park.

Call by for some delicious food made from locally sourced products, snacks and drinks in our modern and friendly new café.

We're serving a great breakfast for the early visitors and hot food from our specials board throughout the day.



Want to get food and drinks to go? We're ready to serve you just what you need if you're planning to take refreshments with you on your way around the Park.

Open every day from 9am to 5pm you will find Caffi'r Parc an ideal place to spend a little time during your visit.

Find out more: 01407 761317

# Wonderful

pure mineral water from  
Snowdonia's ancient springs

“Dŵr Cerist natural mineral water is the true taste of the mountains from a source unchanged over thousands of years.”

“Not scientifically proven”

but here Dŵr Cerist natural mineral water makes a real contribution to Health issues



## A great product and a true example of local Social Enterprise.

The ancient spring at Llawr Cae near Dinas Mawddwy in the Snowdonia National Park produces natural mineral water of such wonderful purity with low sodium content; it is fast becoming renowned for its beneficial properties.

Dŵr Cerist is a proper example of Social Enterprise; it provides opportunities for disadvantaged and disabled clients with real employment and vocational training. Since the acquisition of the mineral water business by Agoriad in January 2009 many employed and part time workers have been provided with work experience or employment in the Cerist workplace.

Site Manager Eryl Parry has been with Agoriad

since 2005. He works with Sioned Jones to manage and develop the business. “The business helps to provide work for disadvantaged people and we have to strike a balance between automisation of the plant and the employment and workplace training opportunities the site offers; we are pleased to be able to provide these chances of employment to people who otherwise find difficulties these days to find meaningful work.”

Dŵr Cerist water is stocked ‘on the shelf’ at local shops and supermarkets and has found a market with the quality of its water increasingly offered by guest houses, cafes, restaurants and farm shops.

The business has introduced an own-brand label service and uniquely supplies a number of small businesses with an acceptable order level of water to both parties with bespoke labels via a design

service it has instigated which promotes the brand of the individual business through its water sales. This has proved to be popular and affordable and whilst own labels have been successfully introduced for amongst others - Portmerion, The Forestry Commission and Rhug Estate - a good number of smaller businesses have taken advantage of own label supplies of water.

Deliveries of Dŵr Cerist water are made directly along the North Wales Coast and Anglesey. With a wholesaler in Aberystwyth delivering to Cardiff and beyond.

Dŵr Cerist supplies its natural still mineral water in (PEP) plastic bottles in three sizes, the popular 500ml, 2 litres and 5 litre - **find out more on [www.dwrceist.com](http://www.dwrceist.com)**

Mrs Beryl Whittingham of Montgomery is a convinced user of Dŵr Cerist pure soft water and appreciates its low calcium and soda content as a major contributor to her wellbeing.

We spoke to Mrs Whittingham who has regular pallets of water delivered to her home and she said, “I have to be careful as I unfortunately suffer from Medullary Sponge Kidney which can lead to a build-up of kidney stones. I use Cerist water for everything, it’s such a soft water and whilst my Doctor will say it’s not scientifically proven I can tell you that it makes a real difference to my wellbeing. I use it for cold drinks, for my tea, for my cooking, in fact I’m so convinced of its value that it is the only water I will use and I’m happy to tell anyone the same.”

Mrs Whittingham continues to be a regular customer of Dŵr Cerist as we see an increasing number of mail order deliveries to people who buy Dŵr Cerist water for health reasons; the water has a wonderful balance of purity and minerals with low sodium content which would seem to make it an ideal choice particularly for people with kidney problems. Enquiries have come from as far away as Oman and there’s even a customer in Holland, looking for the perfect water to make tea with.



**We help people with disadvantages to achieve independence through employment**

Agoriad Cyf was established in 1992 with the objectives of developing the employment possibilities for disabled and disadvantaged people. Since this time a great many of our clients have benefited from their experience with Agoriad and are proving to be loyal and effective contributors to their employers.

We have evolved as a specialist provider of recruitment, employment and training services. Our teams seek the best opportunities and match these with appropriate training as we work with our business friends to ensure a seamless transition into work for our clients.

Regional Offices in Pwllheli, Dolgellau and Holyhead support the Bangor Corporate Office.

A non-invasive and friendly service provider, we have proven that we can all make a difference to our clients' quality of life and to help our local businesses through our recruitment services to find the right person for the right job.

For an informal discussion about the choices Agoriad offer we will be pleased to hear from.

**Call 01248 361392 or visit [www.agoriad.org.uk](http://www.agoriad.org.uk)**

# Tune in to Charlie's Mint Show



Charlotte Doherty has been an Agoriad client on the Interreg Walkways project since April 2012. Charlie is very interested in broadcasting and with our help she secured a placement with Môn FM transmitting her show "Charlie's Mint Show" on Thursdays between 2pm and 4pm. Not only does Charlie now have her own radio show she also helps to raise money for the station as well as raise its profile.

This is what Charlie had to say about her work, "Working at Môn FM is often challenging; I have to spend a lot of time during the week planning and preparing for my show. I have also had to learn to be flexible in my approach - sometimes things go wrong live on air and I have to laugh them off and carry on. I am enjoying every minute of it though, especially being able to share my tastes in music with my listeners. I meet new and interesting people all the time and including the comedian, Lee Ridley AKA Lost Voice Guy, who I interviewed as part of my show discussing Cerebral Palsy".

"My ambitions for the future are to improve my interviewing skills through training and then eventually to run and own a radio station."

**You can listen to "Charlie's Mint Show" every Thursday 2pm - 4pm at [www.monfm.co.uk](http://www.monfm.co.uk)**



# Aberffraw

Ancient home of the Welsh Princes

## Llys Llewelyn Tea Rooms

*"part of the Môn Social Enterprise Cyf family"*

Aberffraw lies on the South West Coast of Anglesey. In the middle ages it was the main court of the kings and princes of Gwynedd, historically one of Wales most important places.

Today it's a friendly place with beautiful sandy beaches - bring the family and call in and see us at our café and tearooms. You will find a great choice of local foods, hot meals and we are licensed for your refreshments - you will love our Welsh teas.

We are pleased to prepare food and drinks to go and we do offer a function service and outside catering - very popular with our Island customers.

**Ask for Linda on 01407 840847 or visit [www.llysllewelyn-tearooms.com](http://www.llysllewelyn-tearooms.com)**



*" Beautiful celebration cakes, our famous Bara Brith and shortbread made on the premises to order. "*

**Take a drive through the mountains and don't forget to stop off for a coffee and a cake**



Coming back or going to the mountains along the A5? Then make sure you stop off for a coffee and some food at **Cafe Coed y Brenin**.

The café has been part of the Agoriad family for over five years and has a reputation for being the favourite stop off point for the residents of Bethesda.

Specialising in its range of homemade cakes, teas and its all day Welsh breakfasts, Karen and her team will give you a warm welcome.

**Ask for Karen on 01248 602550 or visit [www.cafficoed-y-brenin.org.uk](http://www.cafficoed-y-brenin.org.uk)**



# We live in challenging times

“We are living through challenging times for economic growth. In both the private and public sector economic development models, the traditional routes to job creation and economic growth, are struggling to move forward.

There is however an alternative – the third sector which offers a third way of developing the economy and thankfully we have good examples in North Wales of community and social enterprises who are trading their way to success, creating jobs and opportunities in the process.

Social enterprises are altruistic entrepreneurs who can step up and make things happen. It is crucially important in times of recession, but equally in periods of growth, that the third sector is given the resources to bring sustainable economic benefit. There are motives other than profit for economic growth, and as long as social enterprises work to established business principles they can have a great influence on all of our futures.

Agoriad is a good example of social enterprises seeking to forge a path to sustainability in the market place. This is the task all social enterprises face, both new and existing; to move into markets which are stressed and make them work better. With less of a profit motive, and more of a social benefit model, several sectors of our economy can still experience growth”

**Gerallt Llewelyn Jones,**  
Managing Director of Menter Môn Cyf

  
 **Menter Môn**

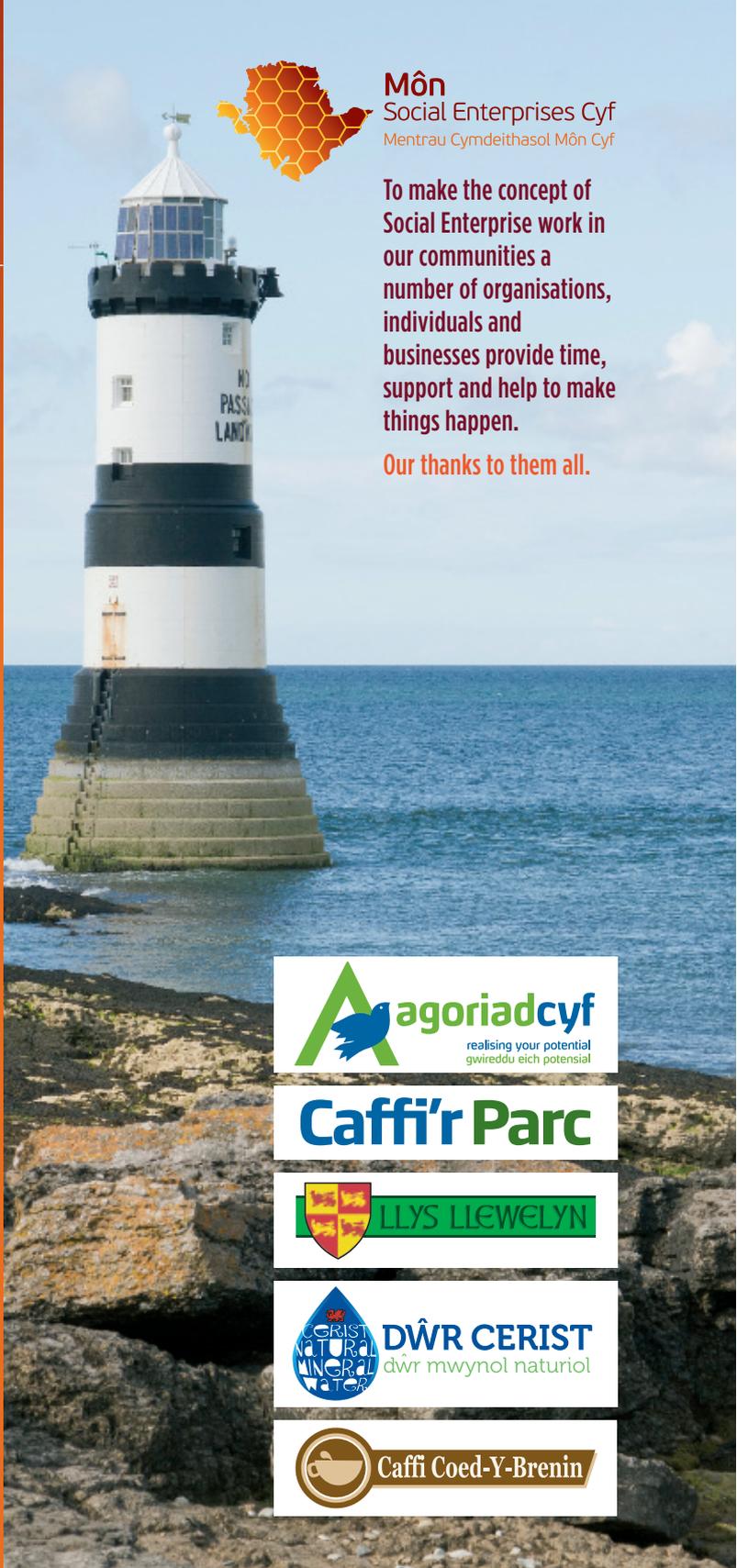
*Menter Môn as an organisation has attracted in excess of £40 million of grant funding from various sources for a range of activities since it was established almost twenty years ago. It continues to fund community projects, support local initiatives and businesses on Anglesey and is a champion of Social Enterprise on the Island.*



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To make the concept of Social Enterprise work in our communities a number of organisations, individuals and businesses provide time, support and help to make things happen.

**Our thanks to them all.**



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