



Growing Mid Wales July 2025

Welcome to the July edition of the Growing Mid Wales Newsletter!

With another successful Royal Welsh Show behind us, this month's update reflects on some of the key moments from the event and highlights the ongoing work to support sustainable growth across the region. From progress on smart energy and decarbonisation in agriculture, to major developments in advanced manufacturing and business support, it's been a busy and productive few weeks.

We also share updates on exciting funding opportunities, team changes, and the latest from our regional partnerships. Whether you joined us at the Show or are catching up now, we hope this edition offers a snapshot of the momentum building across Mid Wales—and how you can get involved in shaping what comes next.

[The Growing Mid Wales Team](#)

Cover: Growing Mid Wales at the Royal Welsh Show 2025

Content

- Progress and partnership at the Royal Welsh: Leaders reflect on Growth Deal and wider investment in Mid Wales

- Powering progress at the Royal Welsh: Innovation and collaboration drive Agri-Tech and Food-Tech success
- There's still time to apply for funding..
- Smart solutions for sustainable energy in agriculture shared at Royal Welsh Show
- Case Studies: Decarbonising Agriculture in Mid Wales
- Calling all manufacturing businesses – Tell us what you need
- Fond Farewells and warm welcomes
- Powys Business Awards - enter by 27 July!

Progress and partnership at the Royal Welsh: Leaders reflect on Growth Deal and wider investment in Mid Wales

Senior representatives from the UK and Welsh Governments joined Growing Mid Wales (GMW) at the Royal Welsh Showground on Monday 21 July 2025 to reflect on the continued progress being made across the region - and to reaffirm their shared commitment to unlocking further investment and opportunity.

With many initiatives gearing up to enter the delivery phase over the next 12-15 months, momentum is building across the Growth Deal as Mid Wales looks to the future and the discussion focused on how joint working continues to drive economic development in the region.

Over the last 12 months, the Deal has continued to move forward, with key achievements including:

- The launch of the Mid Wales Commercial Property Investment Fund, providing targeted support to develop high-quality commercial space across the region.
- Full business case approval for projects through the Digital Programme, helping to improve broadband connectivity in rural and hard-to-reach areas.
- Progress within key areas such as tourism, fostering innovation and resilience in foundational sectors.

The Growth Deal is part of a broader, integrated and complementary set of initiatives being driven by GMW - designed to tackle long-standing challenges while building on the region's unique strengths and assets. Together, these initiatives are helping to create the conditions for sustainable and inclusive economic growth. Beyond the Growth Deal, the region has also made significant strides through other GMW activity:

- Investment from the UK Shared Prosperity Fund (UKSPF) is supporting place-based regeneration and local business growth.
- Energy projects are developing new models for clean, rural energy systems through innovation funding.
- The Mid Wales Regional Skills Partnership continues to align training with employer needs, and
- Work is underway on a new Regional Transport Plan to improve connectivity across Mid Wales.

Read more on our [website](#).



1 - (L-R) Councillor Jake Berriman, Leader of Powys County Council, Wales Office Minister Dame Nia Griffith, and Councillor Bryan Davies, Leader of Ceredigion County Council. The Royal Welsh Show 2025.

Powering progress at the Royal Welsh: Innovation and collaboration drive Agri-Tech and Food-Tech success

A showcase of cutting-edge innovation and collaboration took place at the Royal Welsh Show on Monday 21 July 2025, as Growing Mid Wales and partners hosted a 'Powering Progress: Innovation and Funding in Agri-Tech and Food-Tech' event.

Held at Tŵr Brycheiniog, the event brought together agri-tech and food-tech businesses, funders, cluster members; Ambition North Wales, AberInnovation, M-Sparc, Advanced Manufacturing Research Centre (AMRC) Cymru - University of Sheffield, Welsh Government, Innovate UK, and other stakeholders to explore opportunities for innovation, share funding success stories, and encourage cross-sector collaboration.

As part of the wider Nurturing Innovation in the Agri-tech and Food Technology Cluster for Mid and North Wales, the session celebrated the impact of Innovate UK's Launchpad

funding, and featured projects such as Tirlun.ai, Terrafarmer, Diagnostig Ltd, Pennotec (Pennog Ltd), Chitexo Ltd, Neurobotics Ltd, Arcitekbio Ltd, and SmartApiary.

Dr Jonathan Hughes, Pennotec (Pennog Ltd), shared: "Being part of this cluster has given us more than just funding — it's opened the door to knowledge exchange, support, and partnerships that will help to successfully scale our Circular Economy innovations."

The session concluded with informal networking and opportunities for businesses to pitch ideas, forge partnerships, and sign up to cluster groups. The success of the event reinforces Mid and North Wales' growing reputation as a hub for innovation and sustainable growth in agri-food and agri-tech sectors.

Businesses interested in joining either the Agri-Food or Food Technology clusters and staying informed about future funding opportunities can find more information on the Growing Mid Wales website: www.growingmid.wales/AgriTechFoodTech

Read the full story on our [website](#).

Arloesedd a chydweithio yn gyrru llwyddiant Technoleg Amaeth a Thechnoleg Bwyd



Innovation and collaboration drive Agri-Tech and Food-Tech success



There's still time to apply for funding..

Agri-tech and food technology, Mid and North Wales - CRDUK registered businesses can apply for a share of up to £2.7 million for business led projects that grow their innovation activities in the agri-tech and food technology cluster in Mid and North Wales. This funding is from Innovate UK.

More details about the competition can be found on the Innovate UK competition page: <https://apply-for-innovation-funding.service.gov.uk/competition/2212/overview/4411087f-2a92-4aed-b735-d1a813376bec#summary>

Competition closes: Wednesday 20 August 2025 11:00am

In the video link below , Aberinnovation CEO Rhian shares the inside scoop on the new Innovate UK Launchpad – who's behind it, what support is available, and how it could be a game-changer for your agritech or foodtech business. She also shares her top tips to help your application stand out when applying for Innovate UK funding.

Check it out: <https://youtube.com/shorts/Am79AgB9kb8?feature=shared>



2 - <https://youtube.com/shorts/Am79AgB9kb8?feature=shared>

Smart solutions for sustainable energy in agriculture shared at Royal Welsh Show



3 - Smart solutions for sustainable energy in agriculture event, Tŵr Brycheiniog, The Royal Welsh Show 2025

Innovative approaches to sustainable energy in agriculture were explored at the Royal Welsh Show this week during a stakeholder session.

The session spotlighted progress supported through the Welsh Government's Whole Systems Research and Innovation for Decarbonisation (WSRID) challenge fund, which is helping identify practical ways to reduce agricultural emissions while supporting rural economies. It also provided a valuable platform for discussion on how energy can drive sustainable regional growth in Mid Wales.

More information on our [website](#).

Case Studies: Decarbonising Agriculture in Mid Wales

Phase 1 of the Whole System Research and Innovation for Decarbonisation (WSRID) programme—delivered by Growing Mid Wales and funded by the Welsh Government—has brought valuable insights into how Smart Local Energy Systems (SLES) can support decarbonisation across the rural economy.

Through five feasibility studies, the programme has advanced our understanding of how these systems can address grid capacity constraints, boost rural energy self-sufficiency, and reduce emissions—laying the groundwork for Phase 2, which will focus on real-world testing and routes to commercialisation.

The findings highlight the significant benefits that can be achieved through the innovative use of both established and emerging technologies. From tackling energy inefficiency and managing agricultural waste, to improving the ecological health of our watercourses and reducing the energy load of rural communities, these projects offer practical solutions that can drive carbon reductions while stimulating local economic growth.

Two pioneering agricultural projects, Lafan & Water to Water, funded through Phase 1 are leading the way in exploring how farms can contribute to Wales' net zero ambitions. Both are trialling new approaches to resource management, renewable energy generation, and emissions reduction—offering scalable models for the future of farming in Mid Wales.

Find out more about the projects on our [website](#).



and specifically electricity on farms and rural communities in Wales.



Net Zero Energy independent users for their heating, transport, fuel and electricity.

Calling all manufacturing businesses – Tell us what you need

We are pleased to share that Powys County Council is in the process of developing a brand-new facility in Newtown, the Advanced Manufacturing Centre, designed to support the growth of manufacturing businesses across the Mid Wales region.

The proposed Advanced Manufacturing Centre, supported by the Mid Wales Growth Deal will transform access to expertise, skills, and advanced manufacturing technology, with the aim of improving productivity, driving innovation, and accelerating growth across the sector—locally and beyond.

But to make sure this facility truly meets the needs of businesses like yours, they need your input.

They're asking businesses - Powys and Ceredigion - to complete a short questionnaire to help shape what the centre should offer. Your feedback will help us understand what is most important to you—whether it's access to equipment, training, R&D support, or emerging technologies.

Please take a few minutes to complete the survey by 31 July 2025 using the link below:

[Mid Wales Advanced Manufacturing Centre Questionnaire \(Page 1 of 6\)](#)

Further information about the facility will be shared in the autumn. In the meantime, thank you for helping them shape a resource that will serve the region's manufacturing community for years to come.

If there's anything else they can assist you with, please don't hesitate to get in touch with the team at economicdevelopment@powys.gov.uk

Calling all manufacturing businesses
Tell us what you need



Help shape what an Advanced Manufacturing Centre should offer.



Cyngor Sir
CEREDIGION
County Council



Tyfu
Canolbarth Cymru
Growing
Mid Wales



Fond Farewells and warm welcomes

As the Growing Mid Wales team continues to evolve, we're saying goodbye to a few colleagues who have recently moved on. Cathy Martin, Portfolio Management Office Operations Manager, Lily Else and Arinola Ogundeji, Project Support Officers for the Mid Wales Regional Skills Partnership, have now left their roles.

It's been a pleasure working with them, and while we're sad to see them go, we wish them all the very best in their next ventures!

We've also updated our [staff structure](#) to reflect recent changes—take a look to see who's who across the Growing Mid Wales team.



Thanks to Steve Lesbirel

Our thanks and best wishes go to Steve Lesbirel as he steps down as Chair of the Economic Advisory Group. Steve has provided invaluable guidance and support, helping to shape the direction of economic development in Mid Wales. We are grateful for his time and commitment, and wish him all the best for the future.



Welcome to Sue Balsom as the new EAG Chair

Susan Balsom, Retired founder FBA (Francis Balsom Associates - now Four Cymru) over 25 years of marketing and comms for leading Welsh brands, the Welsh Government and all major public bodies, including annual Wales Yearbook. Former Welsh Small Business Owner + Welsh Woman of the Year. Voluntary public service includes having been a Board member of WDA, BBC Broadcasting Council, Ofcom, Dyfed High Sheriff (2017), and Trustee Centre for Alternative Technology. Also, Chair Prince's Trust Cymru raising £3m for business start-ups.

Information on all the EAG members can be found [here](#).

Other news

Powys Business Awards - enter by 27 July!



✨ The Mid Wales Regional Skills Partnership is proud to be sponsoring the new **Business-Education Partnership Award** as part of the 2025 Powys Business Awards!

This award celebrates outstanding collaboration between employers and educational institutions. It recognises partnerships that are actively shaping the region's skills landscape and inspiring future talent through shared ambition and innovation.

📢 Are you part of a successful partnership between business and education in Mid Wales? Make sure you nominate! Details here 📄 <https://mailchi.mp/1627a86fb726/mwmg-ebulletin-7-9-5857840?e=a2ac09fd0d>

Keep up to Date

Need to catch up on what's been discussed in our meetings? Here's a reminder of where you can find the minutes for the following meetings:

- All minutes relating to the Growing Mid Wales Board are hosted on Powys County Council [website](#).
- Papers relating to the Growing Mid Wales Partnership can be found on our [website](#).

Keep up to date with Growing Mid Wales news, developments on activity and organisations we support by following our X, LinkedIn pages, and YouTube channel:

<https://twitter.com/growingmidwales>

www.linkedin.com/company/growing-mid-wales

<https://www.youtube.com/@TCC-GMW>

We're eager to reach out to as many organisations and businesses across Mid Wales as possible. You can make this possible by following, liking and sharing our pages.

Disclaimer: As a Growing Mid Wales Stakeholder you receive these emails so that we can share news and information with you on a regular basis. You can inform us if you no longer wish to receive these emails by emailing growingmidwales@ceredigion.gov.uk.

