



Llanhilleth Miners Institute Blaenau Gwent, Wales



Llanhilleth Miners Institute provides a vibrant link with the industrial past of the Ebbw Fach Valley. The Institute is a Grade II listed building in the village of Llanhilleth. It is a unique venue that caters for conferences, weddings, the arts and live entertainment; as well as acting as a focus and resource for the local community.

Llanhilleth Miners Institute approached Village SOS – and WCVA, one of the country partners delivering the Campaign – for support to diversify their income streams, identify new funding opportunities and how to balance the need to generate income with the needs of the local community.

PROJECT DETAILS...

The project team comprised staff and volunteers from Llanhilleth Miners Institute, as well as representatives of the groups and organisations who hired and used the facility.

Action taken with VSOS support:

- WCVA provided the project team with links to Social Investment Cymru to consider the activities already taking place at the Institute and how this might be enhanced.
- WCVA supported the project team to consider the balance between income generation and traditional grants – including the potential of third sector loan providers.
- WCVA linked the project team to Digital Communities Wales to assess the Institute's digital inclusion activities.
- WCVA promoted the venue through their own organisational marketing.



Keeping in touch...

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'Other support accessed...

To ensure that the group were developing the most robust project and marketing strategy, WCVA also facilitated links with a number of organisations that they were able to work with including:

- Communities First Partnership
- Coalfields Regeneration Trust
- Social Business Wales (Wales Co-operative Centre)
- GAVO local County Voluntary Council
- Heritage Lottery Fund
- Lloyds TSB Foundation



The Institute is now hosting community focused organisations which provides the organisation with regular rental income (e.g. Citizens Advice, Communities First, Heads 4 Arts and Breaking Barriers). Following the review of the Institute's activities and funding, the organisation is balancing the need to generate income with the needs of the local community.


Following the work completed with the Llanhilleth Miners Institute by WCVA, the group believe that the following are 2 core principles which other groups could learn from:

- Organisations need robust, flexible and diverse fundraising strategies.
- You need to build good relationships with local stakeholders and providers of support.

What comes next?

The project team is now considering how to market the venue more effectively – using social media and other online platforms. The Institute hopes to continue to diversify its income streams whilst serving the needs of local people.

Other useful sources of support...

 Social Business Wales
www.businesswales.gov

 Digital Communities Wales
www.digitalcommunities.gov.wales

 GAVO
www.gavowales.org.uk

 Heritage Lottery Fund
www.hlf.org.uk

WCVA

This case study was produced by Wales Council for Voluntary Action as one of the Village SOS partners in Wales.

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