



Growing Mid Wales May 2025

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

This month's edition is packed with updates that reflect the energy and innovation driving our region forward — from the launch of a brand-new commercial property investment fund to exciting agri-tech developments already making a difference on farms across Mid and North Wales.

As we continue to support ambitious businesses and vibrant communities, keep an eye out for more funding opportunities from Innovate UK through the Nurturing Innovation in the Agri-tech and Food Technology Cluster for Mid and North Wales – coming soon!

Thanks for reading — and for being part of the journey to grow opportunity in Mid Wales.

The Growing Mid Wales Team

[Cover: Tirlun.ai, see feature article]

Mid Wales commercial property fund launches to boost business growth

A brand-new capital investment fund to support business growth and expansion across Mid Wales was officially launched at an event held on 01 May 2025 at CMD Ltd (part of the Makefast Group), Abermule Business Park.

The fund is targeted at specific business sectors. Eligible applicants must be private businesses that are formally constituted as a Company (Limited Company or Limited by Guarantee) or a Partnership (with a Partnership Agreement), and operate in specific sectors including Construction, Electrical and Plumbing, Information and Communications, Manufacturing, Professional Services, Real Estate, and Wholesale, Retail and Motor Trade. The fund is not open to speculative property developers, public bodies, or charities.

Further information about the fund is available here: <https://bit.ly/MidWalesCPIF>



Agri-tech and Food Technology Cluster for Mid and North Wales News

Tirlun.ai – Helping Farmers Work Smarter, Every Day



A new app developed on a North Wales farm is now available worldwide to help farmers tackle daily challenges and boost productivity.

Tirlun.ai is a simple but powerful tool designed by farmers, for farmers. Co-founded in 2024 by Sam Pearson, the app was created to help farmers like him manage tasks, train staff, and keep things running smoothly – all in one place.

It is one of nine cutting-edge projects from the Mid and North Wales region that secured a share of £400,000 through Innovate UK's New Innovators call – part of the Mid and North Wales Launchpad in agri-tech and food technology. .

With this support, Sam and developer Johnson Bada built the app's first version, which is being used daily on Sam's own farm.

"We're really pleased with how it's going. We're adding more content and courses for use within our farming business every day and the feedback from our team and other early users has been great," Sam adds.

Sam, who farms in Conwy, North Wales drew on first hand conversations with farmers across the UK, Ireland, Switzerland, Argentina, Chile, Uruguay and Nigeria to understand common issues. The result is a mobile and web app that's already proving its worth.

"Tirlun.ai came from real-life experience," says Sam. "We wanted something that would make it easier to delegate tasks, reduce key person dependency and make it easier to train our team especially when things are busy, or people are new."



The app works from any web browser or as an Android download. It allows farmers to:

- Produce structured, step-by-step operating procedures from uploaded videos
- Build a farm specific resource to train the existing farm team, new recruits or future succession with relative ease
- Make improved use of advisory services (vet, agronomist, nutritionist etc)
- Retain farm specific knowledge within the business long term
- Build solid foundations to prepare for growth opportunities

Tirlun.ai is already attracting attention from regional and national farming organisations, and Sam is hoping to build on this momentum to develop new features based on early user feedback.

“We’d love to keep working with Innovate UK and the Agri Tech cluster to shape the app further – everything we build is based on what real farms tell us they need.”

With practical tools like Tirlun.ai emerging from the region, Mid and North Wales is firmly establishing itself as a place where smart farming ideas can thrive.



Whether you're managing a busy dairy, running a mixed farm, or just starting out – Tirlun.ai could help you and your team work more efficiently.

“I was surprised how interested my three young children (8,10 & 12) would be in the technical aspects of running our farm when delivered to them in this format of video with explanation” Sam added. “They are now competing between each other to learn valuable transferable skills, long may that last”.

Try the app out yourself, it is free to use for a limited time via www.tirlun.ai or search Tirlun.ai on the Android app store.

Tirlun.ai is a member of the Agri Tech Cluster for North and Mid Wales. The Agri-tech and Food Tech Clusters are designed to bring forward new ideas that can improve how we

produce food, manage land and use technology in farming. Tirlun.ai is part of a growing community of innovators in Mid and North Wales turning home-grown ideas into real-world tools.

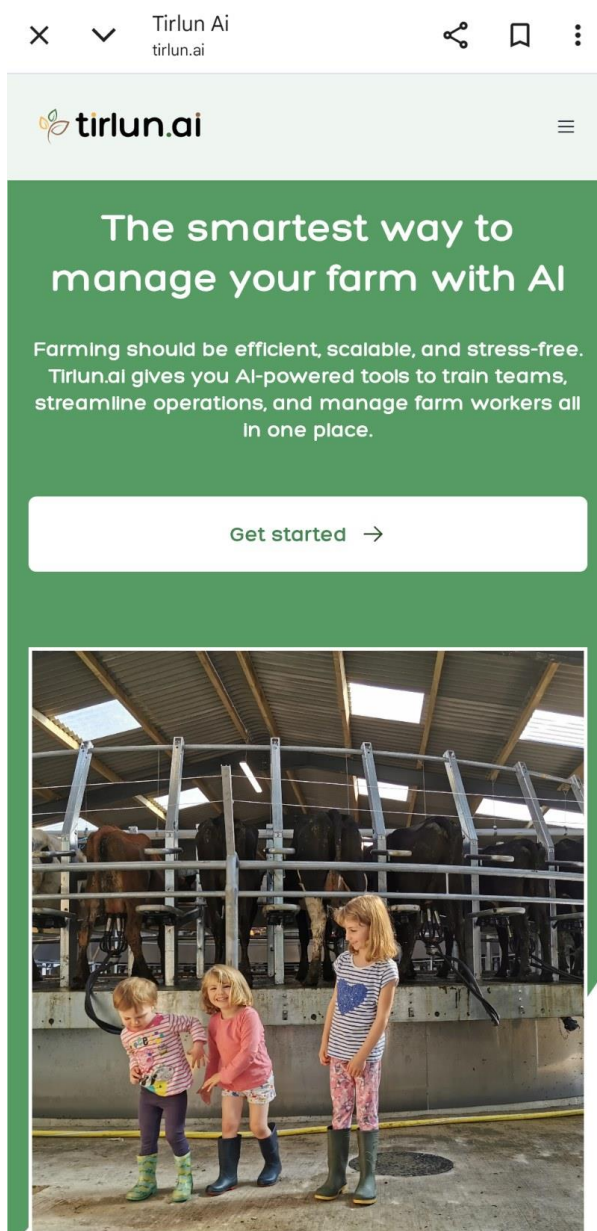
“The support we received through the Cluster made a real difference,” says Sam. “It helped us build and launch something we’re now using ourselves – and that’s starting to benefit others too.”

Over the next two years, through the *Nurturing Innovation in the Agri-tech and Food Technology Cluster for Mid and North Wales*, the [Cluster Management Organisation](#) of the Launchpad will coordinate activities and promote more funding opportunities from Innovate UK to ensure successful bids from businesses.

“We’re proud to be part of this cluster,” says Sam. “There’s real momentum for agri-tech in the region – and we’d love to keep working with Innovate UK to take the next steps in shaping our app to provide value to farmers and consumers.”

Tirlun.ai is a great example of how digital innovation is growing the region, supporting farming communities with practical tools that save time and reduce stress.

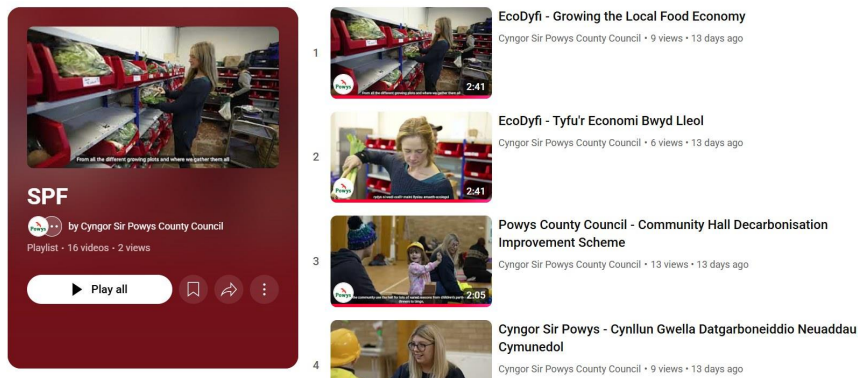
Businesses interested in joining either the Agri-Tech or Food Technology clusters and staying informed about future funding opportunities can find more information on the Growing Mid Wales website: www.growingmid.wales/AgriTechFoodTech.



Celebrating the outcomes from the Shared Prosperity Fund

Last month we shone a spotlight on the legacy of the SPF in our region and shared a lot of case studies. Check out Powys County Council's YouTube channel that has some great clips on so many more projects, organisations and communities that have benefitted from the fund, ranging from upgraded, more sustainable heating and lighting for community spaces to expanding numeracy skills for employed adults -

<https://youtube.com/playlist?list=PLebbFOMA3ZSpOnNcASf2U3jiS0s9jckU4&si=4nWZD5jOD6UGutt>



Recommended read..

Earlier in this edition, we share a case study on Tirlun.ai, one of the the New Innovators projects. LanoTech is also one of nine cutting-edge projects from the Mid and North Wales region that secured a share of £400,000 of funding through Innovate UK's New Innovators in an agri-tech and food technology funding competition.

The following article from Global Welsh is definitely worth a read as they shine a Business Spotlight on LanoTech

Based in Powys and Aberystwyth, [LanoTech](https://lano.tech) is pioneering the use of British lanolin as a sustainable alternative to soy and vegetable oil in animal feed. By working with Welsh farmers, research institutions, and feed manufacturers, LanoTech is on a mission to boost the value of wool while reducing reliance on imported feed oils.

Read the full article from Global Welsh: <https://globalwelsh.com/article/163/business-spotlight-lanotech>



Regional Transport Plan Consultation



🚗 Diolch Enfawr – A Huge Thank You 🌿



We want to say a heartfelt thank you to everyone who contributed to our **public consultation on the draft Regional Transport Plan for Mid Wales**. Your views are invaluable and are now being carefully reviewed to help shape the next steps.

👁️ You can still access key consultation documents and find out what's next here: <https://www.growingmid.wales/article/18686/Draft-Mid-Wales-Regional-Transport-Plan-Consultation>

Fond Farewell to Ann

As we look to the future, we're also taking a moment to reflect — and say a fond farewell to our colleague Ann Elias, who retires this month after an incredible 41 years in local government, including 37 years with Ceredigion. Ann has been instrumental in progressing transport priorities across Mid Wales, always bringing insight, warmth, and dedication to her work. Her contribution will be greatly missed by the Growing Mid Wales team and partners alike. We wish Ann a joyful and well-earned retirement — and thank all who continue to support transport planning in our region. 🚦🌸



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.

