

wavehill

Social and economic research
Ymchwil cymdeithasol ac economaidd

The impact of Town and Community Councils across Wales

Findings from the social impact assessment

01/07/2026

Un Llais Cymru



One Voice Wales

Who are we?



Employee owned
company



Founded and based
in Wales



Experts in economic
and social impact



Undertake research
collaboratively

In recent years, we've partnered with the following organisations to undertake research:



Ministry of Housing,
Communities &
Local Government



Urdd



Llywodraeth Cymru
Welsh Government



National
Trust



Heritage
Fund



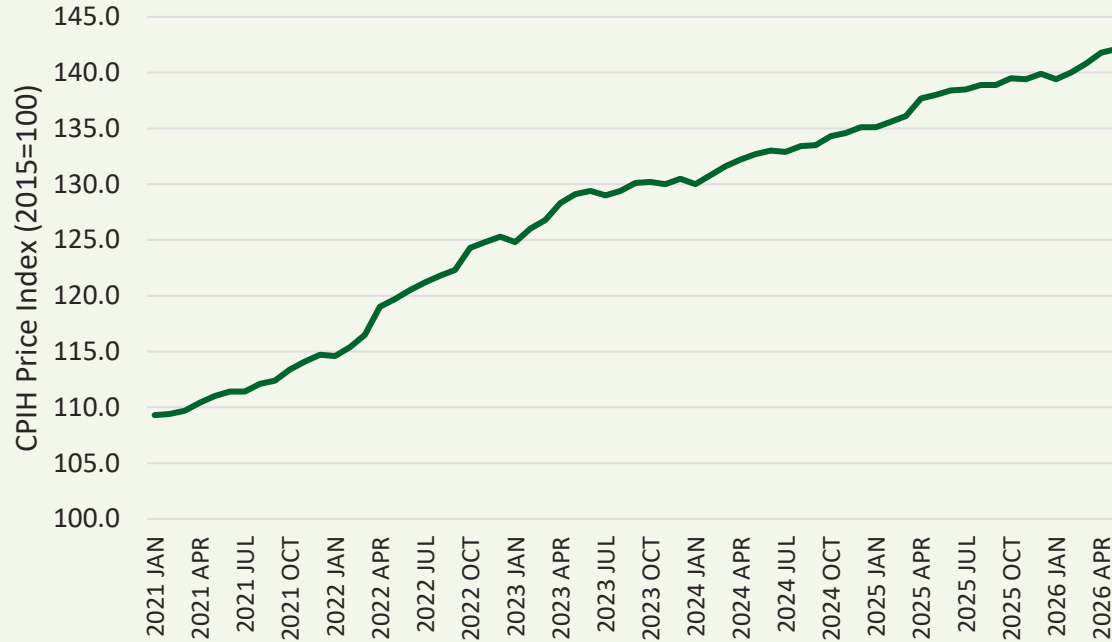
Hay
Festival
Hay-on-Wye



Cardiff
Capital
Region



The context



Price levels are **over 30% higher** than they were at the start of 2021.

Office for National Statistics



Real term **per-person funding from Local Authority** revenue budgets since 2010

Analysis of LA funding and population data



Cost-of-living pressures lead to

- **worse health**
- **changing food shopping habits**
- **increased borrowing.**

Bevan Foundation

Our research

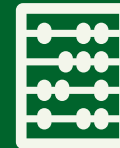
Understand the context

How have things changed for Community and Town Councils and their residents in recent years?



Quantify the impact

What are councils currently doing?
How is this impacting their communities?
What is the scale of this impact?



Identify the barriers councils face

What is stopping from delivering more?



Look to the future

What do councils want to do in the future as the cost-of-living crisis continues?



Our methods

Methods
included:



Desk review



Stakeholder
consultations



Case studies



Council survey



Social impact
modelling

237
reponses



32%
of councils

We asked about:



Finances



Staffing



Activities



Feedback

SROI modelling

$$\frac{\text{Total Present Value of Outcomes}}{\text{Total Inputs (Investment)}} = \text{SROI ratio}$$



Inputs

- Funding
- Staff/ volunteer time
- Physical space



Outputs and outcomes

- No. of people supported
- Activities
- Savings

The impact of councils

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Most popular activity types

1. Warm hubs

2. Youth activities

3. Wellbeing activities

4. Food initiatives

5. Advice with payments



£25.97M

Total social impact in 2025

SROI Ratio

£4.86

For every £1 spent



132,000+

meals provided



169,000+

volunteer hours

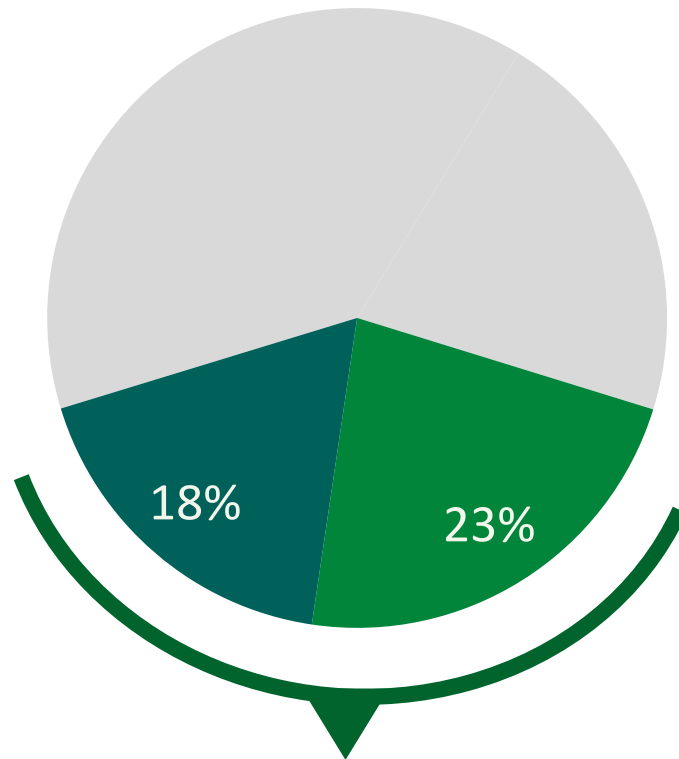


41% of councils

want to provide more

Results are based on sample of 237
survey responses

The sector's potential



Delivering cost-of-living activities, wants to deliver more



Not currently delivering cost-of-living activities, wants to deliver activities

Most common barriers:



Staff and volunteer capacity



Lack of funding



Uncertainty about local demand

What do councils want?



Funding support



More training courses



Ongoing support from OVW

Diolch am wrando

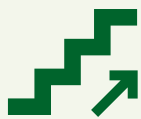
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