



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

**TIR
GLAS**

 CYMRAEG

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Canolfan Arloesi Gwlân Wool Innovation Centre



The Wool Innovation Centre, a cornerstone of Tir Glas, harnesses wool's potential through cutting-edge research, developing innovative products for farm diversification, and providing comprehensive educational opportunities – from introductory courses for beginners to in-depth postgraduate programs.

[Find out more](#)





Wool Innovation Centre

Committed to creating a sustainable and resilient future for sheep farming in Wales.

The Wool Innovation Centre is dedicated to enhancing the value of wool through cutting-edge research, innovation, and education. Our efforts are focused on increasing wool's value by facilitating innovative product design for farm diversification, and conducting research that highlights wool's pivotal role in creating a sustainable future.

Engaging with the community is a cornerstone of our vision. We host annual Wool Forums and open farm days, fostering a two-way flow of information between local communities, researchers, and industry stakeholders. This empowers individuals to make informed decisions and implement tangible changes in their farming practices or purchasing behaviours, ultimately driving positive change within the wool industry.

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EDUCATIONAL OPPORTUNITIES

The Wool Innovation Centre offers a range of study opportunities for UWTSD students, the local community and anyone with a passion for wool. Practical short-courses are held in Lampeter. Many undergraduate modules are available in-person or online.



Shearing (practical)

2-Day practical on shearing and wool handling. Taught by a British Wool certifi... [More](#)



Drop Spinning (practical)

Spinning yarn on a spindle is one of the oldest crafts still practiced by thousa... [More](#)



The History of Wool (BA)

Wool was one of the most important resources from early agriculture to... [More](#)



Wool Innovation (MSc)

Wool can be more than textiles. Explore alternative, sustainable uses... [More](#)



Wool-Based Compost

In collaboration with the Centre for Alternative Technology, Machynlleth.

The Centre for Alternative Technology (CAT) has a long established composting area, where they experiment with different composting techniques and material. WIC has helped CAT establish a range of experiments with wool based compost.

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The Composition of Wool

In collaboration with the Rare Breed Survival Trust (RBST) & British Wool.

One of the primary components found in wool is carbon, which is initially removed from the atmosphere through the grass consumed by sheep. Early research conducted by the RBST revealed significant variations in wool composition, with factors such as breed, location, and age having a substantial influence. WIC has partnered with RBST and British Wool to identify and understand the key factors that affect the carbon content of wool.

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2nd Annual Wool Forum

10th June, Tafarn Jem, Cwmann

Join the WIC team at the Tafarn Jem in Cwmann on Monday the 10th June, after the Llandovery sheep market, for the 2nd annual sheep forum. Mark Price from Laurence Pierce and Roger from Curlew Weavers will return, along with James Bickerton from British Wool, to talk about how to get the most from your clip.

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Gwerth Gwlân Exhibition

24th June- 7th July 2024, UWTSD Library, Carmarthen

The University of Wales Trinity Saint David will highlight 'The Worth of Wool' in an interactive exhibition. Held at the UWTSD Library on the Carmarthen campus, this exhibition is about the important role wool has played at different points in history and how it can help create a sustainable future.

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Contact

Join our mailing list to get regular updates on courses and events, as well as annual research reports.

For specific enquiries, please contact Debby Mercer on the email below.

E-mail:

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NAME

E-MAIL

SUBMIT



Canolfan Arloesi Gwlân Wool Innovation Centre



Mae Canolfan Arloesi Gwlân, maen prawf Tir Glas, yn manteisio ar botensial gwlân trwy ymchwil arloesol, datblygu cynhyrchion arloesol ar gyfer amrywio ffermydd, a darparu cyfleoedd addysgol cynhwysfawr - o gyrsiau dechreuol i ddechreuwr i raglenni ôl-raddedig manwl.

Darganfod Mwy





Canolfan Arloesi Gwlân

Wedi ymrwymo i greu dyfodol cynaliadwy a gwydn i ffermio defaid yng Nghymru.

Mae'r Canolfan Arloesedd Gwlân yn ymroddedig i wella gwerth gwlân trwy ymchwil, arloesi ac addysg flaengar. Mae ein hymdrechion yn canolbwyntio ar gynyddu gwerth gwlân trwy hwyluso dylunio cynnyrch arloesol ar gyfer arallgyfeirio ar ffermydd, a chynnal ymchwil sy'n amlygu rôl ganolog gwlân wrth greu dyfodol cynaliadwy.

Mae ymgysylltu â'r gymuned yn gonglfaen i'n gweledigaeth. Rydym yn cynnal Fforymau Gwlân blynyddol a diwrnodau fferm agored, gan feithrin llif dwy ffordd o wybodaeth rhwng cymunedau lleol, ymchwilwyr, a rhanddeiliaid diwydiant. Mae hyn yn grymuso unigolion i wneud penderfyniadau gwybodus a gweithredu newidiadau diriaethol yn eu harferion ffermio neu ymddygiadau prynu, gan ysgogi newid cadarnhaol yn y diwydiant gwlân yn y pen draw.

DARLLEN RHAGOR



CYFLEOEDD ADDYSGOL

Mae'r Ganolfan Arloesedd Gwlân yn cynnig amrywiaeth o gyfleoedd astudio i fyfyrwyr PCYDDS, y gymuned leol ac unrhyw un sy'n frwd dros wllân. Cynhelir cyrsiau byr ymarferol yn Llanbedr Pont Steffan. Mae llawer o fodiwlau israddedig ar gael yn bersonol neu ar-lein.



Cneifio (ymarferol)

2-ddiwrnod ymarferol ar gneifio a thrin gwlân. Addysgir gan dystysgrif Gwlân Prydain... Mwy



Gollwng Troelli (ymarferol)

Mae nyddu edafedd ar werthyd yn un o'r crefftau hynaf sy'n dal i gael ei harfer gan filoedd... Mwy



Hanes Gwlân (BA)

Gwlân oedd un o'r adnoddau pwysicaf o amaethyddiaeth gynnar i... Mwy



Arloesedd Gwlân (MSc)

Gall gwlân fod yn fwy na thecstilau. Archwilio defnyddiau amgen, cynaliadwy... Mwy



Compost Seiliedig ar Wlân

Mewn cydweithrediad â Chanolfan y Dechnoleg Amgen, Machynlleth.

Mae gan Ganolfan y Dechnoleg Amgen (CyDA) ardal gompostio hirsefydlog, lle maent yn arbrofi gyda gwahanol dechnegau a deunyddiau compostio. Mae CAG wedi helpu CyDA i sefydlu ystod o arbrofion gyda chompost yn seiliedig ar wllân.

DARLLEN RHAGOR

Cyfansoddiad Gwllan

Mewn cydweithrediad â'r Rare Breed Survival Trust (RBST) & British Wool.

Un o'r prif gydrannau a geir mewn gwllân yw carbon, sy'n cael ei dynnu i ddechrau o'r atmosffer trwy'r glaswellt sy'n cael ei fwyta gan ddefaid. Datgelodd ymchwil gynnar a gynhaliwyd gan yr RBST amrywiadau sylweddol yng nghyfansoddiad gwllân, gyda ffactorau megis brid, lleoliad ac oedran yn cael dylanwad sylweddol. Mae CAG wedi partneru ag RBST a British Wool i nodi a deall y ffactorau allweddol sy'n effeithio ar gynnwys carbon gwllân.



DARLLEN RHAGOR



2il Fforwm Gwlân Blynyddol

Mehefin 10fed, Tafarn Jem, Cwmann

Ymunwch â thîm WIC yn y Tafern Jem yng Nghwmann ar ddydd Llun y 10fed o Fehefin, ar ôl marchnad ddefaid Llanymddyfri, ar gyfer yr 2il fforwm defaid blynyddol. Bydd Mark Price o Laurence Perice a Roger o Curlew Weavers yn dychwelyd ynghyd â James Bickerton o Wlân Prydain i siarad am sut i gael y gorau o'ch clip.

DARLLEN RHAGOR

Arddangosfa Gwerth Gwlân

24 Mehefin - 7 Gorffennaf 2024, Llyfrgell PCYDDS, Caerfyrddin

Bydd Prifysgol Cymru Y Drindod Dewi Sant yn amlygu 'Gwerth Gwlân' mewn arddangosfa ryngweithiol. Mae'r arddangosfa hon, a gynhelir yn Llyfrgell PCYDDS ar gampws Caerfyrddin, yn ymwneud â'r rôl bwysig y mae gwlân wedi'i chwarae ar wahanol adegau mewn hanes a sut y gall helpu i greu dyfodol cynaliadwy.

DARLLEN RHAGOR





Cyswllt

Ymunwch â'n rhestr bostio i gael diweddariadau rheolaidd ar gyrsiau a digwyddiadau, yn ogystal ag adroddiadau ymchwil blynyddol.

Ar gyfer ymholiadau penodol, cysylltwch â Debby Mercer ar yr eamil isod.

Ebost:

d.mercer@uwtsd.ac.uk

**ENW****EBOST****CYFLWYNO**

The MVP I created is a click-through landing page. A click through landing page is still a single action MVP as the “read more” links are not active. The only page that allows for interaction is the final page asking the viewer to submit their email address to be added to a mailing list. This could also be achieved by making the “pages” into a video, with the final page allowing for interaction. I chose a landing page as much of what my venture has to offer is intangible. The key value adding areas are based on education, research and community connections. Due to the intangible nature of the foundational aspects of the Wool Innovation centre, a landing page seemed the most appropriate Minimum Viable Product I could create.

My landing page is slightly more complicated than a single page, single action landing page. It was difficult to make a single page with an appropriate "hero image" that encompassed all the aspects of the Wool Innovation Centre, without becoming confusing. By using a click through landing page, the prospective "customer" gets a Preview of what the WIC website could potentially look like, with different pages showing elements of education, research and community activities. While the research and educational aspects of the MVP are currently hypothetical and based on the potential partnerships with other business and degree programs within UWTSD, the events page has real events. The exhibition in Carmarthen is currently under development and the second Wool Forum is in early discussion stages.

I used the Tir Glas website as a template to create the WIC landing page, using similar headings, colour scheme and style. This helps to tie WIC to the Tir Glas project, while at the same time keeping its own identity though a different dominant colour.

WIC intends to be part of Tir Glas which is Part of University of Wales Trinity Saint David. UWTSD has a passion and commitment to Promoting the Welsh language. Because of this, I decided to make a Welsh version of the click through landing page. Communicating as much as possible in Welsh is important in developing strong and lasting relationships with the local sheep farming community. Welsh is the dominant language used in the local agricultural community, and the Wool Innovation Centre seeks to break down the barriers between farmers and academia to promote real world changes that will encourage the move to sustainable farming practices. If the landing page was deployed, there would be an option of language; it would not be necessary to click through both the Welsh and English version. Google translate was used to generate the Welsh translation. A first-language Welsh speaker was asked to look over the Welsh text to ensure the translation was true to the original English. The feedback from the Welsh speaker was that the Welsh text makes sense and is true to the English, but some alterations would need to be made to make it more colloquial and authentic to the West Wales dialect. These changes were not made as that would require additional input from a third party. I deemed the translation seen on the slides to be sufficient for this assignment.

Version 0.4 has AI changes to the main text on the first page first page, the main text on the second page and “Composition of Wool” on the fourth page. I had already written the body of text and used Claude.ai to improve it. In order to make sure that Claude understood the Wool Innovation Centre, I first uploaded my infographic from assignment one. I then put the body of text I wanted it to improve into the text box and asked it to make improvements based on the content of the text and the information it had gained from the infographic and also added the stipulation that it should be of a similar word count. The original text can be seen on the slides in appendix 1.

The image for “the History of Wool” on page 3 is an AI generated image from Canva. I used the prompt of sheep dressed as Vikings in a Viking ship. I chose to use an AI generated image as I

wanted the image to appear “fun” at the same time as showing the historical nature of the course. Time and financial constraints limit the possibility of commissioning such an image for now, however, should WIC be taken up by UWTSD, the image could be created by the graphic design department.

The design of the landing page keeps it aligned with the Tir Glas project. This gives a strong connection between Tir Glas and WIC, enabling WIC to benefit from the actions and authenticity of Tir Glas. By using separate pages to highlight the different key areas of WIC, the information is clear and organised. The creation of a Welsh language version is especially important in order to connect with the agricultural community of West Wales, as well as aligning with UWTSD’s aims of promoting and engaging with the Welsh language.

There is a long process to get to the single action page. This may cause people to become frustrated and leave the landing page before they get to the single action page, and thus lose potential interested parties, such as customers and investors. The unclickable “read more” buttons may cause frustration in users; however, it does highlight the potential of WIC. There is a risk that these “unclickable” buttons will make potential customers feel like the WIC is dishonest in its intentions.

The “unclickable” buttons pose a massive risk as there is the potential of making visitors perceive WIC as dishonest. The solution would be to remove these and make sure that all the text is contained and finite. Though the click through is specifically designed to look like a website, it is a significant deviation from a traditional landing page. It is more complex and therefore reduces the chance of a visitor making it to the final single action page. The single action page would benefit from another action box with a drop-down menu with options such as: courses, research, events and everything. This would help identify the main areas of interest from visitors to the landing page. This would also make people have more control over the content they receive and may increase the likelihood of people submitting their information.

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Appendix 1

Pages from Wool Innovation Centre MVP with original text before AI enhancement using Claude.ai.

Page 1



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Canolfan Arloesi Gwlân Wool Innovation Centre



The Wool Innovation Centre is a pillar of Tir Glas, focused on increasing the value of wool through pioneering research, innovative product development for farm diversification, and XXX educational opportunities for enthusiastic beginners in the world of wool up to postgraduate students seeking in depth analysis.

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