

Market research firm Delineate creates 50 jobs in West Wales with new operation

Marketing research venture Delineate, whose clients include Coca-Cola and Ancestry.com, has launched a new global technology and operations centre in Ceredigion in an investment creating 50 jobs.

Its new base in Llandysul has been established with support of a £250,000 capital grant from the Welsh Government- through its £125m Transforming Towns regeneration programme – to transform an empty school building.

Delineate, which was named by Statista and the FT in 2022 as one of Europe’s fastest-growing firms, also has offices in London, Mexico City and New York.

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The research technology company connects brands with consumers by delivering live, accurate and actionable brand and campaign tracking data for faster decision making. Its Proximity platform has access to consumers in over 130 countries, delivering real time survey data.

On its new operation in Llandysul, its chief executive James Turner, said: “Our launch provides a clear signal to other businesses that investing locally can have a significant benefit of your global reach.

“We have started the conversation and our ambition is for West Wales to become a major player in technology innovation, and we are looking to work with business and government to establish a major hub of activity that will benefit not just

our local communities, but the wider Welsh economy”.

Ceredigion Plaid Cymru MP, Ben Lake, : “I am delighted to see a global company investing in Ceredigion, providing invaluable opportunities for our young people to stay within the rural area within which they grew up.

“It is vital we support businesses, such as Delineate, given the prospects they can provide for our communities across the county. I hope that the ambition that Delineate has, to support the growth of a technology innovation hub for West Wales, will come to fruition and deliver real benefit to our economy”.

Ceredigion County Council Chief Executive, Eifion Evans, said “Helping businesses to get started and grow is a key pillar of our economic strategy. It is vital we seize these opportunities and work in partnership with business to ensure we have the right environment for future investment and to ensure sustainable growth across the county. I am looking forward to seeing Delineate grow and demonstrating the value of investing in West Wales to a global audience”.

Cabinet Secretary for Housing, Local Government and Planning, Julie James, said: “Bringing empty properties back into beneficial use is a central pillar of our I am pleased to see how the £250,000 capital grant awarded to Ceredigion County Council has supported developers to transform this empty former school in Llandysul into new commercial office space. Attracting a global company like Delineate to Mid Wales is fantastic and will provide great job opportunities for the local economy and help support Llandysul town centre.”