

EVALUATION REPORT

Gŵyl Fach y Fro 2017



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Summary of Action Plan

“THANK YOU FOR ORGANISING ANOTHER FANTASTIC EVENT! WHAT’S THE DATE FOR NEXT YEAR’S FESTIVAL SO THAT WE CAN BOOK OUR BEACH HUT READY!”

“CONGRATULATIONS TO MENTER STAFF FOR ORGANISING SUCH A BRILLIANT DAY.”

“THE KIDS THINGS – CIRCUS SKILLS, ARTS AND CRAFTS ETC – WERE PARTICULARLY GOOD THIS YEAR”



Introduction

1.1 Festival History

Gŵyl Fach y Fro is the annual festival established by Menter Bro Morgannwg in 2015 to celebrate the use of the Welsh language in the Vale of Glamorgan. The festival is located on Barry Island Promenade and now plays an important part in the Council's summer events calendar.

In 2017 the main aim was to build on the festival's success over recent years by offering more activities which would keep people in the festival area for longer, as well as to create more of a festival atmosphere.

1.2 Festival Aims

The aims of the festival are:

1. Raise the profile of the Welsh language in the Vale of Glamorgan by giving children, young people and adults the opportunity to hear and speak the language in the County.
2. Present Welsh culture in a fun, friendly and inclusive environment.
3. Create opportunities for the public to gain confidence in their Welsh and gain access to the language.
4. Target separate audiences, with activities accessible to each group. Adults should see the festival as sophisticated enough for them to enjoy, whilst also fun for children.
5. Increase the provision of activities for Welsh speaking children and young people and increase their awareness of the language's worth.
6. Strengthen the position of the Welsh language in the community.
7. Increase and improve services for Welsh citizens.
8. To be considered a festival of high quality.

"I WAS VERY HAPPY THAT THE EVENT WAS TREATED BILINGUALLY – THIS WAS OPEN, INVITING, INCLUSIVE! DA IAWN!"

1.3 Attendance at the Festival

Gŵyl Fach y Fro 2017 was attended by over 6,500 people – an increase of over a 100% compared to the 3,200 who attended in 2016. The target for this year's event was 4,000 so the attendance figures far exceeded our expectations.

1.4 Partners

Gŵyl Fach y Fro is a partnership between the public, private and voluntary sectors and it provides a platform for the Welsh language in the Vale of Glamorgan. We as organisers are proud that so many of our partners work with us and contribute towards this event, and taking part in this year's festival were:

Urdd Sport Department, Learn Welsh the Vale, the Vale of Glamorgan Council's Education Department, Mudiad Meithrin, Cymraeg for Kids, Green City Events, Pedal Emporium, Cardiff Arts Collective, Mewn Cymeriad and the Vale's Welsh Medium Schools.

1.5 Funders

Gŵyl Fach y Fro 2017 succeeded in attracting a total of £11,990 in grants, compared with £10,000 in the previous year, an increase of 20%. The festival was supported once again this year by Welsh Government, the Vale of Glamorgan Council, Arts Council of Wales and the Big Lottery Fund.

We also receive a percentage of income from the festival's stallholders and caterers.



“FANTASTIC TO HAVE SUCH AN EVENT IN BARRY, SHOWCASING THE WELSH LANGUAGE, MUSIC AND CULTURE AT ITS BEST”



1.6 Gŵyl Fach y Fro 2017

The aim was to build on last year’s success and further develop the festival in 2017. The highlights for this year included:

- A substantial increase in the number of activities, with 40 performances and workshops offered as part of the event.
- A varied musical line-up which attracted a vast range of audiences – with genres including pop, rock, indie, folk, jazz, electronic and brass bands.
- For the first time this year there was a Play Area for children; which included a craft area, bubble activities, bubble and disco bikes, circus skills, parachute games and a climbing wall. We also worked with Green City Events for the first time to provide a fantastic programme of activities which included Green Head Dresses, Wildlife Clay Art and Magazine Flowers – all of which were very popular additions.
- Work with local businesses and producers to provide a variety of food and drink. Catering this year’s festival were Ffwrnes Pizza, Grazing Shed, Bay 5 Coffee and Tomos & Lilford Brewery – with every one selling out by the end of the afternoon!
- The craft stalls were a popular addition in 2016, and we were glad to be able to increase the number of stalls in this year’s festival. The stallholders in Gŵyl Fach y Fro 2017 were: Cyfarchion, Draenog, Katherine Jones, Haden Fach, Gweni, Tamaid Bach, Michael Goode, Bethan Cuddihy, Nia Clements, Cymraeg for Kids, Mudiad Meithrin and Learn Welsh the Vale.

- Thanks to a Heritage Lottery Fund grant, we were able to include drama and theatre elements to this year’s artistic programme, with a new show by Mewn Cymeriad “Iolo Morganwg” performed for the first time on the festival’s main stage.
- There were 12 volunteers assisting us on the day, and are an important point of contact in directing people towards the festival area and raising awareness of the event amongst the wider public by sharing information across the promenade.
- The event succeeded in attracting many more visitors from the Vale of Glamorgan and beyond to Barry Island for the day.

1.7 Marketing and the Media

The festival enjoyed extensive online attention and media coverage.

- We asked in our online evaluation survey how people had come to hear of the festival, and the most popular answers were Facebook (40%) and Menter Bro Morgannwg’s Website (38%), which highlights the importance of ensuring a strong online presence.
- Media coverage included a live interview on S4C’s Heno, a chat on Radio Wales, coverage on many Radio Cymru programmes, and articles in the local press including Buzz Magazine, Y Selar, Glamorgan GEM and The Barry & District News.
- The festival also benefits from being a part of the Council’s summer events programme, which reaches a bigger and wider audience.

The Evaluation

2.1 Aims of the Evaluation

The purpose of the evaluation is to collect information about the following elements of the festival:

1. Did the festival fulfil its aims?
2. What did attendees think of the festival?
3. What was the effect of the festival on participants?
4. How could the event be improved?

2.2 Methodology

Data was collected by a team of Menter staff and volunteers during the day itself. The evaluation team collected a sample of the festival's audience in order to collect feedback and comments.

An online survey was also created and distributed through numerous online networks; Menter Bro Morgannwg's Facebook and Twitter accounts, and through our email newsletter service which reaches over 1,200 local people. A link to the survey was also sent to all stallholders, partners and caterers.

We received 78 responses through these means.

2.3 Results and Feedback

According to the responses received in the survey, 5% of those who attended were under 25 years

old, 34% were between 25-40 years old, 49% were between 40-60 years old and 12% were over 60 years old.

It's important to remember here that no children took part in the questionnaire, and observationally we assessed that about 1/3 of attendees were children.

The survey's results shows that Gŵyl Fach y Fro is inclusive and succeeds in attracting non Welsh speakers as well as those who are fluent Welsh, with 75% responding that they are Welsh speakers.

99% answered that they feel that Gŵyl Fach y Fro has a positive effect on the Welsh language in the Vale.

The unique location on Barry Island Promenade pleases the majority of the attendees – with 97% answering that they feel the location is suitable for this festival.

We also asked what people had enjoyed most about this year's Gŵyl Fach y Fro. Amongst the most popular elements according to the responses received were the quality of the live music, the opportunity to see local school children performing, the opportunity to socialise naturally through the medium of Welsh, the activities for children, the welcoming and relaxed atmosphere, and of course the beautiful weather!

99% said that they are likely to come to Gŵyl Fach y Fro again next year.



Summary of Action Plan

Gŵyl Fach y Fro 2017 was without doubt the best yet, and we as organisers are so glad to see the festival developing and growing year on year. This year's event succeeded in attracting a larger audience than anticipated, with over 6,500 people attending this year, an increase of over 100% on last year.

The festival this year attracted financial support of £11,990 from our supporters, an increase again of 20% on last year's income.

In order to continue to develop Gŵyl Fach y Fro, respond to our customers' recommendations, ensure that Gŵyl Fach y Fro is an inclusive festival which appeals to a wider audience, the following factors must be considered in future:

- Continue to work closely in partnership with the Vale of Glamorgan to keep the festival at this special and unique location on Barry Island.
- Continue to offer free admission to the festival and ensure substantial income to allow this. We will aim next year to attract private sponsorship to ensure extra income, and encourage us to work more closely with local companies and businesses.
- Keep the high standard of the food and drink suppliers. By next year we will need to ensure that all caterers have enough stock for the whole day and attract 1 or 2 extra catering stalls to be able to offer more variety and meet the increase in demand.
- Expand the festival's hours slightly in order to facilitate the running of the main stage, and allow more time for the DJ's in between each performance.
- Work with S4C to provide shows and sessions with Cyw presenters which will offer something more for babies and young children.
- More performances and street theatre elements across the promenade.
- Even more banners and promotional material across the promenade, in the car parks and nearby streets to raise further awareness of the event amongst local people and visitors to the beach.

“THE EVENT WAS FANTASTIC IN PROMOTING THE WELSH LANGUAGE AND LOTS OF FUN”

“GREAT BANDS AND GREAT ATMOSPHERE!”

