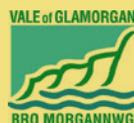


EVALUATION REPORT

Gŵyl Fach y Fro 2019



menterbromorgannwg.cymru



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Summary of Action Plan

“IT WAS BRILLIANT TO SEE ALL THE SCHOOLS PERFORMING – IT GAVE A FEELING OF PRIDE AND BELONGING.”

“A LOVELY, FREE EVENT TO ENJOY WITH THE WHOLE FAMILY. WE ENJOYED LISTENING TO THE DIFFERENT WELSH BANDS. A BRILLIANT PROMOTION OF THE WELSH LANGUAGE IN THE VALE!”

“AN EXCELLENT EVENT, AND A HUGE ASSET TO WELSH LANGUAGE AND CULTURE IN THE VALE. AS A WELSH LEARNER, I FELT THAT THE FESTIVAL WAS WELCOMING AND INSPIRING – DIOLCH YN FAWR!”

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 2019 the main aims were to raise more awareness of the festival to attract new audiences, as well as to offer more activities for all ages and a more expansive musical line-up to create more of a festival atmosphere and keep people in the festival area for longer.

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.

1.3 Attendance at the Festival

Despite unfavourable weather conditions, attendance at Gŵyl Fach y Fro 2019 reached the region of 6,000 people, with feedback from partners and attendees remaining very positive. This meant a 50% increase compared to the 4,000 that attended in 2018.

1.4 Partners

Mae Gŵyl Fach y Fro yn bartneriaeth rhwng y Gŵyl Fach y Fro is held in 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. Taking part in this year's festival were:

"BRILLIANT OPPORTUNITY FOR ME TO SHOW MY CHILD THE WELSH SPEAKING COMMUNITY IN ENCOURAGEMENT FOR HER TO USE HER WELSH LEARNT AT SCHOOL."

Urdd Gobaith Cymru; Learn Welsh the Vale; the Vale of Glamorgan Council's Events Department; Mudiad Meithrin; Cymraeg for Kids; Inc – Creative / Creadigol; Pedal Emporium; Cardiff Arts Collective; Cardiff and Vale College; Criw Celf; and Literature Wales.

We are also supported every year by the eight Welsh-medium schools within the Vale. As well as their enthusiasm to take part and perform every year, the schools are an important contact to raise awareness of the festival amongst children, young people and families.

The feedback from parents was very positive, with everyone who were asked stating their intention to take part next year as well, and it will be our priority to engage with and attract more partners to be involved with the festival next year.

1.5 Funders

With many new developments this year, naturally the costs for Gŵyl Fach y Fro 2019 also increased. Gŵyl Fach y Fro 2019 succeeded in attracting a total of £24,290 in grants and sponsorship, compared with £21,708 in the previous year, an increase of 12%. This year's festival was supported by Welsh Government, the Vale of Glamorgan Council, Arts Council of Wales, and Mentrau Iaith Cymru.

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

1.6 Highlights from Gŵyl Fach y Fro 2019

The aim was to build on last year's success and further develop the festival in 2019. The highlights for this year included:

- An increase in the number of activities, with 52 performances and workshops offered as part of the event.
- The establishment of a second performance area and Community Stage – Glanfa Gwynfor. We have received a good response to this new stage which allowed us to increase and offer a more varied range of musical entertainment, as well as widening the festival's appeal to reach new community groups, Nurseries, and new audiences. There is definitely potential to develop this area further over the next few years.

“IT IS SO NICE TO HEAR AS MUCH WELSH SPOKEN ON THE ISLAND. A LOT OF EXCITEMENT FOR THE KIDS, WITH SO MUCH GOING ON! THERE WERE TWO STAGES, BOTH WITH FULL AND EXCITING TIMETABLES. I LOVED HEARING THE SCHOOLS PERFORM, AND SEEING THE NURSERIES TAKING PART FOR THE FIRST TIME! DIOLCH!”



- A full programme of creative workshops with Criw Celf; Cardiff Arts Collective; Michael Goode; Haf Weighton; Cardiff and Vale College; and Literature Wales
- Street theatre by the talented ‘Kitch N Sync’ performers – dressed as sailors. These street theatre elements worked very well to attract attention and make everyone smile with their energetic and unique performances.
- It is important to us to continue to work with local businesses and producers to provide a variety of food and drink. Catering this year’s festival were: Grazing Shed; The Teifi Toastie; Puckin’ Poutine; Bar Vantage-Point-Events; and Handlebar Barista – Brew Bar.
- The craft stalls were a popular addition in 2016, and we were glad to be able to increase the number of stalls once again this year. The stallholders in Gŵyl Fach y Fro 2019 were: Beti Babs; Michael Goode; Cant a Mil Vintage; Sparclo (glitter); Gemwaith Defana; Sgrym; Haden Fach – Celf Jamie; Cymraeg for kids; Mudiad Meithrin; and Learn Welsh, The Vale.
- As well as Menter Caerdydd staff who were there to assist with the running of the event, we also had 14 volunteers assisting on the day. Gŵyl Fach y Fro volunteers 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 to Barry Island, and by analysing the

responses we have received to the evaluation survey, we estimate that up to a third of those who attended the festival have travelled from outside the Vale of Glamorgan.

1.7 Marketing and the Media

The festival enjoyed extensive online attention and media coverage.

- 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.
- We asked in our online evaluation survey how people had come to hear of the festival, and the most popular answers were Flyers and Posters (40%), Facebook (36%) and Menter Bro Morgannwg’s Website (24%), which highlights the importance of ensuring a marketing plan and a strong online presence.
- The festival also benefits from being a part of the Council’s summer events programme, which reaches a bigger and wider audience.
- Wider audiences were reached by extended marketing outside the Vale, through the medium of regional newspapers e.g. The Western Mail; and by creating Jack Arts’ posters to be distributed in Cardiff.
- Promotional Banners were created to be displayed all over Barry Island in the weeks leading up to the event to raise awareness.

“WONDERFUL LOCATION. GREAT TO SPEND TIME WITH FRIENDS AND FAMILY, PLENTY GOING ON TO KEEP THE KIDS ENTERTAINED, WITH ACTIVITIES AND PERFORMANCES FOR US ALL TO ENJOY. IT REALLY IS A DELIGHTFUL FESTIVAL, AND WELL ORGANISED – DIOLCH YN FAWR IAWN!”



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?
5. What was the effect of the festival on participants?
6. What was the economic impact of the festival?

2.2 Methodology

Casglwyd data gan dîm o staff y Fenter a gwirfoddolwyr. 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 1,400 local people. A link to the survey was also sent to all stallholders, partners and caterers.

We received 87 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, 40% were between 25-40 years old, 47% were between 40-60 years old and 8% 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.

From the responses collected, 28% answered that they have travelled to the festival from outside of the Vale of

Glamorgan, which shows how much Gŵyl Fach y Fro has earned its place by now in the wider region's events calendar.

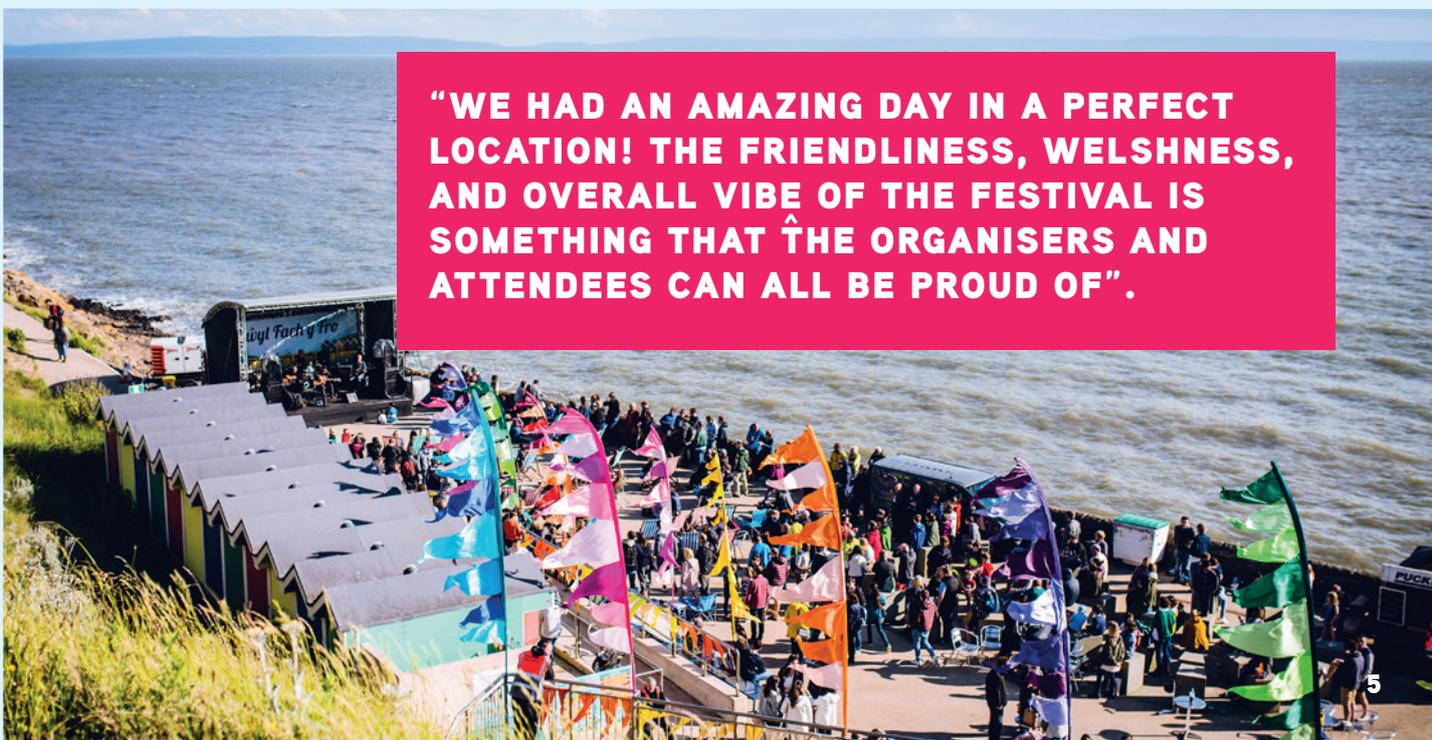
The survey's results shows that Gŵyl Fach y Fro is inclusive and succeeds in attracting non Welsh speakers as well as those who are fluent Welsh, with 65% responding that they are Welsh speakers. From the 8% who spoke no Welsh at all, and the 27% that said that they are learning Welsh, 100% answered that they feel the festival is inclusive and welcoming to non-Welsh speakers.

100% 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 95% answering that they feel the location is suitable for this festival. The location proved to be challenging for us as organisers at times due to the rain and high winds, which meant that we had to stop some performances on the main stage, but it's pleasing to hear that this didn't affect the visitors' experience. We have risk assessments, plans and guidelines in place to help deal with adverse weather conditions, which is especially important at open locations such as this one on the seaside, and we will continue to work closely with the event management company 2Can Productions to ensure that the events runs smoothly and safely.

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 varied line-up; quality of the live music; street theatre performances; the new community stage – Glanfa Gwynfor and 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 the fact that it's all completely free of charge.

100% said that they are likely to come to Gŵyl Fach y Fro again next year.



“WE HAD AN AMAZING DAY IN A PERFECT LOCATION! THE FRIENDLINESS, WELSHNESS, AND OVERALL VIBE OF THE FESTIVAL IS SOMETHING THAT THE ORGANISERS AND ATTENDEES CAN ALL BE PROUD OF”.

2.4 Economic Impact

Er mwyn asesu effaith economaidd Gŵyl Fach y Fro 2019, gofynnwyd yn yr holiadur To evaluate the expenditure of Gŵyl Fach y Fro 2019 attendees, respondents were asked to note how much they spend on different things:

Area	Expenditure on Average
Food and Drink	£15.87
Craft Stalls	£4.47
Transport to and from the festival	£3.39
Local businesses (restaurants, cafes, pubs, shops...)	£4.67
Average expenditure per head	£28.40

Wrth ddadansoddi'r ffigyrau uchod a lluosî'r gwariant y pen gyda 2/3 o'r gynulleidfa (gan gadw mewn golwg bod traean o fynychwyr yr ŵyl yn blant), gallwn amcangyfrif bod Gŵyl Fach y Fro 2019 wedi cyfrannu £113,600 at yr economi leol.

"A FESTIVAL THAT IS SUITED FOR THE WHOLE FAMILY, INCLUDING VERY YOUNG CHILDREN - YOU'LL SURELY FIND SOMETHING THERE TO PLEASE EVERYONE."

Summary Of Action Plan

We as organisers are pleased that the festival continues to develop and grow from strength to strength, and without a doubt Gŵyl Fach y Fro is now considered one of the highlights of the summer events calendar for citizens of the Vale and beyond. Despite unfavourable weather conditions, the festival managed to attract nearly 6,000 attendants – an increase of 50% on last year's numbers, with feedback remaining very positive once again.

The festival this year attracted financial support of £24,290 from our supporters, an increase again of 12% on last year's income.

In order to continue to grow and develop Gŵyl Fach y Fro, respond to our customers' recommendations, and ensure that Gŵyl Fach y Fro is an inclusive festival which appeals to a wider audience year on year, here are some of our priorities for the 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. Our priority for next year will be to explore new avenues of funding and ensure more long-term support for the festival, as well as to secure 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.
- 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.
- Develop the new Community Stage, Glanfa Gwynfor, and further develop the festival's engagement within the wider community.
- 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.
- Attracting wider audiences to the festival by broader regional promotion, and extended marketing.



"A FANTASTIC LOCAL EVENT WITH A LOVELY RELAXED FEEL TO IT. LOCATION IS SUPERB, AND FOR THE LAST FEW YEARS WE AS A FAMILY HAVE REALLY ENJOYED IT. DA IAWN PAWB - DIOLCH YN FAWR!"