EVALUATION REPORT

MENTER IAITH
BRO MORGANNWG

INTRO

Gŵyl Fach y Fro, organised by **Menter Iaith Bro Morgannwg**, is the county's annual celebration of the Welsh language and the arts. Free entry ensures everyone can enjoy a vibrant programme of performances from some of Wales' leading artists, alongside local talent, from young bands to schools and community clubs, across two lively stages surrounded by food stalls, crafts, and activities for children and families. This year new elements were introduced, including **Hafan Iolo**, a general Q&A and discussion tent, as well as an after-party held in a venue directly opposite the main festival site.

OVER 10,000 VISITORS

A FREE FESTIVAL TO CELEBRATE THE WELSH LANGUAGE IN THE VALE

FOR THE FIRST TIME – A FESTIVAL AFTER-PARTY

20 CRAFT, FOOD & DRINK STALLS

HAFAN IOLO – A NEW Q&A AREA

DANCE & ART WORKSHOPS

GLANFA GWYNFOR – 10 COMMUNITY PERFORMANCES

CHILDREN'S PLAY AREA

LLWYFAN Y TRAETH – 16 LIVE SETS FROM WALES' LEADING ARTISTS

In 2025, the festival attracted close to 9,000 attendees, and this year saw a drop in visitor numbers on the festival day itself, Saturday 16 May, due to less favourable weather; we also know that the Super Furry Animals gig in Cardiff affected audience numbers.

This year, by collaborating with **Run 4 Wales**, who organised the **Barry Island 10K** the following day on the same site, and by sharing resources and curating a full programme of Welsh-language entertainment on **Llwyfan y Traeth**, we succeeded in extending our audience across two days, introducing Welsh to more than 10,000 people from a wide range of cultural backgrounds, ages, and all levels of language ability.

THE FESTIVAL IN 2026

For many, the main focus of the Festival is **Llwyfan y Traeth**, and this year between 11am and 8pm on the Saturday, audiences enjoyed 11 live performances, including **Sioe Cyw**, a new performance and interpretation of the Menter's commissioned song by Caryl Parry Jones, **Plant y Fro**, and an inspiring selection of songs from **Swyn y Gân** performed by pupils from Ysgol Uwchradd Gymraeg Bro Morgannwg.

This is the stage for performances by some of Wales' leading artists, including **Celt, Mei Gwynedd a Band Tŷ Potas, Daniel Lloyd a Mr Pinc, Aleighcia Scott, Taran, Pwdin Reis, Dadleoli, Penbleth, Paralel and Adlais** (the result of this year's band-creation workshops – "Yn Cyflwyno").

On the Sunday, as part of the **Barry Island 10K** event, a varied programme of music was curated from the main stage. Among the bands were **Mac, Tarddiad, Y Gerddorfa Ukulele** and **Paid Gofyn**; and audiences enjoyed energetic performances from the **Super Choir**, creative dance from **Whitmore High School**, and—joining us for the first time, **Palmerston Primary School**.

The stage was hosted by two experienced presenters: **Mirian Iwerydd** (DJ, BBC Radio Cymru) and **Angharad Rhiannon** (Bro Radio).

THE FESTIVAL IN 2026 /CONT

Glanfa Gwynfor remains as popular as ever, with hundreds flocking there on the Saturday to enjoy performances from all seven Welsh-medium primary schools in the Vale. Sharing the stage this year were **Côr ABC y Fro** and special performances of the street show **Coblyn by Kitsch & Sync Collective, Hijinx and Theatr Iolo**. This production was a co-commission between **Awen Cultural Trust, the National Eisteddfod, Tafwyl and Gŵyl Fach y Fro**.

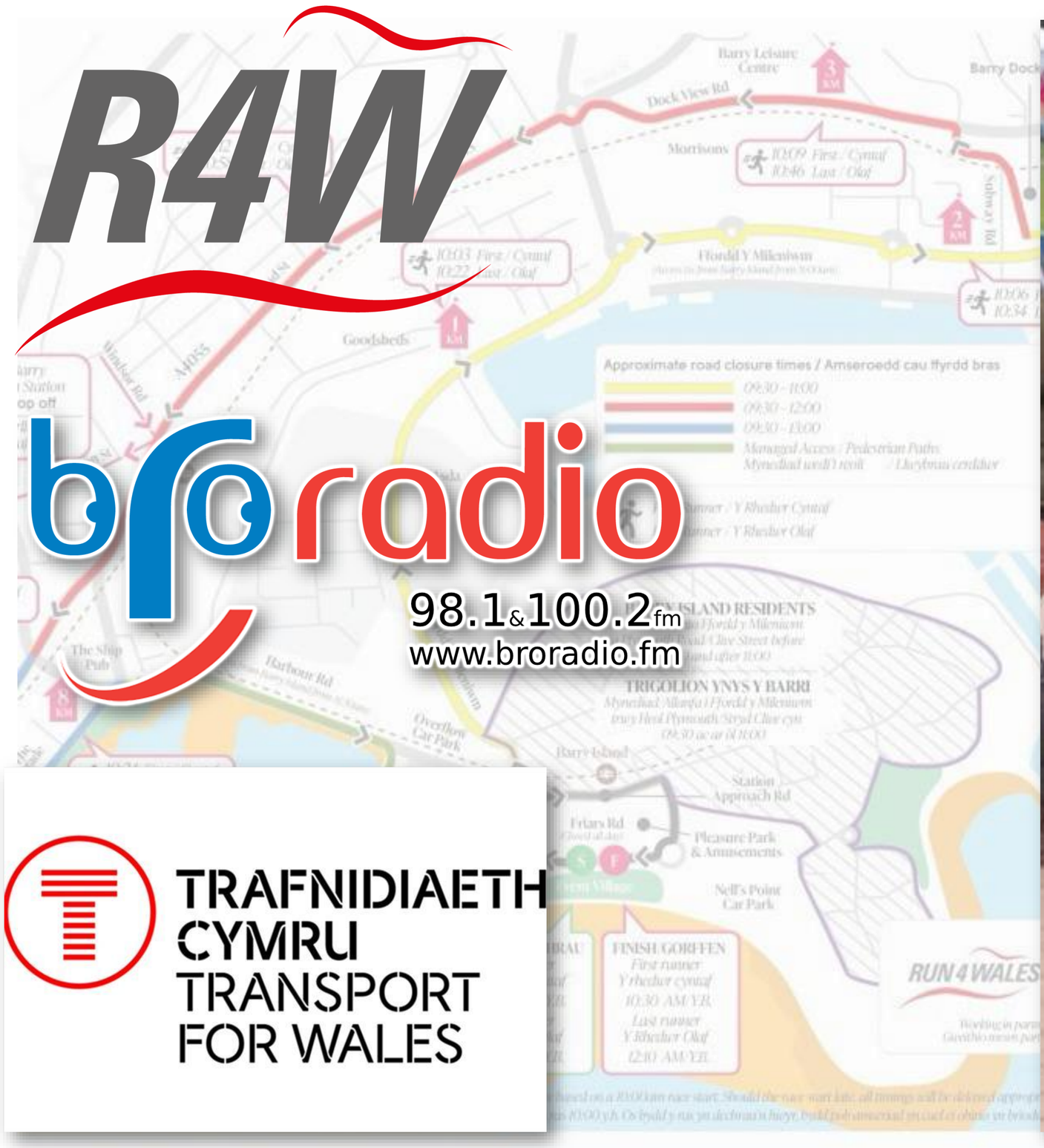
YSGOL GYMRAEG SANT CURIG | YSGOL GYMRAEG GWAUN Y NANT
YSGOL GYMRAEG DEWI SANT | YSGOL GYNRADD GYMRAEG BRO MORGANNWG
YSGOL GYMRAEG PEN Y GARTH | YSGOL GYMRAEG SANT BARUC
YSGOL GYMRAEG IOLO MORGANWG | KITSCH N SYNC

A new development for 2026 was the introduction of **Hafan Iolo**, an indoor space offering a full programme of workshops, discussions and creative sessions for both children and adults. Among this year's highlights were:
Theatr Mewn Cymeriad, Pryd ar Dafod (recording a special edition of their popular podcast), **a Book Workshop with Rolant Tomos, a Q&A session between Mirain Iwerydd and Aleighcia Scott, a Learners' Panel Discussion with Helen Prosser**, and a dedicated area for children to play creatively.

For the first time this year, an **"after-party"** was also held, featuring rock-reggae artist **Morgan Elwy** and his band at View 62, a venue just a stone's throw from the festival site.

NEW PARTNERS

Efforts were made to broaden the festival’s overall appeal by collaborating with new partners, including **Transport for Wales**, who provided additional trains and discounted fares for travellers; **Bro Radio**, who broadcast live throughout the day; and, as mentioned earlier, **Run 4 Wales**, whose involvement enabled the festival to reach new audiences as well as deliver value for money through shared resources and infrastructure.



SUPPORT FROM ARTS COUNCIL WALES

Cyngor Celfyddydau Cymru
Arts Council of Wales

Through a successful grant application from **Arts Council of Wales**, the following core elements were delivered.

- Ensuring a full stage programme of engaging performances from some of Wales' leading artists, as well as less experienced performers, reflecting a diversity of ages, ethnic backgrounds and gender balance.
- Workshops to create new Welsh bands led by **Mei Gwynedd**; with an opportunity for **Adlais** from **Ysgol Uwchradd Bro Morgannwg** to perform on **Llwyfan y Traeth**.

- Revisiting the song **Plant y Fro**, originally commissioned from **Caryl Parry Jones**, by delivering a series of dance workshops led by **Elan Isaac** and art workshops to create props and costumes under the guidance of **Helen Moseley** – all culminating in a striking visual performance on the day by 300 children from across the county.
- Organising an **After-party** for the first time in a commercial venue on Barry Island.
- Filming and producing a video of interviews with artists, featuring a new young local reporter, **Owain-Rhys Perkins-Rudge**, and sharing the content across social media platforms.

KIDS

This year, the children’s play area was designated between Glanfa Gwynfor and the commercial stalls, allowing us to offer a wider range of activities. In addition, with the new indoor Hafan Iolo space, there was an opportunity to run art sessions as well as presentations from the Cyw team and Mewn Cymeriad.

STALLS

Beyond the music, there was an opportunity to sample a variety of products from local street-food vendors, serving both traditional and contemporary Welsh flavours; and independent makers and craftspeople offering handmade goods, along with a number of stalls representing sponsors and supporters.

ADDYSGWYR CYMRU | BOX BURGER | BUDDUG | CANCER RESEARCH CYMRU
CANT A MIL | COLEG CAERDYDD A’R FRO | CYNGOR BRO MORGANNWG
CYNGOR TREF Y BARRI | DILLAD GWALIA CLOTHING | DRAGON BARS
DYSGU CYMRAEG Y FRO | FABLAS ICE CREAM | GM NOTEBOOKS
HOGI HOGI HOGI | MENTER IAITH BRO MORGANNWG
MUDIAD YSGOLION MEITHRIN | OES GAFR ETO | THE ARTISAN COOK
URDD GOBAITH CYMRU

COMMS.

In seeking to broaden the festival's appeal as a result of the collaboration with **Run 4 Wales**, it was important to emphasise two days, one location, but with something available for everyone (while maintaining the unique values of both events at the same time).

A range of media were used to raise the festival's profile and promote the event, including banners placed around Barry Island and other prominent locations in the town and at school entrances; posters and publicity leaflets in schools, libraries and other public spaces.

Much of Run 4 Wales' communications work – including leaflets delivered to every house along the race route – also referenced Gŵyl Fach y Fro.

PRESS

Press releases were issued highlighting the new strategic partnership with **Run4Wales**.

MAIN STREAM MEDIA COVERAGE

S4C – a feature on Heno showcasing highlights from the festival, which was subsequently shared across social media
BBC Radio Cymru – regular mentions across several programmes
BBC Radio Wales
An article in Y Dinesydd

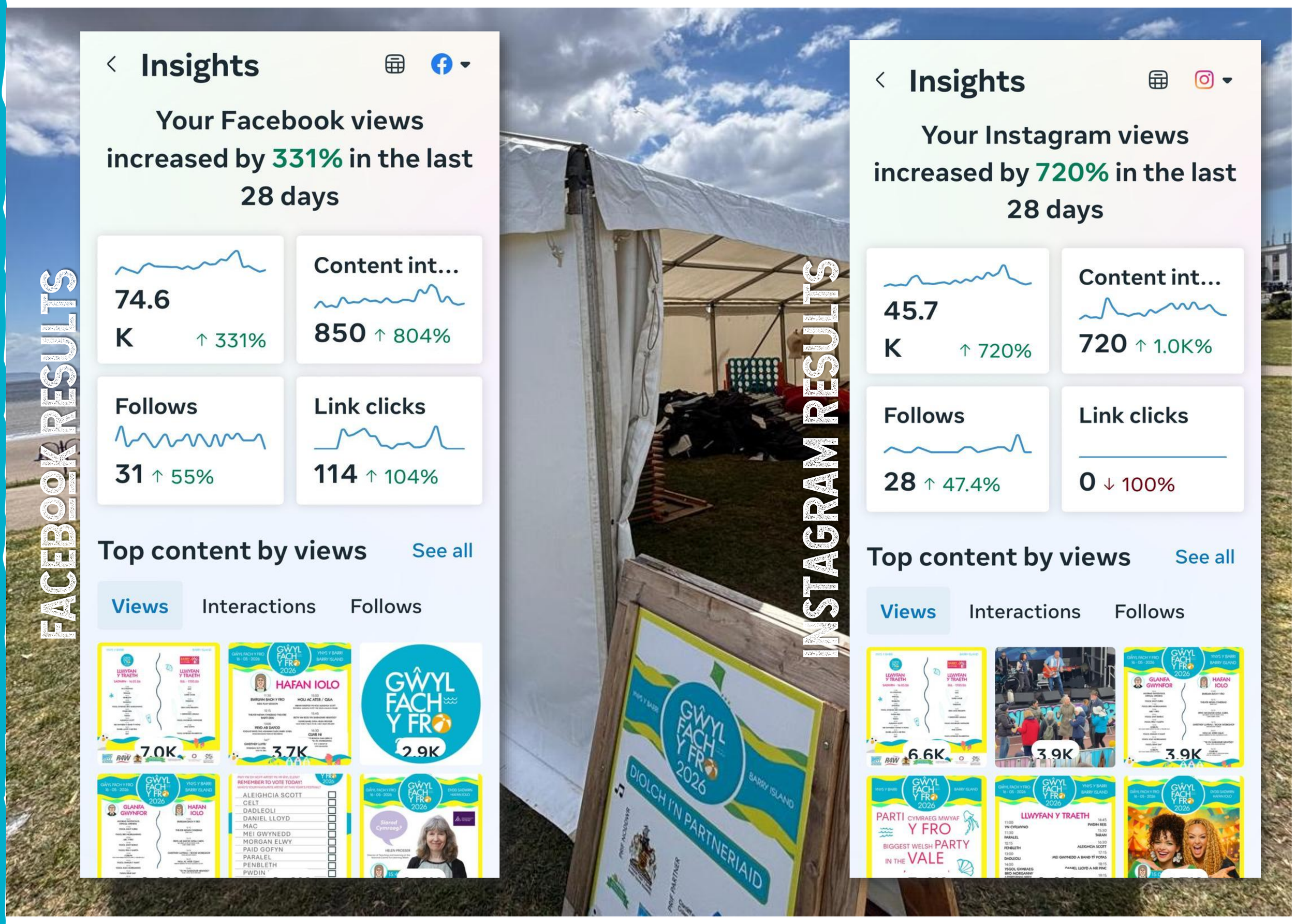
SOCIAL MEDIA

Over the past year, **Menter** has introduced a strategy to increase the number of followers engaging with us across our social media platforms, primarily **Facebook** and **Instagram.**

Although **Facebook** continues to perform slightly better, **Instagram** is now the biggest growth area.

Over the festival weekend, a dedicated person was employed to manage the specific **Gŵyl Fach y Fro** social media accounts in order to promote the event and respond to comments.

Looking at **Menter's** results from early April through to the festival, increases were seen across all standard Meta insight metrics, with **Facebook** rising by 331% and **Instagram** by 720%.



SOCIAL MEDIA/CONT.

The digital campaign was planned on Menter's Facebook and Instagram channels over a two-month period to ensure consistent, varied coverage (whether messages about individual artists, timetables or travel options, etc).Key messages of the digital communications plan are illustrated below.

Mis	Dyddiad	Bore	Prynhawn	Nos
Mawrth	3	Cyhoeddi Prif Artistiaid 🎤		
	9 & 13	Dyddiad Cau Stondinau 📅		
	16	2 fis i fynd ⏳		
	21	Fideo cyffredinol 📹		
	28	Menywod Mewn Miwsig ⭐		
Ebrill	3	Pasg Hapus 🐣		
	18	4 wythnos i fynd ⏳		
	26	Hafan Iolo + After Party 🎪 ✨		
	29	Llwyfan y Traeth (Sadwrn a Sul) 🎶		
	30	Glanfa Gwynfor a Hafan Iolo 🎭		
Mai	2	Pythefnos i Fynd ⏳		Fideo Artistiaid 📹
	3		Sioe Coblyn 🎭	
	4	Manylion 3 Ardal Perfformio		After Party ✨
	5	Arlwywyr 🍴		Noddwyr 🤝
	6	Teithio ar drên Trafnidiaeth Cymru 🚆		Mewn Cymeriad (Hafan Iolo) 🎭
	7	Pleidleisio am hoff artist ✅		
	8	Canlyniad Etholiad (Dadleoli) ✅	Fideo ymarfer dawns + celf Plant y Fro 🎨 🎠	Gweithdy Llyfrau (Hafan Iolo) 📚
	9	Daniel Lloyd 🎤		Celt 🎸
	10	Pwdin Reis 🍮	Dysgwyr (Hafan Iolo) 👥	Mei Gwynedd 🎶
	11	Aleighcia Scott 🎤	Cyw 🐥	Taran ⚡
	12	Penbleth 🎶	Dadleoli 🎤	Ymarfer Band "yn cyflwyno" 🎸
	13	Paid Gofyn (Sul) 🎶	Pryd ar Dafod (Hafan Iolo) 🎙	Paralel 🎸
	14	Tarddiad (Sul) 🎶	Tocyn Teithio Trafnidiaeth Cymru 🚆	Cerddorfa Ukulele (Sul) 🎶
	15	Mac (Sul) 🎸	Amserlen Pob Ardal 🗂️	Fideo Vox Pop Artistiaid 🎥
	16	Bore da o'r Barri 🌅	After Party ✨	Amserlen Dydd Sul 📅

SPONSORS & PARTNERS

The event this year was made possible thanks to generous support from our Principal Partner, **Cardiff and Vale College;** and our Principal Sponsor, **Barry Town Council**. The excellent collaboration with **Run 4 Wales** has already been noted, and the support of **Welsh Government**, **Arts Council of Wales** and the **Vale of Glamorgan Council** plays a key role in ensuring our ability to fund a festival of this size.

CYNGOR TREF Y BARRI
BARRY TOWN COUNCIL

Cardiff and Vale College
Coleg Caerdydd a'r Fro

VALE of GLAMORGAN
BRO MORGANNWG

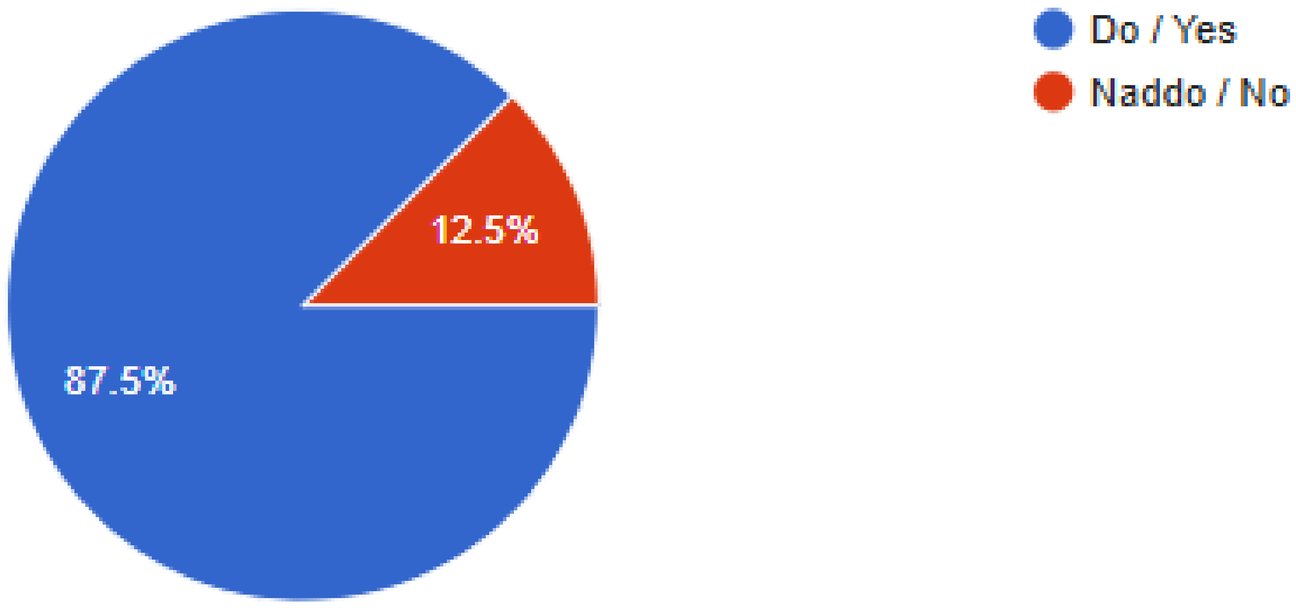
Cyngor Celfyddydau Cymru
Arts Council of Wales

Llywodraeth Cymru
Welsh Government

FEEDBACK

A post-festival survey was conducted via Google.

87.5% of the audience had previously attended, suggesting that 12.5% of attendees were visiting the festival for the first time.



62.5% were in the 26-40 age bracket; 25% in the 41-55 bracket; and 6.3% each in the 18-25 and 56+ categories. 56.3% reported that their overall experience of attending Gŵyl Fach y Fro was positive.

Despite the disappointing weather, 56.5% spent either half a day or most of the day on site.

Among the highlights were the bands, the atmosphere, the sense of celebration, the stalls, the pride shown by the schools as they performed, the conversation around learning Welsh – EVERYTHING!

This year, the multi-purpose Q&A area **Hafan Iolo** was introduced, with 25% of the audience sampling some of the sessions. Of those who attended, 56.3% felt the sessions were good or excellent.

As planning begins for 2027, we will take into account feedback from a small number of non-Welsh speakers who did not fully understand the concept.

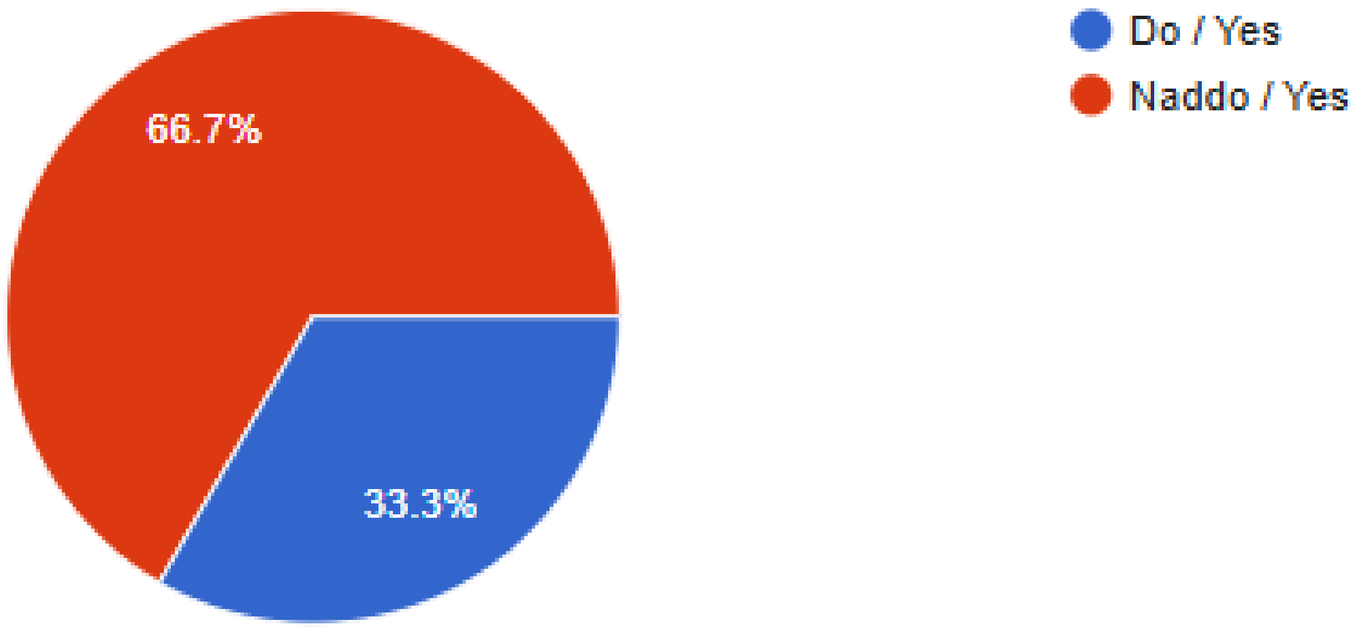
In general, comments about Hafan Iolo included:

"a great new addition"
"enjoyed Pryd ar Dafod"
"Syr Ifan ab was excellent"
"would like to see more items next year"

FEEDBACK/CONT

57.1% felt that the Bwrlwm/children's provision was excellent, and 87% thought that the schools' performances on Glanfa Gwynfor were also excellent.

Just over a third of the audience saw the Coblyn production.



The most popular artists were:

1 – Ysgol Gymraeg Bro Morgannwg (43.8%)
2 – Dadleoli a Aleighcia Scott (31.3%)
3 – Daniel Lloyd a Mr Pinc (25%)

Despite comprehensive coverage across the media, 43.8% of the audience had heard about the festival by word of mouth, suggesting that the school network and other community circles should not be underestimated when engaging effectively.

Looking ahead to 2027, respondents were asked which artists should be considered for next year, and among the names suggested were Bwncath, Eden, Bronwen, No Good Boyo, Elin Fflur and local schools.

Other suggestions for improving the festival included creating a large site map, introducing more stalls, offering more children's activities, and giving greater consideration to people with disabilities.

HIGHLIGHTS

SING-ALONG CHALLENGE WITH FAVOURITE ARTIST

Once again this year, several schools responded to the call to learn songs by some of the main artists, and despite the rain towards the end of the afternoon, it was lovely to see the young pupils reacting so enthusiastically as they enjoyed performances by **Daniel Lloyd** and **Celt**.

ACKNOWLEDGEMENTS

Our sincere thanks go to Mirian Iwerydd and Angharad Rhiannon for leading **Llwyfan y Traeth** (as well as her regular items referencing the Festival on her programme on **Bro Radio**). In the **Glanfa Gwynfor** area, **Llinos Lee**, **Rhys Angell Jones**, **Gwenllian Grigg** and **Bethan Knox** provided skilful leadership.

Thanks also to all the volunteers who helped across the site throughout the day; to the staff of **Menter Iaith Bro Morgannwg** and **Menter Caerdydd** for their enthusiasm and for working beyond their usual duties; to the **Vale of Glamorgan Council** for their willingness to share stall structures; and to **2Can Productions** for co-designing the technical elements and overseeing all the subcontractors who provide resources of every kind.

CONCLUSION

Despite the disappointment with the weather, we are confident, from the feedback and our discussions with partners, that there is strong demand for, and real appreciation of, the festival. Strategic and creative collaboration with other partners will be key to delivering an inclusive Welsh-language public event as part of the Vale's main events calendar in 2027.

GŴYL FACH Y FRO 2026

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