

EVALUATION REPORT

Gŵyl Fach y Fro 2018



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Summary of Action Plan

“A GREAT FESTIVAL FOR THE WHOLE FAMILY, SUITABLE FOR YOUNG CHILDREN AND PARENTS CAN STILL ENJOY. A LOVELY LOCATION.”

“THIS IS AN EXCELLENT EVENT, AND IT HAS DEVELOPED SPECTACULARLY OVER ITS FIRST FOUR YEARS – A HUGE ASSET TO WELSH LANGUAGE AND CULTURE IN THE VALE.”

“LOTS OF GREAT THINGS - WOULD CHOOSE THE MUSIC LINE-UP AND THE CRAFT STALLS FOR THE KIDS AS TWO STANDOUTS.”

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 2018 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

Gŵyl Fach y Fro 2018 was attended by over 4,000 people. This is compared to 6,500 in 2017; the weather played its part however the feedback we have received from partners and people who attended is still very positive.

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 Gobaith Cymru, Learn Welsh the Vale, the Vale of Glamorgan Council's Events Department, Mudiad Meithrin, Cymraeg for Kids, Green City Events, Pedal Emporium, Cardiff Arts Collective, Cardiff and Vale College and Alternative Events.

"I ENJOY WELSH MUSIC AND BELIEVE THAT RAISING AWARENESS OF THE WELSH LANGUAGE AS WELL AS ITS MUSIC IS IMPORTANT."

We are also supported every year by the 8 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 partners 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 2018 also increased. Gŵyl Fach y Fro 2018 succeeded in attracting a total of £14,708 in grants and sponsorship, compared with £11,990 in the previous year, an increase of 23%. The festival was supported once again this year by Welsh Government, the Vale of Glamorgan Council and Arts Council of Wales.

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

1.6 Highlights from Gŵyl Fach y Fro 2018

The aim was to build on last year's success and further develop the festival in 2018. The highlights for this year included:

- A substantial increase in the number of activities, with 50 performances and workshops offered as part of the event.
- The establishment of a second performance area – the Acoustic Stage. This was located under the Eastern Shelter, between two rows of craft stalls, with a seating area which allowed people to stop and enjoy the performances. We have received a great response to this new stage which allowed us to increase and offer a more varied range of musical entertainment, and there is definitely potential to develop this area further over the next few years, with perhaps a couple of catering stalls included as well.
- A full programme of creative workshops with Green City Events, Cardiff Arts Collective, Alternative Events and Daisy's Dressing Up Box's unique photo booth which was located in one of the beach huts.
- Street theatre by the talented 'Kitsh N Sync' performers – dressed as mermaids. These new street theatre elements worked very well to attract attention and make everyone smile with their energetic and unique performances.

“GŴYL FACH Y FRO BRINGS THE WELSH COMMUNITY OF BARRY TOGETHER, AS WELL AS RAISING AWARENESS ACROSS THE WIDER COMMUNITY, AND IS A FANTASTIC OPPORTUNITY TO SOCIALISE AND ENJOY THROUGH THE MEDIUM OF WELSH WITH FAMILY AND FRIENDS.”



- An increase in attendance last year meant that there were queues in the Food and Drink area, and all of the caterers had sold out before the end of the day, so by Gŵyl Fach y Fro 2018 we added one more hot food stall and one extra bar to try and meet this increase in demand. 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 Ffwrnes Pizza, Grazing Shed, Meat & Greek and Bay 5 Coffee, with Cavavan and Myfanwy the Tin Can Filly serving a variety of drinks and refreshments.
- 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 2018 were: Zac and Bella, Melys, Joey Bananas, Stwff, Tast Natur, Welsh Girl Problems, The Goodwash Company, Michael Goode, Bethan Cuddihy, Cymraeg for Kids, Mudiad Meithrin and Learn Welsh the Vale.
- As well as Menter staff who were there to assist with the running of the event, we also had 16 volunteers assisting us 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.

“A CARNIVAL ATMOSPHERE AND A GREAT ADVERT THAT WELSH MUSIC IS THRIVING.”

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 (34%), Facebook (33%) and Menter Bro Morgannwg's Website (31%), which highlights the importance of ensuring a marketing plan and a strong online presence. The Facebook event also received a good response this year – with over 1,800 people joining the group in the weeks leading up to the event, compared to 446 in 2017 – which shows how quickly the festival's profile is growing due to word of mouth those who have attended in previous years.
- 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?
5. What was the effect of the festival on participants?
6. What was the economic impact of the festival?

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 1,400 local people. A link to the survey was also sent to all stallholders, partners and caterers.

We received 67 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, 30% were between 25-40 years old, 47% were between 40-60 years old and 18% 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, 33% 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 79% responding that they are Welsh speakers. From those who said that they are learning Welsh or speak no Welsh at all, 94% answered that they feel the festival is inclusive and welcoming to non-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.

The location proved to be a bit more challenging for us as organises this year due to the rain and high winds, which meant that we had to take many of the structures and gazebos down, and move some of the activities during the afternoon, 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 event 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, the second performing stage and new street theatre elements, 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.

97% said that they are likely to come to Gŵyl Fach y Fro again next year.



"WE ARE TRYING TO LEARN WELSH TOGETHER AS A FAMILY (WE HAVE A THREE YEAR OLD) BUT HAVE VERY LITTLE EXPOSURE TO IT DAY TO DAY AND NOT MUCH CONFIDENCE TO USE IT. IT WAS FANTASTIC TO HAVE SUCH A FAMILY FRIENDLY, RELAXED ENVIRONMENT WHERE WE COULD BE SURROUNDED BY THE WELSH LANGUAGE AND DO LOTS OF FUN ACTIVITIES TOGETHER. MY FRIEND WAS DOWN VISITING AND CAME WITH US AND SHE THOUGHT IT WAS FAB, EVEN THOUGH SHE'D NEVER HEARD A WORD OF WELSH BEFORE!"

2.4 Economic Impact

To evaluate the expenditure of Gŵyl Fach y Fro 2018 attendees, respondents were asked to note how much they spent on different things:

Area	Expenditure on Average
Food and Drink	£16.20
Craft Stalls	£6.50
Transport to and from the festival	£4.10
Local businesses (restaurants, cafes, pubs, shops...)	£9.05
Total Spent	£35.85

By analysing these figures, we can see that Gŵyl Fach y Fro contributed around £96,000 towards the local economy.

“WELL ORGANISED, GOOD SELECTION OF STALLS AND ACTIVITIES. BRIGHT AND COLOURFUL, BRILLIANT USE OF OUR LOCAL FACILITIES.”

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. The bad weather had an impact on the number that attended during the first half of the day, but the event still managed to attract over 4,000 and the feedback we have received has once again been very positive.

The festival this year attracted financial support of £14,708 from our supporters, an increase again of 23% 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 area under the Eastern Shelter, with more craft stalls, more performances on the Acoustic Stage with some catering units here as well.
- 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.
- Create a 3 Year Development Plan and a more detailed Marketing Strategy during the early planning stage for Gŵyl Fach y Fro 2019.



“A BIG THANKS TO MENTER STAFF AND TO THE VOLUNTEERS FOR THEIR HARD WORK. WE'RE LOOKING FORWARD TO 2019 ALREADY!”