



TAFWYL DIGIDOL
EVALUATION

BACKGROUND

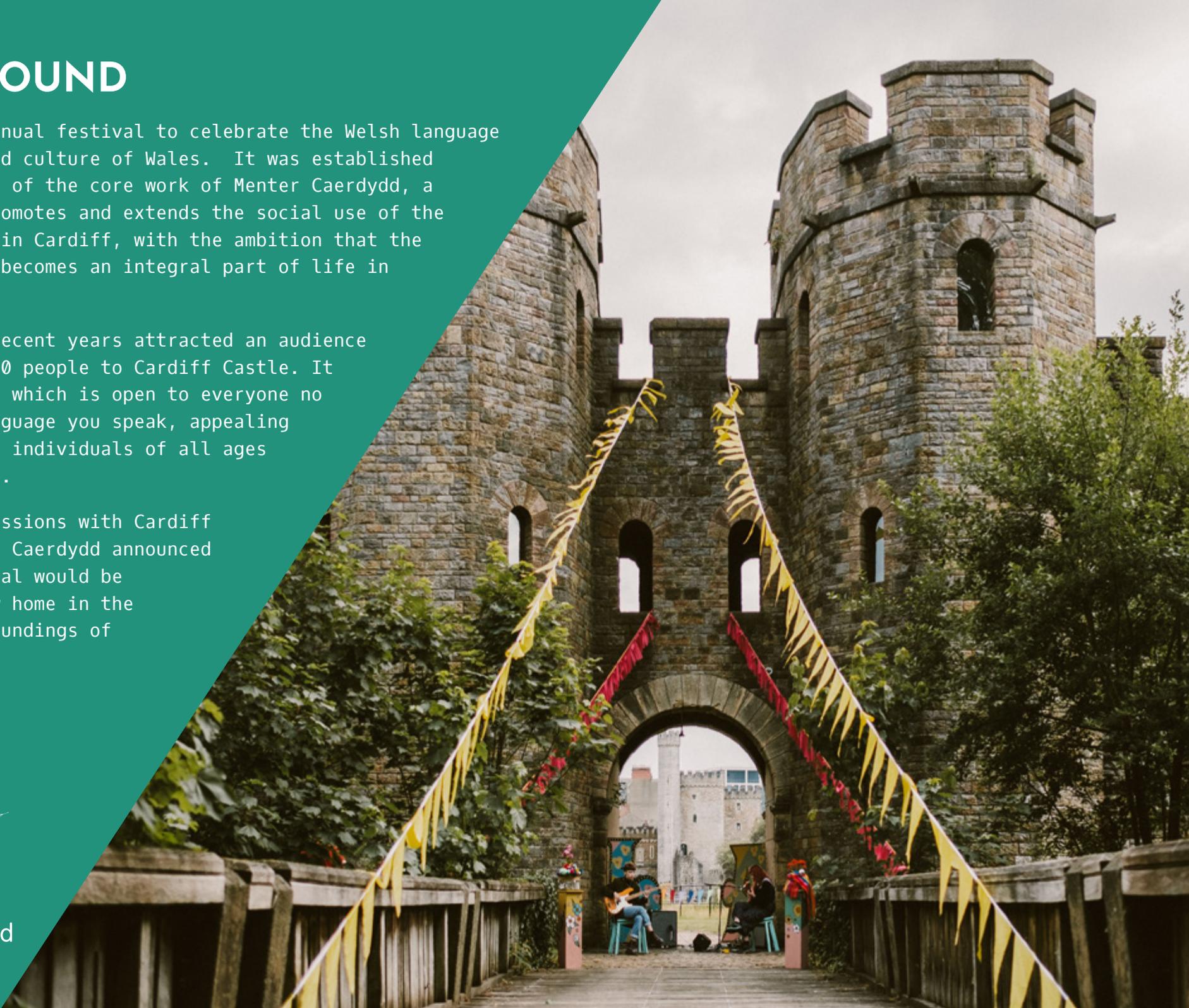
Tafwyl is an annual festival to celebrate the Welsh language and the arts and culture of Wales. It was established in 2006 as part of the core work of Menter Caerdydd, a charity that promotes and extends the social use of the Welsh language in Cardiff, with the ambition that the Welsh language becomes an integral part of life in the Capital.

Tafwyl has in recent years attracted an audience of nearly 40,000 people to Cardiff Castle. It is a free event which is open to everyone no matter what language you speak, appealing to families and individuals of all ages and backgrounds.

Following discussions with Cardiff Council, Menter Caerdydd announced the 2020 festival would be moving to a new home in the beautiful surroundings of Bute Park.



menter caerdydd





CORONAVIRUS

Unfortunately as the world faced the realities and effects of the COVID-19 pandemic, in order to prioritise the safety of our audience, contributors, and staff, Tafwyl 2020 was cancelled.

COMMUNICATION, SOCIALISING AND DIGITAL CONTACT

Over the lockdown period we saw a number of our artists performing concerts or gigs from their own homes. Also, as Menter Caerdydd and Menter Iaith Bro Morgannwg were already hosting popular weekly activities digitally to a wide range of ages, we considered the possibility of hosting a digital festival on the 20th of June.

With just over 6 weeks to prepare a digital Tafwyl, an ambitious vision for creating an exciting virtual event was conceived, reflecting the core values of the traditional festival; an opportunity to celebrate the language, arts and culture through music, conversation, literature, entertainment, and various activities for children. We decided to work alongside Gŵyl Fach y Fro as it was also cancelled this year.

**THIS IS THE FIRST EVENT IN GREAT BRITAIN
SINCE THE INTRODUCTION OF THE COVID-19 HEALTH AND SAFETY
RESTRICTIONS TO PROVIDE A PLATFORM FOR ARTISTS TO PERFORM
LIVE AT THE VENUE WHERE THE PREVIOUS FESTIVAL WAS HELD**



VISION

To offer a quality platform for artists to share their talents with our audience and reflect the vibe of a real festival by innovating and pushing the boundaries of technology.

To host a live and on-demand schedule by streaming Tafwyl on the AM platform which shares creative work from Wales' cultural scene, and hosting simultaneous sessions on Zoom and Facebook and engage in exciting social media dialogue (Facebook, Twitter and Instagram).

10 SETS BY THE WELSH LANGUAGE'S MOST PROMINENT ARTISTS PERFORMING 50 SONGS

OVER 60 CONTRIBUTORS TAKING PART IN 19 ORIGINAL 'LLAIS' (DISCUSSION) SESSIONS

16 'BWRLWM' SESSIONS FOR CHILDREN/YOUNG PEOPLE

OVER 50 STALLS IN THE TAFWYL MARKET

7 FOOD AND DRINK PROVIDERS

AN OPPORTUNITY FOR 28 PRIMARY AND SECONDARY SCHOOL FROM CARDIFF AND THE

VALE OF GLAMORGAN TO SHARE THEIR TALENTS

OVER 40 PARTNERS

1 DJ SET TO BRING THE FESTIVAL TO AN END



PUSHING BOUNDARIES

Key to Tafwyl's vision this year was the desire to provide the artists with a worthy platform including high quality audio and visuals. Embracing technology in working with experienced partners in the fields of production, broadcasting, events, digital streaming and health and safety was key to ensuring that our standard content was available for all audiences to enjoy at home.

HOME

Cardiff Council's support in providing Cardiff Castle as a home was key this year and an important step in realising our vision - not only was this the well-loved location for our previous festival, but as a site it would also provide a safe haven for the artists and production teams.

Leader of Cardiff Council Huw Thomas said;

"I'm delighted to have been able to give the keys of Cardiff Castle to Tafwyl for this year's festival. This is one of my favourite Welsh festivals, combining music, culture and our language in a way that's effortless, enjoyable and open to all. Of course the pandemic means the festival can't go ahead with the huge crowds that it has attracted over the past few years, but by opening up the castle for this live broadcast, I hope it will remind everyone of the great times they've had there in the past, will give them a real buzz on the day, and whet their appetite for its full return next year."

"Congratulations to the Tafwyl organisers this year. The location and decor added so much to the occasion."

"Today has been a special day for me. I have enjoyed everything about it, just a great pity that I can't be there to enjoy it."



THE MUSIC

An appealing programme is key and this year we invited 10 artists from Wales who lived within a stone's throw to the castle to perform.

On stage this year were the following acts:

HANA

GARETH BONELLO

MELLT

ADWAITH

RHYS GWYNFOR

MEI GWYNEDD

HMS MORRIS

ALUN GAFFEY

CASI

AL LEWIS



LLAIS

Create an area to celebrate the best of our culture by combining what would have been a literature tent, a question and answer structure and an area for Welsh Language Learners. A unique opportunity offering lectures, the 'Stomp' and 'Talwrn' poetry competitions, discussions about international football, a panel discussing "Welshness, the Welsh language and being white", conversations with book authors, specific sessions for learners, an opportunity to celebrate the 20th anniversary of the establishment of 'Bardd Plant Cymru' (the Welsh Language Children's Laureate) and a preview of the Welsh-language Album of the Year award.

Watched

- 43% of our audience watched some of the 19 sessions offered as a part of 'Llais'.
- Each session attracted an average of over 120 screens (which exceeds the capacity of the structures in the physical festival!

The 3 most popular sessions which had over 300 different viewers on average were:

CYMREICTOD, Y GYMRAEG A BOD YN WYN (A SESSION DISCUSSING WELSHNESS, THE WELSH LANGUAGE AND BEING WHITE)

JON GOWER AND ONWY

BETI GEORGE AND LOWRI MORGAN

"A good variety of sessions which suited people of all ages."

"The discussion about racism, Black Lives Matter and Welsh Culture. It was very well managed and thoughtful/interesting."

"The variety of conversations and the informal, relaxed atmosphere of the interviews."

"Tom and Dyl - class. The Bingo was really good."



BWRLWM

An area packed with workshops, live activities and other attractive sessions for children and young people. Highlights this year included a special edition of Helo Cyw, Shwmae Tafwyl, an opportunity to learn sports, circus, drama and gardening skills. Kizzy held a special workshop about what inspires her when composing. There were also pre-recorded craft sessions, yoga and dance videos and vlogging tips.



"Catch-up sessions over the next week will all be Bwrlwm ones!"

"Although I am 17 years old I joined in and enjoyed a sports and drama session."

"They loved Cyw, music & making crafts."



SCHOOLS

One of the most popular areas of Tafwyl annually is the School Performance Stage which attracts parents and supporters to watch their children performing. This year, despite the challenges faced by schools, over 30 videos were submitted by primary and secondary schools across Cardiff and the Vale of Glamorgan. We hope there will be an opportunity to welcome them back to the festival next year to showcase their talents.



VALE OF GLAMORGAN SCHOOLS

Ysgol Gwaun y Nant
Ysgol Sant Baruc
Ysgol Sant Curig
Ysgol Pen y Garth
Ysgol Iolo Morgannwg
Ysgol Dewi Sant
Ysgol Gyfun Bro Morgannwg
Ysgol Gynradd Bro Morgannwg

CARDIFF SCHOOLS

Ysgol Creigiau
Ysgol Gwaelod y Garth
Ysgol Coed y Gof
Ysgol Nant Cefnau
Ysgol Ireganna
Ysgol Pwll Coch
Ysgol Hamadryad
Ysgol Mynydd Bychan
Ysgol Y Wern
Ysgol Melin Gruffydd

Ysgol Glan Cefnall
Ysgol Pencae
Ysgol Y Berllan Deg
Ysgol Bro Ffwrwg
Ysgol Pen y Pil
Ysgol Glan Morfa
Ysgol Pen y Groes
Ysgol Gyfun Gymraeg Plasnew
Ysgol Gyfun Gymraeg Glantaf
Ysgol Gyfun Gymraeg Bro Edern

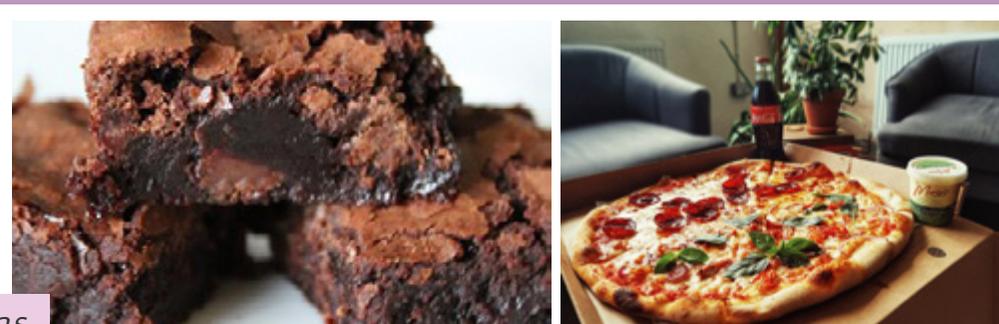
FOOD & DRINK

The food and drink variety is a huge part of Tafwyl's appeal each year and the situation was no different this year. Cegin Bodlon, The Bearded Taco, Mr Croquwich, The Grazing Shed, Y Bwrdd, West Pizza and St Cannas all offered a delivery service to the homes of the audience within a specific catchment area.

"You did such a good job to hold such a good event that was sociable and inclusive. We really felt we were part of the event, although we were not really there. Congratulations to you all."

"We had a great day with lots of Tafwyl customers ordering our food."

"A nice festival. Clear communication. Plenty of attention was given to the businesses in terms of social media."



ESTIMATED TOTAL FOOD AND DRINK EXPENDITURE = £5,000



PRODUCTION

This year with the emphasis on ensuring the quality of sound and visuals, the experience of our media partner Orchard was invaluable. The list is long, but a special mention this year to:

2CAN PRODUCTIONS

AM

CLWB IFOR BACH

CTRL ALT DESIGN

EFA LOIS

LLINOS WILLIAMS

ORCHARD

Antwn Owen-Hicks of the Arts Council of Wales said:

"Tafwyl is now the main Welsh language arts event in Cardiff, that attracts audiences from all over Wales and beyond. We are so pleased that Tafwyl decided to hold a digital festival this year to keep in touch with their audience. It is good to see them being innovative and thinking of a way to continue to offer our artists a platform during these difficult times – digitally for the first time. It is a time of great change to our normal lives and it is heartening to see the creative sector coping and adapting so well. We are delighted to be supporting Tafwyl through our National Lottery grants."

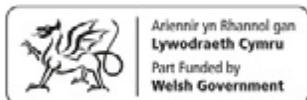
Rob Light, Director of Creative Production and TV Programmes:

"Hats off to the Tafwyl team for being innovative and creative in pulling off a really entertaining event in our current virtual world. Orchard is proud to be a broadcast production partner and it was amazing to produce the broadcast and give Welsh talent some much needed exposure in difficult times."



FUNDING

The support from our funders was key to ensuring that the vision could be delivered confidently. This year we are particularly grateful to the Welsh Government and the Arts Council of Wales for their faith in us and their flexibility in re-purposing grants; the support of The Vale of Glamorgan Council, Arts & Business Wales, Cardiff Council as well as the goodwill of Orchard have been invaluable contributions in ensuring a successful festival.



Minister for International Relations and the Welsh Language, Eluned Morgan, said:

"Er na allwn ni fod gyda'n gilydd yn Tafwyl eleni, mae'n newyddion cyffrous iawn y cawn ychydig bach o brofiad Tafwyl o'n cartrefi. Mae'r ymateb arloesol wrth rannu, dathlu a dod â phobl ynghyd o'r diwydiannau creadigol wedi bod yn rhagorol – ac mae wedi darparu gobaith ac adloniant yn ystod y cyfnod anodd hwn. Mae Cymru Greadigol hefyd wedi cefnogi platfform AM ac mae'n wych gweld y twf yn y platfform hwn wrth gefnogi a hyrwyddo'r sectorau celfyddydol a chreadigol. Wrth gwrs, efallai nad yw llawer o bobl wedi clywed cymaint o Gymraeg yn cael ei siarad yn ystod yr amser hwn – felly bydd hyn yn gyfle gwych i ddod â rhywfaint o'r Gymraeg i'n cartrefi."

REACHING THE AUDIENCE

Tafwyl's distinctive brand evolved this year with a series of new images by the multi-talented Efa Lois; and alongside her work was an accessible and effective website and striking publicity material, designed by Ctrl Alt Design.

TAFWYL DIGIDOL 2020

20.06.20 / 12:00 - 18:00 (DJS 18:00 - 21:00)

Mewn Partneriaeth â / In Partnership With: GWYL FACH Y FRO

YM FFYDIO'N FYW O GASTELL CAERDYDD GYDA... / LIVE STREAMING FROM CARDIFF CASTLE WITH... HUIW STEPHENS + TARA BETHAN

AL LEWIS / ADWAITH / HMS MORRIS / CASI ALUN GAFFEY / MELLT / HANA / MEI GWYNEDD GARETH BONELLO / RHYS GWYNFOR

SESIYNAU GYDA... / SESSIONS WITH:

FAW / Y STAMP / CODI PAIS / BBC RADIO CYMRU PRIFYSGOL CAERDYDD / EISTEDDFOD AMGEN ACADEMI HYWEL TEIFI / LLENYDDIAETH CYMRU DYSGU CYMRAEG CAERDYDD

BWRLWM
Cŵ SAC / CEFN A CHREFFY / DŵGA PERFFORMIO / SŴLLAU SYRICKS YSGOL GORONIS / CŴMASON SAC'S CŴ / ARTS & CRAFTS / YOGA PERFFORMIANCE / CERDUS SKILLS FOREST SCHOOL / SPORTS

YSGOLION / SCHOOLS
PERFFORMIADU GAN DEISEMBLIDEN YSGOLION CYMRUAG CAERDYDD A BIRI MORGANNŴG / PERFFORMIANCE BY PUPILS OF CARDIFF & THE VALE OF GLAMORGAN WELSH MEDIUM SCHOOLS

BWYD A DIOD I'R CARTREF A GWEITHDAI / FOOD & DRINK DEMOS AND DELIVERIES
THE BEARDED TACO / Y BURRO / WEST PIZZA / ST LANNAS / MR. CHOCOLATION / BODLON / WELSH-GLN CLWR

MARCHNAD TAFWYL TAFWYL MARKET

WWW.TAFWYL.CYMRU / @TAFWYL / #TAFWYL20 WWW.AMAM.CYMRU / @AMBOBDIM

DWI'N AROS ADRE AR GYFER...

TAFWYL 2020

20.06.20 / 12:00 - 18:00 (DJS 18:00 - 21:00)

YM FFYDIO'N FYW O GASTELL CAERDYDD GYDA... / LIVE STREAMING FROM CARDIFF CASTLE WITH... HUIW STEPHENS + TARA BETHAN

AL LEWIS ADWAITH HMS MORRIS CASI ALUN GAFFEY MELLT HANA MEI GWYNEDD GARETH BONELLO RHYS GWYNFOR

WWW.TAFWYL.CYMRU / @TAFWYL / #TAFWYL20 WWW.AMAM.CYMRU / @AMBOBDIM

CLWB FIBACH Orchard. Arts & Business

A marketing strategy was implemented combining traditional media with specifically targeted messages across social media channels; and features on partner websites.

Highlights included: items on BBC Radio Cymru, BBC Radio Wales, S4C ('Heno' and 'Newyddion' programmes), BBC Cymru Fyw, and Golwg.

Our social media engagements have continued to increase year on year.



Facebook

Post reached = 163,225

Post engagement = 20,078

Followers = 7,182 (+13.4%)

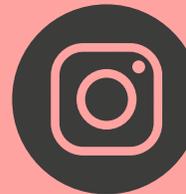


Twitter

Tweet Impressions = 466k

Profile Visits = 11.2K

Followers = 8,081 (+5.2% ar 2019)



Instagram

Impressions = 104K

Reach = 11.5K

Interactions = 4K

Followers = 4,083 (+33.3%)



VIEWING

Part of the great success of the day was the charm of both Huw Stephens and Tara Bethan in presenting live from the castle. Not only was their enthusiasm clear to see in their interviews with artists and when introducing some of Tafwyl's other highlights, but they also responded to the hundreds of social media messages from our audience who were thrilled to share their experiences of watching and celebrating in homes and gardens.

Lleucu Siencyn, chief executive of Literature Wales

"Thank you for organising such a fantastic day and congratulations on such a resounding success!"

Tegwen Bruce-Deans (review in 'Y Selar')

"Given that travel restrictions remain in Wales, it must be applauded not only by the number of artists Tafwyl organisers had staged, but also by the quality and variety – a major achievement given the difficulties of the situation."

Rhuanedd Richards, Editor, BBC Radio Cymru

"Congratulations to the organisers and contributors of Tafwyl 2020 for their offering over the weekend."



WATCHING TAFWYL

9%

THIS IS THE FIRST TIME THAT 9% HAVE VISITED THE FESTIVAL

25k

AN AUDIENCE OF OVER 25,000 WATCHED THE EVENT LIVE



HOW MANY WERE WATCHING LIVE AND WHERE?

10k
Visits

50k
Page Views

tafwyl.cymru

10k people enjoyed the festival and 50K individuals visited the Tafwyl website page

8k
Visits

40k
Page Views

AM

On the day

8K enjoyed the festival and 40K individuals visited the AM page

2k
Visits

4.5k
Page Views

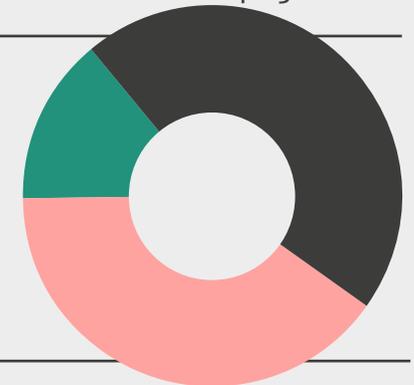
After the day

2K enjoyed the festival and 4.5K individuals visited the AM page

40% of the audience watched all afternoon

46% dipped in and out all afternoon

14% watched for 1-2 hours

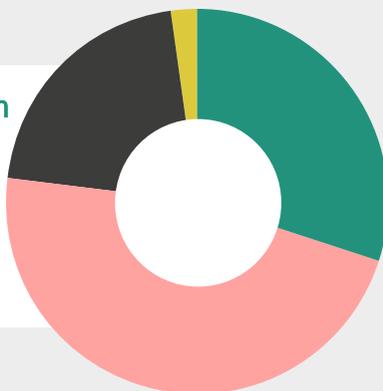


Alun Llwyd, Chief Executive, PYST and AM:

"It has been a privilege for us to have Tafwyl take over the AM platform for the day, and the huge success of the event - in terms of numbers and audience inclusivity - is testament to the creative, accessible and welcoming vision of Tafwyl and Menter Caerdydd."

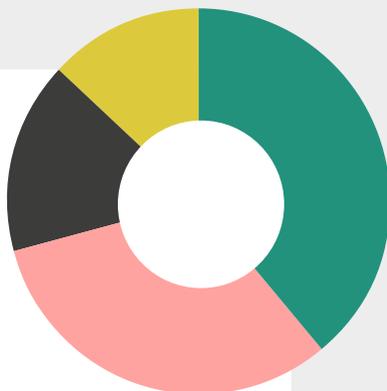
WATCHED ON THEIR OWN OR WITH OTHERS?

30% watched the event on their own
 47% watched with 1-2 people
 21% watched with 3-6 people
 2% watched with 7 people or more



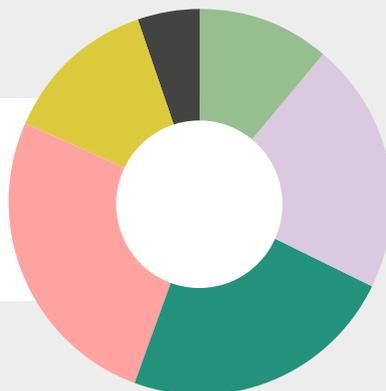
WHAT DEVICE WAS USED TO WATCH?

39% Laptop
 32% Mobile Phone
 16% Computer
 13% Other (majority opting for iPad; some linked the screen to a television; some used more than one device at a time)



AGE

18-24	11%	45-54	26%
25-34	21%	55-64	13%
35-44	23%	65+	6%



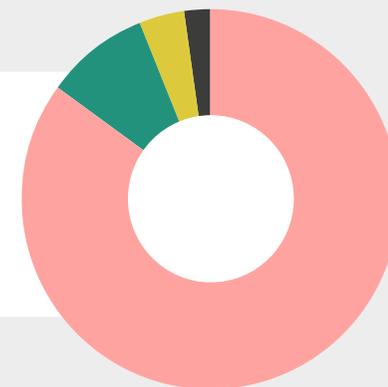
WHO WAS WATCHING?

Men 43.6%

Women 56.4%

LANGUAGE

Fluent Welsh Speakers 85%
 Welsh Learners 9%
 Non-Welsh Speakers 4%
 Little or no confidence speaking Welsh 2%



WHERE IN THE WORLD?

THE VIEWING FIGURES WITHIN WALES

66%

9% 25%

66% Cardiff (3 most popular areas: Canton, Llandaff and Whitchurch)

9% Vale of Glamorgan (3 most popular areas: Barry, Penarth, Sully)

25% Rest of Wales (3 most popular areas: Caernarfon, Carmarthen, Aberystwyth)

VIEWING WITHIN THE UK

70%

26%

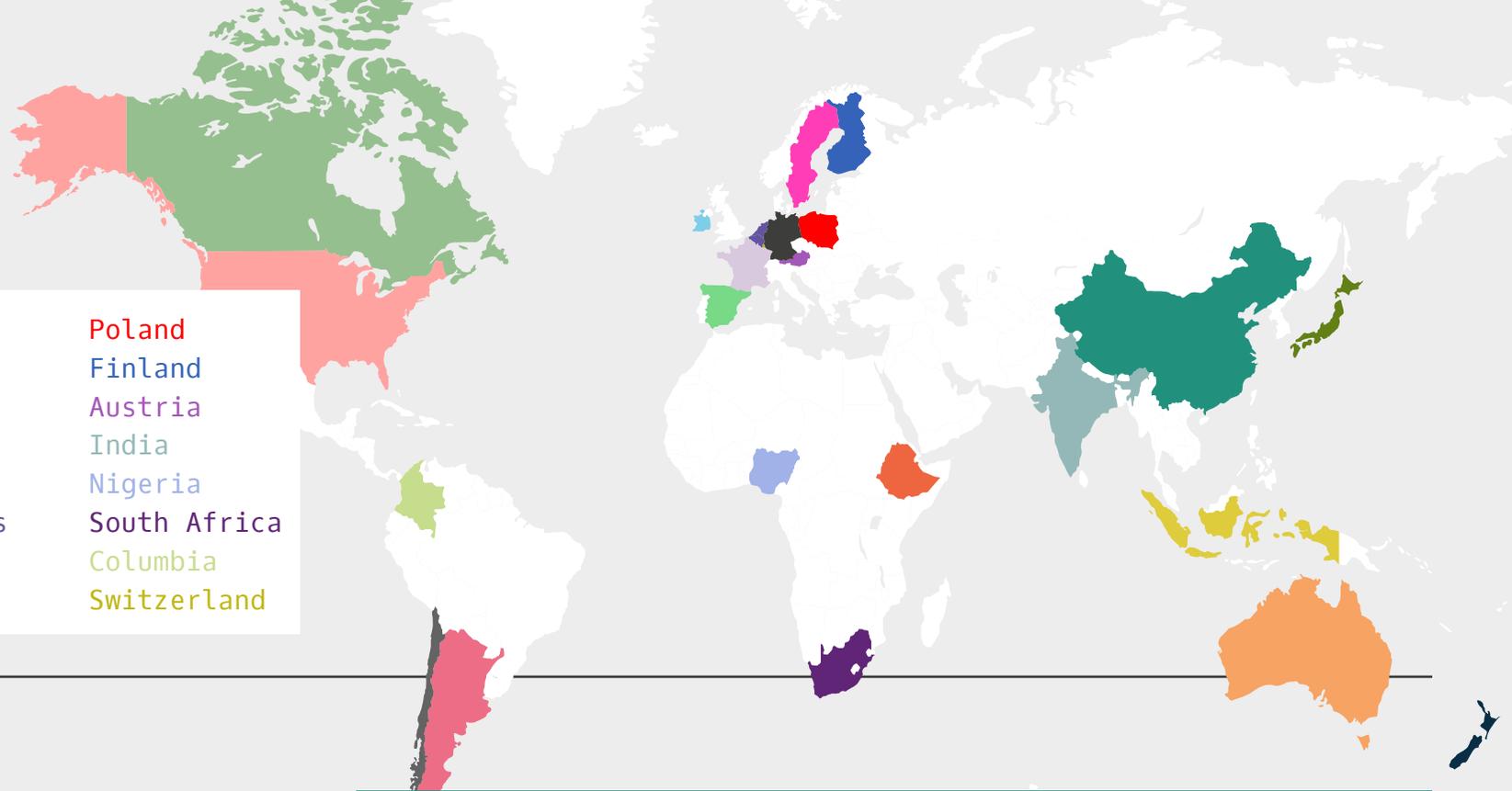
70% Wales

26% England (London, Bristol)

2% Northern Ireland

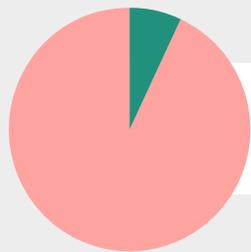
2% Scotland

GLOBAL VIEWING INCLUDES



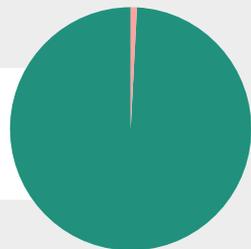
- | | | |
|-------------|-------------|--------------|
| USA | Japan | Poland |
| Indonesia | Ethiopia | Finland |
| China | Germany | Austria |
| Spain | Argentina | India |
| Canada | Chile | Nigeria |
| Australia | Netherlands | South Africa |
| France | Ireland | Columbia |
| New Zealand | Sweden | Switzerland |

SUMMARY



93% FELT THE FESTIVAL WAS WELCOMING

99% ARE LIKELY TO RETURN TO TAFWYL



THE WAY FORWARD

We would like to thank our artists and contributors, the production teams, our funders and partners and of course our audience.

As we look towards 2021, we will build on the vast array of new experiences this year whilst continuing to review our vision to secure a bright future for the ground-breaking festival, which will celebrate its 15th birthday next year!

Planning for the future will require us to learn and evolve to provide the best possible experience for our audience, and continue to be an inclusive and proud festival celebrating the Welsh language, arts and culture in the heart of Cardiff.

"Continue to offer a digital option in the future to reach audiences beyond the local area."

"I thought you did a fantastic job. The best lockdown Saturday afternoon ever - looking back at better times in the past and the feeling of being outside was wonderful."

"Congratulations. A resounding success and all credit to you for thinking about this and producing a day of such diversity and quality. Great."

"A resounding success, our small family had 6 hours of singing, dancing, learning and creating in a completely new way! You should be very proud of the final production and for being professional and inclusive!"

"Thank you for a great day. I really enjoyed transforming my front room to look like Tafwyl! I also introduced a lot of Welsh and new music to my flatmate who doesn't speak Welsh."

"The designs/graphics and the website added a lot to the experience. It looked clean, orderly and professional – it added a lot to the overall experience of the festival. Congratulations for such a successful festival."

"Well done all for organizing such a wonderful Tafwyl. The rest of Wales needs to be part of it from now on through a digital platform. Other festivals should follow suit."

"It was a great festival experience at home and so wonderful it was in Welsh. It was so well put together and it all looked so much like a festival. Was really magical."

"Thank you for a fantastic festival today. I've done a dance workshop with Trystan and Rhianna... listened to a conversation between Ian Gwyn Hughes and Natasha Harding... bought the Tafwyl beer by Tomos & Lilford and I've seen several great bands without leaving the house! Very well done everyone - a masterpiece."

"Tafwyl is AMAAAAAAZING!"



DIOLCH

TAFWYL - THE AWARDS

2018: 2017 FESTIVAL

**WINNER "CARDIFF'S BEST FESTIVAL"
AT THE CARDIFF MUSIC AWARDS**

2019: 2018 FESTIVAL

**WINNER "ART, BUSINESS AND COMMUNITY" CATEGORY
AT THE ARTS & BUSINESS WALES AWARDS**

2020: 2019 FESTIVAL

**WINNER "BEST FESTIVAL"
AT "Y SELAR" MAGAZINE AWARDS**

2020: 2019 FESTIVAL

**WINNER "BEST EVENT"
AT THE CARDIFF LIFE AWARDS**