

# TAFWYL EVALUATION



TAFWYL  
2021

# BACKGROUND

Tafwyl is an annual festival celebrating the Welsh language, arts and culture. It was established in 2006 as part of the core work of Menter Caerdydd and this year it celebrated its 15th anniversary in a form rather different to its original format.

Tafwyl is an integral part of the wider work of Menter Caerdydd - a charity that promotes and extends the social use of the Welsh language in Cardiff, with the ambition that Welsh plays a central role in life in the capital.

Tafwyl's Main Aims are to:

1. raise the profile of the Welsh language in Cardiff;
2. strengthen the position of the Welsh language in the community;
3. introduce the language and culture to a new audience.

It's a free event, open to all – both Welsh and non-Welsh speakers – and appeals particularly to families, as well as attracting people of all ages and backgrounds.

In light of another challenging year of COVID-19 restrictions, and following the success of the 2020 Digital Tafwyl Festival, Menter Caerdydd announced in February this year that the festival would again take the form of a digital event, streamed live from its home in Cardiff Castle.



menter caerdydd





# PILOT TEST EVENT

As restrictions began to be lifted, the Welsh Government announced that a number of pilot test events would be held to create a robust and safe strategy to allow the arts and live music industry to reopen. With Tafwyl on the shortlist of pilot test events, the team set about planning processes which could be implemented quickly when the green light came to enable the festival to invite an audience of 500 to Tafwyl.

Members of the public were invited to the Castle to enjoy the latter part of this year's festival – with everyone following strict testing guidelines beforehand and rigorous health and safety rules on the festival site. Social distancing rules were in place, with each group seated at their table for the evening, enjoying table service from the on-site food and drink stalls.

The event was a success and the feedback extremely positive. We are proud to have played a small part in the Welsh Government's pilot test event series to support the safe reopening of the industry.

Tafwyl was the first music festival in Wales to play live music in front of a live audience since March 2020.



**100% OF THE LIVE AUDIENCE SAY THEY FELT SAFE IN TAFWYL AS REGARDS HEALTH AND SAFETY AND COVID-19.**

# DIGITAL

Despite the presence of our live audience, it was equally important to offer an exciting experience and the feel of a live festival to our viewers joining in at home. Tafwyl 2020 opened our eyes to digital possibilities and we were eager to build on last year's line-up and ensure a more accessible and comprehensive experience for our audience.

We put together an ambitious vision for creating a virtual event which would reflect the core values of the traditional festival: an opportunity to celebrate the Welsh language, arts and culture by means of music, conversations, literature, entertainment and a variety of activities for children. Working with our broadcast and production partner Orchard was essential in ensuring the highest quality and we invited leading organisations such as the Cardiff Blues, Academi Hywel Teifi, Cardiff and Vale College, National Theatre Wales, Barddas and Welsh Of The West End among others to curate sessions and create exciting content for the festival.



# THE VISION

- Create a high-quality stage for artists to showcase their talents and to reflect and celebrate this by means of a professional broadcast;
- Stage a live and on-demand timetable of events by streaming Tafwyl on AM – an online platform for sharing and celebrating creativity in Wales;
- Hold Zoom sessions, Facebook activity and continual and inclusive dialogue on social media (Facebook, Twitter and Instagram);
- Work with S4C to create a Tafwyl 2021 highlights programme, broadcast on S4C after the live event.

**16 SETS BY LEADING ARTISTS FROM WALES AND BRITANNY PERFORMING 90+ SONGS;**

**29 CONTRIBUTORS IN 11 ORIGINAL SESSIONS IN 'LLAIS';**

**7 SESSIONS OFFERING A RANGE OF ACTIVITIES IN THE NEW 'LLES/WELLBEING' AREA;**

**14 SESSIONS FOR CHILDREN/YOUNG PEOPLE IN 'BWRLWM';**

**35 STANDS IN THE MARCHNAD TAFWYL MARKET;**

**13 COMPANIES PROVIDING FOOD AND DRINK;**

**A PLATFORM FOR 20 PRIMARY AND SECONDARY SCHOOLS TO CELEBRATE THEIR TALENTS;**

**25 PRIMARY AND SECONDARY SCHOOL PUPILS FROM THE CITY PERFORMING ALONGSIDE ARTISTS FROM THE WEST END;**

**10 PIECES OF ORIGINAL ARTWORK PRODUCED BY STUDENTS FROM CARDIFF AND VALE COLLEGE DISPLAYED AROUND THE CITY AS PART OF THE TAFWYL ART TRAIL;**

**OVER 40 PARTNERS;**

**1 DJ SET TO CLOSE THE FESTIVAL.**



# PUSHING BOUNDARIES

At the heart of the Tafwyl vision this year was to offer a worthy stage for the artists. A key factor was embracing technology by working with experienced partners in the fields of production, broadcasting, events, digital streaming and health and safety to ensure that viewers at home could enjoy top quality audio and visual content. The experience was developed further this year by offering English subtitles on the live stream on the day of the festival. The aim was to welcome our audience of Welsh learners, those who are less confident or don't speak the language at all and ensure they too felt a part of the festival.

# HOME

Cardiff Council's support in providing Cardiff Castle as a home to the festival was key this year. It was a site which would provide a safe haven for the artists and production teams and was the perfect home for our live audience, allowing them to feel safe and relaxed while enjoying a live event.

**"FEEL TOTALLY SAFE - STAFF ARE FRIENDLY BUT ALSO MAKE SURE EVERYONE IS FOLLOWING THE RULES"**

**"LIKED THE WAY EVERYTHING WAS SET OUT. FELT VERY SAFE"**

**"NOTHING BUT PRAISE FOR THE SET UP AND ON-SITE ARRANGEMENTS"**

**Councillor Huw Thomas, Leader of Cardiff Council:**

*"Tafwyl has become a well-established and much adored part of Cardiff's events calendar. The innovative digital festival last year was very welcome, but nothing can beat live music, and I am delighted that the Council is able to support Menter Caerdydd in making that a reality, as part of the Test Event Programme. Cardiff is renowned the world over as being a host of major music, sporting, cultural and globally significant events, and these bring tremendous economic benefits to the city, as well as a boost to the profile of Wales. Having been shut down for the duration of the pandemic, it is critical that we are supported to build on test events like Tafwyl to reopen this sector of the economy swiftly and safely."*

*"I am looking forward to the safe return of a packed schedule of events in the city in the not too distant future, welcoming visitors to our great city, and feeling that sense of vibrancy and excitement once again on the streets of Cardiff"*

# MUSIC

Creating an attractive line-up is of utmost importance and this year 15 leading artists from Wales and one guest artist, Emezi, from the Gouel Broadel ar Brezhoneg festival in Brittany were invited to perform. The band 'Plu's' digital performance at this year's Tafwyl will travel to Brittany this summer and appear as part of their festival in order to continue the partnership between the two festivals.

On stage were:

THALLO

PLU

PAPUR WAL

BWNCATH

MALI HAF

MARED

BREICHAU HIR

COWBOIS RHOS  
BOTWNNOG

EMEZI

EÄDYTH

ANI GLASS

DERW

GWILYM

LEWYS

GLAIN RHYS

GERAINT JARMAN



**GBB** 6 AN TAOL-LAÑS  
LANGONED 2-3 A VIZ GOUERE  
JUILLET 2021



# LLAIS

An area to celebrate cultural highlights by combining the traditional content of Tafwyl's three renowned Pavilions - Literature, Q&A and Learners. It's a unique platform offering lectures, podcast and book launches, discussions, sessions for learners and more, with interesting and contemporary issues coming under the spotlight.

## Viewing

- 34% of our audience watched some of the 11 Llais sessions;
- 15% of our audience said that the Llais sessions were their favourite part of Tafwyl.

The three most popular sessions were:

**AM YN AIL LAUNCH - BARDIDAS;**

**MIXED & WELSH;**

**BETI GEORGE AND SARA YASSINE.**



**"A CHANCE TO LISTEN TO TALKS, SOMETHING FOR EVERYONE"**



**Academi**  
Hywel Teifi

## WELLNESS

After such a challenging year, our brand new stage, 'Lles/ Wellbeing,' was particularly welcome. There was a range of sessions on offer on this platform, from yoga for children and adults to mindfulness and a variety of contemporary and timely talks and discussions.

Some of the busiest were:

**LIFE AND ITS CHALLENGES -  
TARA BETHAN & CONNIE ORFF;**

**H.I.W.T.I. - BODY CONFIDENCE;**

**HANGOVER YOGA.**



## BWRLWM

An area packed with workshops and live activities on Zoom and interesting sessions for children and young people. Among the highlights this year were a special edition of the Cyw show, top ball skill tips from the Cardiff Blues, a 'Build the Tafwyl Festival Site' session on Minecraft, a make-up tutorial, TikTok tips, drama workshops and a whole host of other activities.



# TAFWYL MARKET

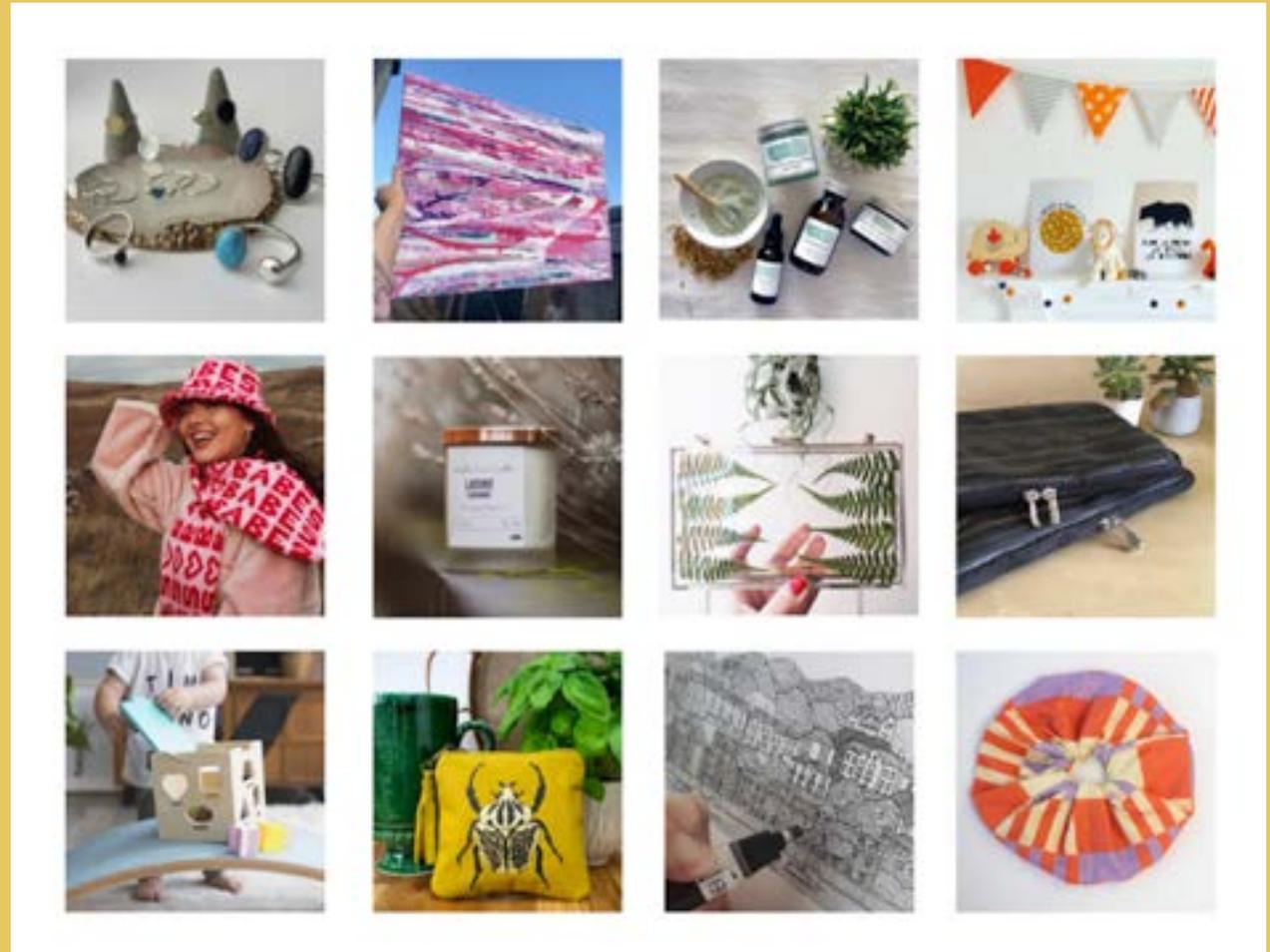
Thirty-five companies sold a variety of crafts and goods through the Facebook platform and 2.9K people joined the Marchnad Tafwyl group this year.



**35% OF THE TAFWYL AUDIENCE VISITED THE DIGITAL MARKET**

**100% OF THE STALLHOLDERS HOPE TO RETURN TO TAFWYL 2022**

**86% WOULD LIKE TO SEE TAFWYL/MENTER CAERDYDD HOLD SIMILAR EVENTS UP TO 4 TIMES A YEAR**



*"It gives my business a broad stage so I reach the ideal type of customers"*

*"Really easy to display items in the group, brilliant communication, great, thanks so much!"*

*"A great chance to showcase work to a Welsh audience"*

# SCHOOLS



One of the most important and busy areas in Tafwyl is the Schools' Performance Platform which attracts parents and supporters to watch the performances. This year, despite the challenges that schools have faced, videos were shared by all of Cardiff's primary and secondary schools through Tafwyl's YouTube channel.

For the first time this year, Tafwyl collaborated with 'Welsh Of The West End' performers as part of a project sponsored by Arts & Business Cymru which saw 25 local pupils prepare and record a performance, mentored by professional singers. A video of the performance – produced by Orchard – was shared on the Tafwyl Facebook channel and has since been watched over 4,000 times.

*"I would like to thank you so much for your care, energy and hard work that you've put into this project! He has thoroughly enjoyed every minute. We can't wait to hear and see the end product!"*



# FOOD & DRINK

A huge part of Tafwyl's appeal each year is the variety of food and drink, and things were no different this year as Tomos & Lilford, Parc Deli, Mr Croquewich, West Pizza, St Cannas, Oasis Cardiff, Ansh, Shrub Grub, Desserts @ 108, Fry'd Up and Deliveroast offered a bar and food ordering service, delivered to the homes of our audience in the festival's local area.

For the live audience at Tafwyl, there was an opportunity to enjoy fresh meals after ordering on an app from The Grazing Shed, The Fritter Shack and Keralan Karavan and drinks from the Stedman Brothers, all served to the audience at their tables.



*"We love the festival when it's on the maes and are happy to do anything to support it so it doesn't disappear because of covid. As a vendor it is great to be associated with a Welsh language and quintessentially Welsh cultural event yet also one that is open and inclusive like Tafwyl"*

# PRODUCTION

This year, with the emphasis again on ensuring the quality of sound and visuals, the experience, creativity and expertise of our main production partners was invaluable.

The list is long, but special thanks to the following:

**2CAN PRODUCTIONS**

**CLWB IFOR BACH**

**CTRL ALT DESIGN**

**EFA LOIS**

**ORCHARD**

**PYST / AM**



**Antwn Owen-Hicks, Arts Council Wales:**

*"We are delighted to have been able to support Tafwyl and their vision, innovation and experimentation again this year. The festival played an important role in supporting the industry and providing a quality platform for artists at such a difficult time. Tafwyl was again a great success, offering a varied programme in both digital form and as a live event with an audience at the castle. The festival was slick with high quality performances professionally filmed. It was a day of celebration during such a challenging time. Congratulations to all involved"*

**Rob Light, Director of Creative Production and TV Programmes**

*"Orchard were delighted to be media and production partner to Tafwyl again in 2021. Tafwyl has evolved every year and this year was no different. It was exciting to deliver content straight to screens big and small via digital, S4C and AM. It was rewarding to play a part in the first music test event Wales and witness crowds enjoying live music for the first time since the pandemic, a moment we will always remember"*

# FUNDING

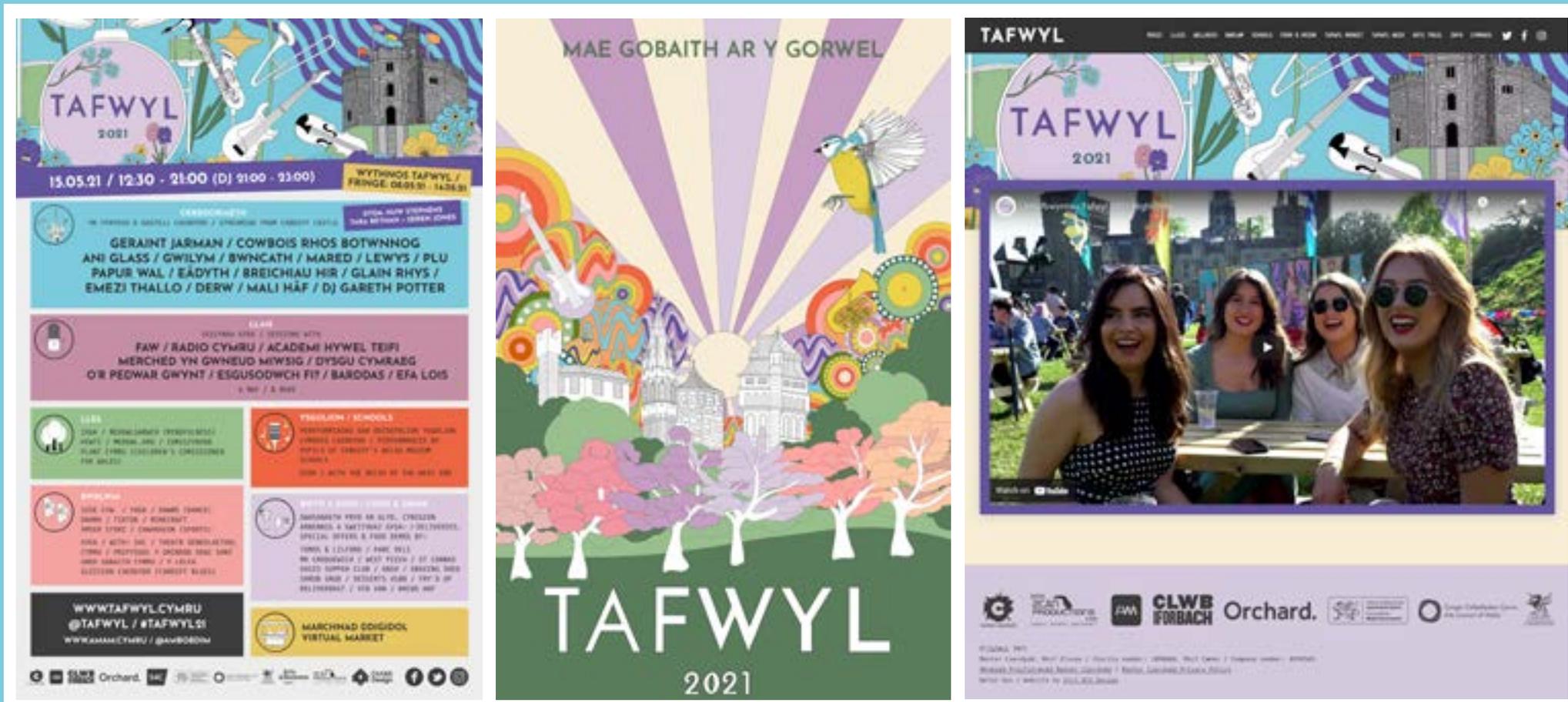
The support from our funders and sponsors was key this year to ensuring we could confidently achieve our experimental vision and once again push boundaries.

This year our special thanks go to the Welsh Government and Arts Council Wales for their faith in us. Also invaluable were the support of Arts & Business Cymru, The National Lottery, Cardiff Council, our sponsors, Academi Hywel Teifi and Cardiff and Vale College, as well as the goodwill shown by Orchard.



# IMAGE

Tafwyl's distinctive brand evolved this year with a series of new images by the versatile and talented Efa Lois. Alongside that, Ctrl Alt Design created an accessible and effective website as well as some striking new designs.



# REACHING THE AUDIENCE

A marketing strategy was developed combining mass media with a series of specific messages across social media and our partners' websites. Highlights included: items on BBC Radio Cymru, BBC Radio Wales, S4C, BBC Cymru Fyw and Golwg. There was also considerable interest in Tafwyl as a test event in addition to the usual excitement, and news items about the festival were broadcast on S4C, ITV Wales, BBC Wales Today, BBC X-Ray, Heart Wales News, Capital Cymru to name a few. There was even a mention on Sky Sports News!

There was a year on year increase in the number engaging with Tafwyl across our social media platforms.



# ORGANIC REACH:



## Facebook

Cyrhaeddiad / Post Reach = 77,224  
Ymateb / Post Engagement = 32,625 (+62.5%)  
Dilynwyr / Followers = 7,773 (+8.2%)



## Twitter

Argraff / Tweet Impressions = 448,000  
Ymweliad â'r Cyfrif / Profile Visits = 31,300 (+179.5%)  
Dilynwyr / Followers = 8,475 (+4.9%)



## Instagram

Argraff / Impression = 250,000 (+140%)  
Cyrhaeddiad / Reach = 160,000 (+1,291%)  
Rhyngweithiad / Interactions = 4,012 (+0.3%)  
Dilynwyr / Followers = 4,588 (+12.4%)



## Paid Marketing

8 targeted campaigns between 15 April and 15 May  
Total Reach = 821,718  
Total Number of Impressions = 1,273,056  
Total Number of Interactions = 135,201

## VIEWING

Part of the day's great success was the warmth of Huw Stephens, Seren Jones and Tara Bethan while presenting live from the Castle for over 8 hours! They showed obvious enthusiasm as they chatted to artists and introduced some of Tafwyl's other highlights, whilst recognising and responding to the hundreds of social media messages from our audience watching in their homes and gardens.



**Elen Rhys, Content Commissioner – Entertainment, Music, S4C:**

*"It was a privilege for S4C to partner this year's Tafwyl Festival. It was an important event to support at such a difficult time for the arts. It was therefore a delight to see the exciting vision brought to life and to experience the enjoyment of the audience watching live music once again. It was wonderful to be able to broadcast the experience to a wider audience so they could share the same wonderful atmosphere"*

3%

THIS WAS THE FIRST TIME FOR 3% OF THE AUDIENCE TO VISIT THE FESTIVAL

35k

AN AUDIENCE OF 35,000 WATCHED LIVE



## HOW MANY WATCHED AND WHERE?

1.5k

watched the Fringe events

1.5K WATCHED THE FRINGE EVENTS IN THE WEEK LEADING UP TO TAFWYL

4.7k

watched in the following fortnight

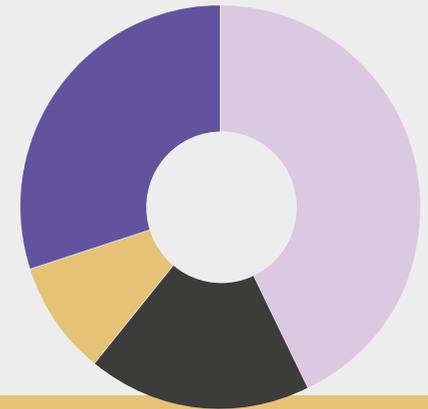
4.7K CAUGHT UP WITH VIEWING IN THE FORTNIGHT FOLLOWING THE FESTIVAL

43% of the audience watched all afternoon

18% popped in and out during the afternoon

9% watched for 1-2 hours

30% watched for 3-4 hours

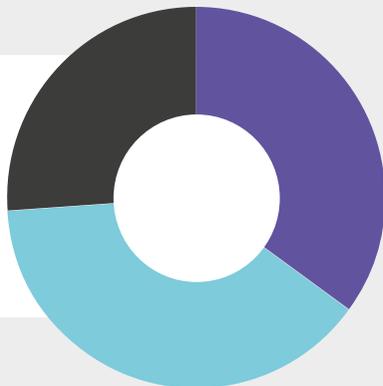


**Alun Llwyd, Chief Executive of PYST and AM:**

*"It was a pleasure to be a part of the Menter Caerdydd Tafwyl Team again this year and to see Tafwyl continue to lead the way during a time which regularly poses new problems and challenges. Menter Caerdydd's great asset is their ability to create and lead a team of partners who now feel a part of Tafwyl, which means developing and taking risks to ensure Tafwyl continues to grow as a progressive and inclusive Welsh festival. Long may it continue!"*

## VIEWING ALONE OR WITH SOMEONE ELSE?

35% watched alone  
39% with 1-2 people  
26% with 3-6 people



## WHERE IN THE WORLD?

### VIEWING IN WALES:

**77%** **6%** **14%**

77% Cardiff    6% Vale of Glamorgan    14% Rest of Wales

### VIEWING WITHIN THE UK:

**70%** **26%**

70% Wales    26% England (London, Bristol)    2% Northern Ireland    2% Scotland

### VIEWING WORLDWIDE INCLUDED:

China    Thailand    USA  
Russia    Indonesia    Mexico  
Brazil    Argentina    Kazakhstan



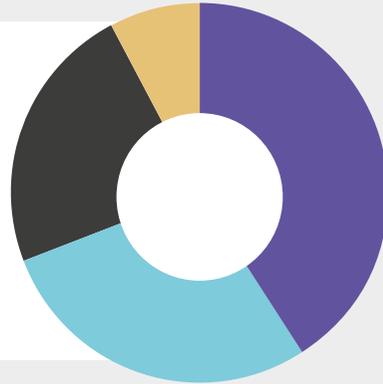
## WHAT TYPE OF DEVICE/COMBINATION OF DEVICES WERE USED TO WATCH? (MORE THAN ONE ANSWER POSSIBLE)

48% laptop / computer

33% mobile phone

27% tablet

9% other (a number casted to a large TV screen; some used more than one device at a time)



## WHO WAS WATCHING?

### AGE

18-24 10%

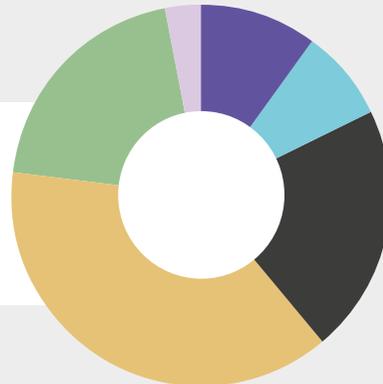
45-54 38%

25-34 8%

55-64 20%

35-44 21%

65+ 3%

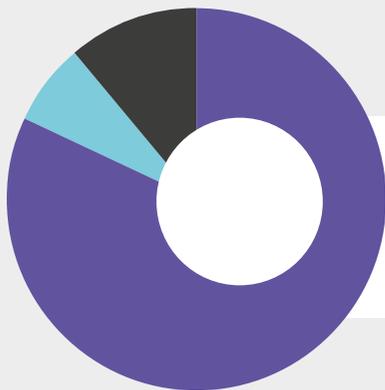


### LANGUAGE

Confident Welsh speakers 82%

Learners 7%

Non-Welsh speakers 11%



## S4C HIGHLIGHTS PROGRAMME

It was a pleasure to work with S4C to provide a highlights programme of this year's Tafwyl as the festival celebrated its 15th anniversary.

10k  
tuned in

10,000 TUNED IN TO THE HIGHLIGHTS PROGRAMME



# SUMMARY

We owe huge thanks to everyone who contributed in some way to the success of this year's Tafwyl in whatever capacity – artists, contributors, organisers, producers, funders, supporters, volunteers or members of the audience.

It was such a special experience to have a small audience within the walls of the Castle for a few hours to celebrate Tafwyl's 15th anniversary. To have artists performing in front of a live audience in a music festival for the first time in Wales since March 2020 was incredible! It was also great to see so many enjoying the feast of Welsh talent from home with more viewers watching digitally again this year.

As we look ahead to Tafwyl 2022, we will review and revise our vision as we consider the successes, opportunities and challenges of our hybrid festival this year. We will continue our pioneering efforts to provide a proud and inclusive festival that celebrates the language, arts and culture of Wales, confidently in the heart of Cardiff.

94%

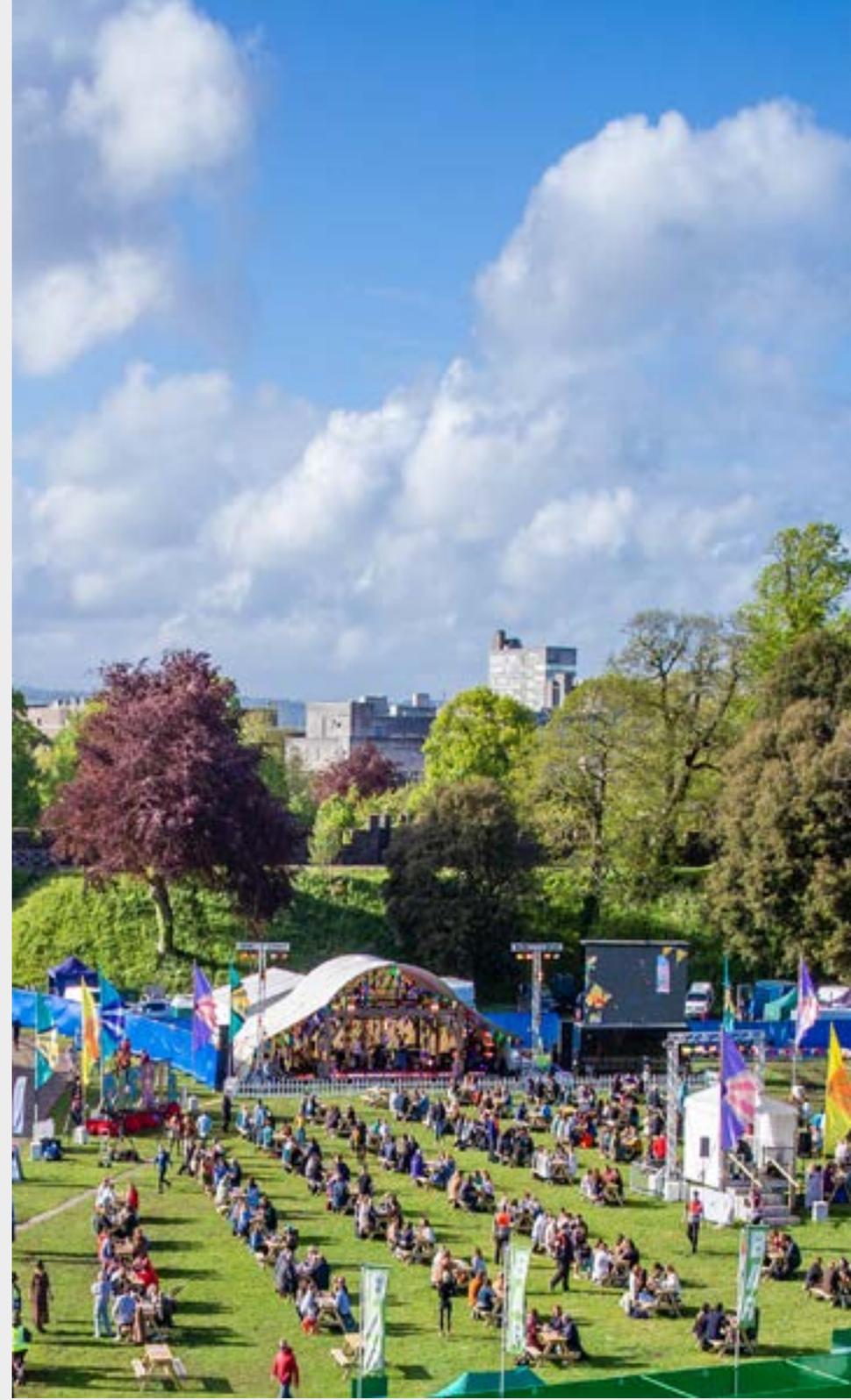
**94% WOULD LIKE TO SEE TAFWYL/  
MENTER CAERDYDD CONTINUING TO  
STAGE DIGITAL EVENTS**

100%

**100% FEEL THE FESTIVAL IS WELCOMING**

100%

**100% WOULD BE LIKELY TO RETURN TO  
TAFWYL**



"The staff were really friendly. Thanks for organising! It's given me the confidence to go to more similar events in the future. Huge thanks!"

"Please pass on my love and thanks to the artists and also the organisers, sound, video, lighting, runners, security, make-up, transport and anyone else involved I've missed"

"GREAT!!!!!! Thanks to the organisers for a festival which was safe but which also succeeded in creating an atmosphere – I enjoyed it so much. Thanks, thanks, thanks Tafwyl"

"It was a professional event and a resounding success in my opinion"

"Thank you very much! A special event which was very enjoyable"

"Really enjoyed it and lovely to be able to enjoy listening to live music again. Thanks so much to you all for all your hard work. It was worth every minute"

"Thanks from the bottom of my heart! A brilliant highlight of the year and lovely to have a bit of 'normality'!"



**DIOLCH**