

Report to	Welsh Language Steering Committee
Date of meeting	17 March, 2020
Lead Member / Officer	Nicola Stubbins/ Councillor Huw Hilditch-Roberts
Report author	Gareth Watson, Team Leader - Communications
Title	Eisteddfod yr Urdd

1. What is the report about?

This report is about Eisteddfod yr Urdd.

2. What is the reason for making this report?

To provide an update to Members on preparations for the Eisteddfod and the Council's role in the event.

3. What are the Recommendations?

To approve the contents of the report.

4. Report details

The Urdd is the largest movement for young people in the whole of Europe and the annual Urdd Eisteddfod attracts 90,000 people during the week. The Eisteddfod is hosted in North and South Wales on a rotational basis.

The event is arranged by Urdd Gobaith Cymru, but supported by officers from across Council departments. Whilst the event belongs to the Urdd, there is a desire from the Council to make the most of this opportunity to market and promote Denbighshire as a key destination.

Funding of the Eisteddfod:

The Urdd is funded in a number of ways. Each authority contributes annually through a deal brokered with the WLGA. Local fundraising committees have been arranging a host of events over recent years, to meet targets set for different communities. The Urdd also sources sponsorship from local companies and receives funding from Welsh Government.

Dates: The Eisteddfod will be hosted on the Kilford Farm site near Denbigh from Monday, 25 May until Saturday, 30 May. The actual opening concert is held in the Pavilion on Sunday, 24 May.

Themes for Denbighshire's marquee:

The Council, as a key partner, will have a marquee on a prominent site on the Eisteddfod field.

The theme for the marquee is all about Welsh language, culture, heritage, tradition, Welsh medium education and countryside. All our activities will be held through the medium of Welsh and our marquee will be staffed by Welsh speakers and learners throughout the week.

There are many activities on the Maes (Eisteddfod field) that are promoted for learners.

The DCC marquee will have four separate sections. One will have a theatre space which will be used for performances throughout the week. Schools from Denbighshire reaching the finals will be encouraged to book a slot at the marquee as a performance/rehearsal opportunity.

The second space will promote tourism business and things to do in the county. Peter McDermott, Team Leader for Tourism is leading on this aspect.

The third space will be allocated to art and craft and an artist in residence will work there during the week. Sian Fitzgerald, Denbighshire's Community Arts Officer is leading on this area and has plans to engage with schools through Wales' Children's Poet to do some work prior to the Eisteddfod.

The fourth section will be a corporate reception area, welcoming visitors to the marquee.

Outside of the marquee: Countryside Service are currently arranging plans to have an external exhibition including a beach scene and features on the countryside.

A BMX track will be placed behind the marquee, and a Dark Skies exhibition is also being planned.

Staffing: There will be a manager allocated to the stand each day and supported by a team of corporate members of staff. They will be on hand to co-ordinate activities in the main areas and to answer questions from the public. They will be taking a proactive approach to encouraging people to access our stand.

Media: The Council will be involved in a press briefing on the Monday of the Eisteddfod week and a member of Denbighshire's Communications team will have a presence at the other event, should issues relating to Denbighshire be raised.

Civic presence: A programme of activity for the Chairman of the authority will be arranged and shared with the team nearer the time.

Safety Advisory Group: The SAG has been meeting to discuss issues relating to health and safety of the event. Their remit includes food safety, licensing, transport plan, site event plan. These meetings have progressed on a monthly basis and arrangements are being put in place.

Communications and Marketing Group: This sub-group has been looking at various aspects, including the co-ordination of a marquee for Denbighshire, promotion and marketing of the event, social media and encouraging people to come and stay in the county. The team was present at the 2019 Eisteddfod and played an active role in the proclamation ceremony which took place in Prestatyn in October.

Education Group: This has been looking at all the aspects relating to schools. This has involved promoting the Urdd competitions to all schools, encouraging take up in events, promoting the proclamation ceremony, ensuring children are licenced to get involved in the activities.

Schools: Primary schools have been invited to get involved in the primary school show, with rehearsals taking place in Rhuddlan, Denbigh, Ruthin and Llangollen. The Show will take place on the main pavilion stage on the Tuesday evening.

The secondary school pupils are involved in the secondary school show which will be taking place at Theatr Elwy, St Asaph on May 2, 3 and 31.

All schools in Denbighshire have been encouraged to get involved in all Urdd Eisteddfod competitions.

The first and second placed in each competition at the local level progress to the county level. Local heats are held in the Dee Valley, Ruthin, Denbigh and Rhyl/Prestatyn.

The winners of each competition at county level will represent the county at the national.

Schools will also have an opportunity to get involved in ceremonies during the week.

- 5. Marketing/ promotion:** Denbighshire's Communications team has been involved in the Eisteddfod planning from the outset. Denbighshire's team will be supporting the Urdd's Corporate Communications team through sharing social media messages, arranging photo / filming opportunities, arranging local activities to promote the Eisteddfod.

Denbighshire's team will be promoting the county as a great place to visit, either on holiday or as day trippers and we will be making the most of the opportunity during the week to showcase the county and to promote what the county has on offer.

6. How does the decision contribute to the Corporate Priorities?

The decision contributes to the development of the Welsh Language and culture, which underpins the Council's Corporate Plan.

7. What will it cost and how will it affect other services?

A budget of £25,000 has been allocated towards the cost associated with the Eisteddfod. Any additional support is deemed as goodwill and is down to individual departments.

8. What are the main conclusions of the Well-being Impact Assessment?

Whilst no formal Well-being Impact Assessment is needed for this report, it is worth noting some of the key benefits in relation to the Well-Being and Future Generations (Wales) Act 2015 and the Welsh Language Standards.

One of the key components of the well-being and Future Generations (Wales) Act 2015 is having: “A Wales of vibrant culture and thriving Welsh Language : A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation”.

The Council also has a role, through its Welsh Language Standards, to promote opportunities for local communities to get involved in Welsh Language activities.

9. What consultations have been carried out with Scrutiny and others?

Consultation has been carried out with the Communications and Marketing Sub-Group, as well as a Strategic Sub-Group co-ordinating the Council’s response.

Updates have also been provided to the Welsh Language Steering Group and some Member Area Groups.

10. What risks are there and is there anything we can do to reduce them?

Plans are progressing well. Any risks are likely to be externally linked, eg weather, illness.