



# TAFWYL EVALUATION REPORT 2015



Cyngor Celfyddydau Cymru  
Arts Council of Wales



LOTTERY FUNDED  
ARIENNIR GAN Y LOTERI

**"TAFWYL IS EMBRACING WELSH IN AN INCLUDING WAY RATHER THAN EXCLUDING NON-WELSH SPEAKERS."**

**"TAFWYL HAS BECOME AN INTEGRAL PART OF THE SUMMER FESTIVAL IN CARDIFF, AND REFLECTS VERY WELL ON OUR CAPITAL. THE MIX OF PEOPLE ATTENDING IS GREAT – A MIX OF ALL AGES, WELSH SPEAKERS, LEARNERS, NON-WELSH SPEAKERS AND ALSO ATTRACTS FOREIGN VISITORS AND TOURISTS TO CARDIFF AS WELL - MANY PEOPLE I KNOW CAME TO CARDIFF SPECIFICALLY FOR TAFWYL THIS YEAR. MANY THANKS TO ALL THE ORGANISERS AND VOLUNTEERS."**



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# 1. INTRODUCTION

## 1.1 Festival History

Tafwyl is the annual arts & culture festival established by Menter Caerdydd in 2006 to celebrate the use of the Welsh language in Cardiff. In 2012 Tafwyl moved from the Mochyn Du, became part of Cardiff Council's 'Cardiff Summer Festival' and was held at Cardiff Castle for the first time. Tafwyl's footfall has grown incredibly over the last few years from 1,500 in the Mochyn Du to over 18,000 at last year's event.

In 2015 the main aim was to build on the festival's success by holding the event over two days once again at one of Wales' main heritage attractions – Cardiff Castle – as well as keeping the event free of charge.

## 1.2 Festival Aims

The aims of the festival, as noted by the organisers, are as follows:

1. Raise the profile of the Welsh language in Cardiff by giving children, young people and adults the opportunity to hear and speak the language in our capital city.
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 every group. Adults should see the festival as sophisticated enough for them to enjoy, while 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. Be considered a festival of high quality.
9. Establish a national profile.

## 1.3 Attendance at the Festival

Tafwyl 2015 was attended by 35,500 people (over 9 days), an increase of 90% compared with the 18,717 that attended in 2014. Tafwyl Fair was attended by 22,000 on the Saturday and 12,000 on the Sunday. The target audience number was 25,000 – with the actual figure 54% higher than expected. Attendance during the week's fringe festival was also high with 1,500 enjoying 29 events across the city. The total footfall for Tafwyl Fair and the Tafwyl Fringe Festival therefore was over 35,500.

### 1.3.1 Presence of Partners

Tafwyl is a partnership between the public, private and voluntary sectors and it provides a platform for the Welsh language in the country's capital.

We are proud as an organization to have had this idea and to have developed it together with partners who share the same vision. The organizations that visited Tafwyl include:

Urdd, Literature Wales, Cardiff & Vale Welsh for Adults Centre, Green City Events, Re-Create, WRU, Cardiff Blues, Boulders, Welsh Athletics, Glamorgan Cricket, Howells Food Consultancy, Lleol.cymru, Mewn Cymeriad, National Museum Wales, Bragdy'r Beirdd, Sherman Cymru, Theatr Genedlaethol Cymru, National Theatre Wales, Dirty Protest, Cwlwm Busnes Caerdydd, Cymdeithas Carnhuanawc, Nofit State, Gomer, Y Lolfa, Cymdeithas Golff Caerdydd, Merched y Wawr, Eglwys Ebeneser, Gorwelion/Horizons, Into Film Cymru, Mudiad Meithrin, Ti a Fi Caerdydd and Cardiff's Welsh Medium Schools.

The feedback from partners was very positive, with everyone who was asked stating their intention to take part next year as well.

### 1.3.2 Sponsors

Tafwyl succeeded in attracting £28,975 in sponsorship, compared with £19,000 last year, an increase of 52%. Many of the sponsors were new partners, including Capital Law, who have agreed to sponsor the festival for three years, as well as Park Plaza, Tafwyl's hotel partner. This is a complete list of sponsors:

**Cardiff University, BBC Cymru, Clwb Ifor Bach, Capital Law, Bay Resourcing, Boom Pictures, Equinox Communication, S4C, Miri Mawr Nursery, Adnod, Siop y Felin, Carlsberg, Mela PR, Wales Millennium Centre, Park Grove Financial Management, Cyfreithwyr.com, Cardiff & Vale College, Thompson Darwin Law, Gôl & Molin.cyf.**

## 1.4 Tafwyl 2015

There were many new developments to Tafwyl this year. Here are the highlights:

- The main development this year was holding the main event at the castle over two days – Saturday and Sunday 11.00 – 21.00. It was a hugely successful development, with an extra 12,000 people attending on the additional day.
- The fact that the event was held over two days meant that the programme of events doubled, with 42 bands across three stages, from pop, rock, indi, folk, jazz, funk & brass.
- As well as the musical acts, over 200 arts, culture, sports and cookery events were held over the weekend.
- We worked with a local artist, Cathryn Wetherhead, to develop Tafwyl's brand. The artist went on to design Tafwyl's first merchandise including T-Shirts & Bibs that were sold at the event.
- In 2015 Tafwyl signed a three year sponsorship deal with Capital Law, to help develop the festival's volunteers package. Over 120 volunteers stewarded over the weekend, and with this new sponsorship all volunteers received a food & drink voucher, t-shirt, snacks, as well as a professional briefing pack.
- Tafwyl worked with an event waste management company for the first time to be an eco-friendly festival. 20 recycling waste stations were set up around the castle.
- For the first time a Wellbeing Yurt was at the event – a yurt full of yoga, pilates, baby yoga, Indian head massage, Reiki Healing sessions and workshop.
- Thanks to additional funding from the Heritage Lottery Fund it was possible to bring Cardiff Castle's Welsh history alive, with street theatre performances by Ifor Bach.
- Leader of Cardiff Council ,Phil Bale and Tafwyl ambassadors Huw Stephens were present at the Official Opening of Tafwyl.
- We worked with Moilin Cyf. to develop the Tafwyl app.

**"THE FAIR WAS EXCELLENTLY ORGANISED - AND I WAS SO PROUD TO HEAR THAT EVERYONE WHO ATTENDED REALLY ENJOYED. GREAT!" EQUINOX COMMUNICATIONS - SPONSOR**



***“EVERYTHING WAS SO WELL DONE AND SUITABLE FOR A WIDE AGE RANGE. IT MADE ME FEEL PROUD OF BEING WELSH AND A PART OF THE CITY. I WOULD HIGHLY RECOMMEND IT TO LOTS OF PEOPLE.”***

***“AN AMAZING OPPORTUNITY TO SOCIALISE IN THE CITY CENTRE THROUGH THE WELSH LANGUAGE. A GOOD OPPORTUNITY TO SHOW THAT THE LANGUAGE IS ALIVE AND WHY PEOPLE SPEAK IT - THAT THE LANGUAGE IS MORE THAN A WAY TO COMMUNICATE - IT'S A WAY OF LIFE, OUR TRUE CULTURE.”***

## **1.5 Marketing**

People were asked how they had heard about the festival. The most popular sources of information were the website, booklets and leaflets and through friends.

### **1.5.1 Social Media and Website**

In the months leading up to Tafwyl and during the festival, from the 1st of May to the 6th, July there were 14,978 visits to Tafwyl's website ([www.tafwyl.org](http://www.tafwyl.org)) – 10,763 unique visits and 58,516 visits to different pages on the site.

Tafwyl's Twitter was very busy during the weekend of Tafwyl Fair. Tafwyl got 1,041 retweets and 733 mentions, leading to a possible reach of 1,845,936 people, with people such as Huw Stephens (132,670 followers), Matthew Rhys (16,534 followers) and Beca Pirkis (22,024 followers) tweeting about the festival.

Over the year, Tafwyl's Twitter followers increased from 2,463 to 3,390 – an increase of 37.64%.

The number of followers on Facebook had reached 2,952 by the end of Tafwyl week.

Tafwyl's app was updated on iOS 323 times and Android 128 times.

### **1.5.2 Media**

The festival enjoyed extensive media coverage including:

- 10 items on national television including Heno, Made in Cardiff, Prynawn Da, Sky Sports News, ITV News and Newyddion 9.
- An hour's programme of Tafwyl highlights was broadcasted on Made in Cardiff, appealing to a wider non-Welsh speaking audience in Cardiff.
- Live broadcasts from Tafwyl Fair on BBC Radio Cymru and Radio Wales.
- 8 radio interviews including a 20 minute interview with Huw Stephens and Tafwyl's organiser on Radio Wales, and interviews on Radio Cardiff and Radio Cymru.
- More than 10 items in the national, regional and local press including Western Mail, Wales on Sunday, Waitrose Weekender, Buzz Magazine, Cardiff Life, South Wales Echo, Golwg, Y Cymro, Selar and Y Dinesydd.



***“WELL, I'M SO GLAD THAT THE EVENT IS GOING FROM STRENGTH TO STRENGTH - IT REALLY IS GREAT! CONGRATULATIONS MENTER CAERDYDD. IT GIVES CONFIDENCE TO THE WELSH LANGUAGE AND TO OUR CULTURE. I ENJOYED SO MUCH!”***



# 2. 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 is the demography of the festival's audience?
4. What was the effect of the festival on participants?
5. What was the economic impact of the festival?

## 2.2 Methodology

Data was collected by the evaluation team at the main entrance and by the festival office.

The team at the main entrance collected a sample of the festival's audience in order to analyse the demography. An evaluation survey was sent to the public through our Facebook and Twitter, and our e-chlysur network, sent to 5,000 people. Survey Monkey was used to create and analyse the survey. A survey was also sent to all the festival's stallholders and partners, in order to collect their opinion and comments about the festival.

## 2.3 Results

198 interviews were held with festival attendees on Survey Monkey. The demography of attendees was observed.

### 2.3.1 Audience Demography

According to the sample of the team at the main entrance, the gender split was 54% female, 46% male. The age range categories were quite similar to last year with 43% between 25-40 and 38% over 60.

Observationally, about 1/3 of attendees were children, and the majority of those who attended were white (91%).

A number of people had travelled far to attend the festival. 15% of attendees had traveled from outside of Cardiff. From those who had traveled, 81% had traveled between 10-50 miles, 8% between 50-100 miles and 11% over 100 miles.

The evaluation shows that Tafwyl appeals not only to a Welsh speaking audience but to a much wider audience of non-Welsh speaker – 79% of the attendees were Welsh speakers.

### 2.3.2 Festival Venues

With 96.8% of last year's attendees agreeing that the Castle was an excellent venue for the festival, it was held there again this year, and the response was incredible, with over 34,000 attending Tafwyl Fair.

When asked 'Do you think Cardiff Castle is the appropriate location to Tafwyl?' an amazing response was had with 99% answering 'Yes'.

During the fringe festival various events were held across the city in different venues.

There were many venues this year including Lookout Café Bar, Gôl, Hayley Park, Elgano, Porters, Y Mochyn Du, Chapter, Cardiff Story, Clwb Ifor Bach, Duck Egg Bleu, Roath Park and many Cardiff Libraries.

All the locations worked very well, and the venues are keen for Menter Caerdydd to hold events there again.



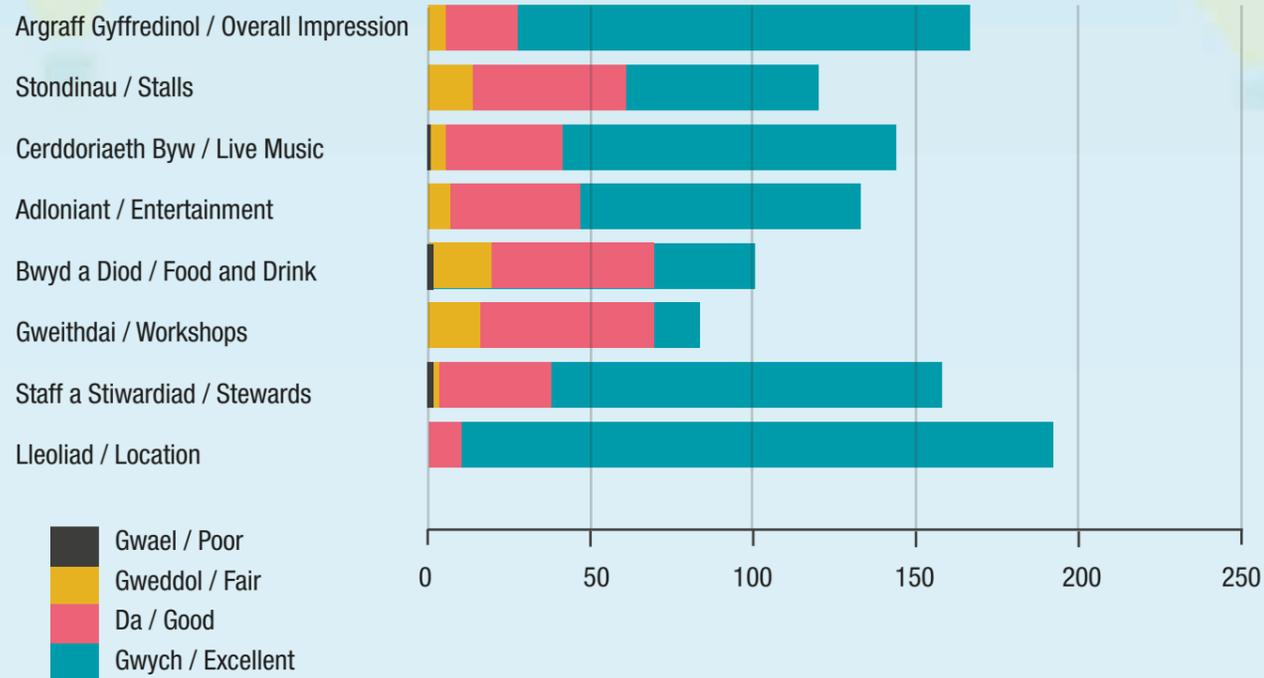
**"ONE OF THE BEST ORGANISED EVENTS IN CARDIFF, BY FAR. STAFF, CLEANLINESS, SET UP, ORGANISATION, STAGE, ACTS, FOOD SELECTION... EVERYTHING, GREAT!" THE WELSH CREPERIE CO. – CATERER**



### 2.3.3 Grading the Festival

The response to the festival on social media and in the form of personal letters was very positive.

Respondents were asked to rate their impression of the festival. The responses are summarised in the chart below:



The live music aspects of the festival were extremely popular with 96% grading the music ‘excellent’ or ‘good’.

The stalls were also very popular with 92% grading them ‘excellent’ or ‘good’.

The rating for the overall impression of the festival was extremely positive with 83.59% rating it ‘excellent’, and 14.36% as ‘good’. Only 2.05% of attendees rated the festival as ‘fair’ and none as ‘poor’.

In 2014 the least popular area was the Food and Drink area with 72% giving a ‘good’ or ‘excellent’ grade. But this year the rating has risen to 83.59% with only 11.4% rating it ‘fair’ and only 1.04% as ‘poor’. The main reason for this is that there were 8 catering stalls this year instead of 6 – and they were all of very high standards and chosen very carefully in conjunction with Howells Food Consultancy.

We asked the audience ‘Do you think Tafwyl has a positive effect on the Welsh language in Cardiff?’ – an impressive 96.91% answered ‘Yes’.

96.94% stated that they would visit the festival again in future. The most popular aspects of the festival were the live music, the location, the opportunity to socialise in Welsh, and the friendly atmosphere.



### 2.3.4 Economic Impact

#### 2.3.4.1 Customer Expenditure

To evaluate the expenditure of Tafwyl attendees, respondents were asked to note how much they spent on different things:

Area	Average
Bwyd a Diod / Food and Drink	£22.38
Stondinau / Stalls	£13.69
Trafnidiaeth i'r wyl / Transport to and from the festival	£5.00
Llety / Accomodation	£1.97
Tafarndai a Bwytai / Bars and Restaurants	£12.69
<b>Total expenditure per head</b>	<b>£55.73</b>

So by analysing the results, bearing in mind that about 1/3 of attendees were children, we can see that Tafwyl had an economic impact on Cardiff of about £1,263,213.33.

#### 2.3.4.2 Stallholders

Again this year 32 stalls were selling Welsh produce. Tafwyl’s stallholders were asked, in a separate survey, how much money they made on the day. The average for stallholders selling merchandise was £700, around £22,400 between all the stalls. Caterers and bars made a profit of just under £72,000. Many of the caterers/bars had to employ local Welsh speaking staff for their stalls – 30 local staff were employed for the festival.

**“IT IS A REAL PLEASURE TO BE PART OF THIS SPECIAL FESTIVAL. SUCH A HOMELY AND FRIENDLY ATMOSPHERE, EXCELLENT LOCATION, AND THE FREE ENTRY IS AMAZING TO TARGET A WIDE AUDIENCE. A FESTIVAL WHICH HAS BEEN ORGANISED EXTREMELY WELL. KEEP UP THE GREAT WORK MENTER CAERDYDD.” MEINIR WYN, STALLHOLDER**



## 2.4 Developing Tafwyl

We asked respondents how they would like to see Tafwyl develop. Here are a few of the most popular suggestions:

- Roofed area in case it rains
- More activities for teenagers
- Stalls by Cardiff's Welsh organisations and societies
- Camping facilities
- Bigger Acoustic Tent
- Better scheduling of bands to stop sound affecting other activities
- Develop and introduce more comedy, cabaret and street theatre
- Develop and continue the Wellbeing Yurt

# 3. SUMMARY OF ACTION PLAN

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This year's Tafwyl was the most successful yet with over 34,500 attending the 9 day festival, with 34,000 attending Tafwyl Fair, Cardiff Castle over the two days – an increase of 90% from last year.

By now we attract £145,475 in funding for Tafwyl, an increase of 24% compared with last year.

Tafwyl 2015 brought an economic impact of around £1,263,213.00 to the city.

There was an increase in the number of individual events held at Tafwyl this year – 210 compared with 157 in 2014. 99% of attendees thought the Castle was an excellent venue, 94.68% thought the entertainment was 'excellent' or 'good', and 96% thought the same for live music. 96.98% said they were likely to attend the festival again next year.

In order to continue to develop Tafwyl, respond to our customers' recommendations, ensure that Tafwyl is an inclusive festival that can appeal to a wider audience, the following factors must be considered in future:

- Keep Tafwyl Fair as a two day event.
- Continue to hold the event at Cardiff Castle. Continue to work with Cardiff Council to ensure Tafwyl's home is the castle.
- Keeping free admission to the festival but continue to ensure substantial income in order to keep the festival going.
- Develop more content suitable for young people, and develop the wellbeing, comedy and arts elements.
- Better provision for rainy weather.
- Keep the high standard of the Street Food Area.
- Developing a partnership with Visit Wales in order to expand the Tafwyl brand outside Wales, and twin Tafwyl with an European Festival.