



Project Evaluation Report

March 2022



Contents

Page	Section	Page	Section
3	1 Introduction	42	8 Embedding A Legacy
3	1.1 Commission Summary	42	8.1 Target
3	1.2 Report Purpose	42	8.2 Develop a Conwy Wide Culture Strategy
3	1.3 Agreed Methodology	44	8.3 Develop Heritage Forum
4	2 Background	44	8.4 Building A Network For Sharing Resources
4	2.1 Great Place Scheme	46	8.5 End Of Programme Conference
5	2.2 Imagine Colwyn Bay		
7	3 Project Management	48	9 Beneficiaries
7	3.1 Governance	48	9.1 Demographics
7	3.2 Collaborative Approach	48	9.2 Language
9	3.3 Community Co-Design	49	9.3 Reach
10	3.4 Covid-19	49	9.4 Feedback
11	4 Measuring Performance	50	10 Financial Performance
11	4.1 Evaluation Framework	50	10.1 Project Income
11	4.2 Performance Measurement	50	10.2 Project Spend
12	5 Understanding The Context	51	11 Lessons Learned
12	5.1 Target	51	11.1 Key Learning
12	5.2 Asset Mapping	53	11.2 Legacy
13	5.3 Community Sense Of Place		
16	5.4 Skills Development and Training	56	Appendices
17	6 Connecting People	57	A Bursary Recipients
17	6.1 Target	58	B Engagement Survey Responses
17	6.2 Activities Programme		
28	7 Building Creative Capacity		
28	7.1 Target		
28	7.2 Creative Industries Network		
38	7.3 Local Businesses Engagement		

Front cover images (top to bottom):

1. Graffiti workshop at Prom Xtra
2. Imagine Trail Scooter Rally Recording
3. Archive image of Station Road with green screen images from Launch
4. Animation workshop at the Colwyn Bay Artisan Market, © Hedd F Williams

1 Introduction

1.1 Commission Summary

David Waterfall was appointed by Conwy County Borough Council (CCBC) in February 2019 to support the team to collate and analyse data regarding its Imagine Colwyn Bay project, a National Lottery Heritage Fund (The Heritage Fund) Great Place scheme, and to use this information to produce an evidence-led evaluation report. The commission was overseen by the project's Steering Group.

1.2 Report Purpose

The purpose of this report was twofold:

1. Firstly to align with the funding agreement and present performance data to The Heritage Fund (as funder) and to support data that could be passed by CCBC to the programme level evaluators.
2. Secondly to present the overall performance of the project so that CCBC and stakeholders can understand the full impact that has been created for the area, and use the learning to inform future interventions focusing on heritage, culture and community.

1.3 Agreed Methodology

The approach was agreed in advance with the Steering Group and involved: review of background and supporting documentation on the project; several visits with the team to understand the background to the area; meetings and ongoing discussions with partners; development of systems and tools to assist capture feedback, and collation and analysis of data.

Regular update sessions were also held to review progress and discuss emerging findings.

2 Background

2.1 Great Place Scheme

The core principle of the National Lottery Heritage Fund, Great Place scheme is that understanding, valuing and sharing our heritage brings people together, inspires pride in communities and boosts investment in local economies.

Great Place was a pilot scheme and a partnership between The Heritage Fund and Arts Council England, and supported by Historic England. It put culture and heritage at the heart of the local vision and ambition for communities by enabling strong new partnerships between the arts, heritage and other local agencies. It recognised that what makes people and communities thrive is a sense of involvement, identity and belonging. Those connections often grow most powerfully when people take part in local arts activities and when they relate confidently to their own culture, history and heritage. The scheme also acknowledged that involvement in the arts can make a vital difference to health and wellbeing, to a richer education and better career opportunities, to developing local skills, jobs and economies, and, in short, to making a whole locality – a ‘place’ – feel better, work better and look better.

Great Place was delivered UK-wide. It was launched in England in 2016 with sixteen projects that were awarded a total of £20m with grants ranging from £558,400 to £1,489,200 (an average of £1,023,800 per project). In the three nations – Wales, Scotland and Northern Ireland – the scheme was launched in late 2017:

- **Wales:** £1.4m awarded to five projects (average of £280K)
- **Scotland:** £2.5m awarded to nine projects (average of £278K)
- **Northern Ireland:** £1m awarded to four projects (average of £250K)

In Wales, the five funded projects were (in order of size of grant received):

1. **Colwyn Bay:** Imagine Colwyn Bay, £400,000 (North Wales)
2. **Gwynedd:** LleCHI Adfywio trwy dreftadaeth yn Nyffrynnoedd Enwebiad Safle Treftadaeth y Byd Llechi Cymru, £362,000 (North Wales)
3. **Barry:** Barry Making Waves, £252,000 (South Wales)
4. **Preseli:** Ein Cymdogaeth Werin – Preseli Heartlands Communities, £218,000 (West Wales)
5. **Llanelli:** Your Heritage, Your Opportunity, Your Place, £200,500 (South Wales)

The Great Place scheme was evaluated on behalf of The Heritage Fund by BOP Consulting in England, and The Audience Agency (TAA) in Wales, Scotland, and Northern Ireland. As such, this project fell within the remit of TAA in terms of monitoring requirements, mandatory evaluation procedures, and regular progress reporting.



Bay of Colwyn aerial view © Mel Hughes

2.2 Imagine Colwyn Bay

2.2.1 Overview

The Imagine Colwyn Bay project area spans the Bay of Colwyn and Mochdre. The Bay of Colwyn is made up of 3 distinct coastal communities: Colwyn Bay, Old Colwyn and Rhos on Sea.

With a total project cost of £451,000, Imagine Colwyn Bay received £400,000 of The National Lottery Heritage Fund support with £17,000 of match funding from each of CCBC, Colwyn Business Improvement District and Bay of Colwyn Town Council.

The grant was awarded in March 2018 but due to restructures within CCBC, delivery did not commence until January 2019. Although the original timeframe was delivery to 31st March 2021, due to Covid-19 an extension was granted to March 2022.

2.2.2 Approved Purposes

Activities delivered by Great Place projects aligned with several of The Heritage Fund categories:

1. Talking to people
2. Exploring new ideas
3. Creating tools to realise step-change
4. Building capacity

The approved purposes were:

APPROVED PURPOSES				
Grouping and Detail	Talking	Exploring	Creating	Capacity
Understanding the Context <ul style="list-style-type: none"> Heritage and culture asset mapping exercise. Workshops to explore the community's sense of place. Skills audit to identify gaps in training and support for creative industries. 	✓	✓		
Connecting People <ul style="list-style-type: none"> Programme of events and activities throughout the Great Place area to connect people with heritage and culture, supported by a range of creative professionals. 		✓	✓	
Building Creative Capacity <ul style="list-style-type: none"> Develop a creative industries' support network to receive advice, help and support through high level master classes, training, peer-to-peer mentoring and networking opportunities. Engage local businesses to promote the town's heritage to visitors and local community. Support small businesses to design pieces inspired by the town's heritage and to test their work using empty spaces as pop-up venues. 			✓	✓
Embedding a Legacy <ul style="list-style-type: none"> Develop a Conwy wide Culture Strategy to feed into other key strategies and a Cultural Framework for Colwyn Bay. Further develop the local Heritage Forum using it as a sounding board and source of information for developing a heritage strategy. Building a network for the third sector, peer-to-peer mentoring, networking opportunities, training events, sharing of resources and ideas. Develop an end of programme conference promoting outcomes and learning. 	✓	✓	✓	✓
<ul style="list-style-type: none"> Production of a Project Evaluation report. 				
<ul style="list-style-type: none"> High visibility acknowledgement of the Heritage Lottery Fund on site, online and in all activities. 				

3 Project Management

3.1 Governance

The crux of the project was a governance model based on a true partnership, bringing several parties together to focus on a common set of outcomes and eventual legacy for the area. This was led by CCBC (as the accountable body, initially sitting with the Community Development Service, and then following a restructure in 2020 under the newly formed Economy and Culture Service), with input from a Steering Group that reflected a diverse range of project partners, supported by a Programme Co-ordinator role (which was funded through the project).

3.2 Collaborative Approach

- **Council:** the project sat within the Culture and Information Team, providing insight to the Regeneration Team, whilst linking with the Bay Life Regeneration Programme.
- **Steering Group:** a Memorandum of Understanding was developed that set out an agreement between Group members to collaborate to realise the aims and objectives set out in Imagine Colwyn Bay's heritage and cultural development activity plan. The Steering Group also had the remit to oversee and support the ongoing project evaluation.

See below for details of the Steering Group, including the changes in membership that took place during the life of the project:

STEERING GROUP	
Organisation / Role	Link with Project
Independent Project Chair	A local resident and community representative active in local voluntary groups including the Colwyn Bay Heritage Group.
CCBC - Section Head Business and Tourism	Regeneration strategy and Local Development Plan link. The post holder retired in 2020 and whilst regular contact was maintained with the newly appointed person they were unable to commit to the Imagine Colwyn Bay Steering Group.
CCBC - Project Lead and Heritage and Culture Manager	Link with Conwy's Culture and Information service. The post holder was on maternity leave for a year; during this period the Culture and Information Section Head provided cover.
CCBC - Culture Development Officer	Link to culture and arts programming, local creatives and the wider Conwy Arts Strategy.
CCBC - Senior Library Assistant	Local historian, resource and archive link. Workload made regular attendance difficult. The role was withdrawn from the Steering Group in mid-2020, but close project links were maintained.
Bay of Colwyn Town Council - Town Clerk	Community links and representation, in addition supported project with minute taking.

Bay of Colwyn Town Councillor	Community representative with background in Creative Industries.
North Wales Development Trust	Third Sector, creative industries and regeneration link. The Trust did not play an active role and did not attend Steering Group meetings.
CCBC - Programme Co-ordinator, Imagine Colwyn Bay	Dedicated Project Officer.
Colwyn Bay Heritage Group (CBHG) - Chair	Local history and community link, also a member of Glyn Ward Invest Local and Community Place Plan Team.
Glyn Ward Invest Local / Together for Colwyn Bay	A Building Communities Trust, Invest Local community development project in the Glyn Ward of Colwyn Bay.
Colwyn BID, Project Manager	Creative industries and local business link. Present at just two meetings in 2019. Colwyn BID formally disbanded in March 2020.
Coleg Llandrillo - Head of Programme Creative & Expressive Arts	Link to education and the creative industries.
TAPE Community Music and Film - Operations Director	Community arts and media charity with creative industry links. To avoid a conflict of interest they stood down from the Steering Group when they tendered for a delivery role on the project in October 2019.
Mochdre Community Council	Representative identified but capacity issues meant that attendance wasn't possible.

A Conwy Well-Being Team representative was invited to be on the Group but declined due to capacity and countywide remit.

Early in 2020 a community representative voiced concerns that the Steering Group was too 'Council heavy'. This was addressed with the following changes:

- Senior Library Assistant officer role being withdrawn.
- Change in personnel and role of the Business and Tourism Section Head meant they no longer had a presence on the Group.
- Project Lead only attending meetings as and when required.

A gap was identified in business representation when the Colwyn Business Improvement District disbanded. However, as the Chamber of Trade was not functioning it was not possible to identify another business representative.

- **Delivery Partners:** a number of local organisations were involved in service and activity delivery or development – as referenced throughout this report.
- **Programme Co-ordinator (Imagine Colwyn Bay):** the role started on 7th January 2019 at project inception, being a fixed term contract at 37 hours per week to 31st December 2021 (extended to March 2022 due to the project extension), providing ample time to ensure project close and to embed legacy value. The Job Description states “*overall responsibility for the delivery of Imagine Colwyn Bay’s vision of a programme of heritage and cultural activity funded through The Heritage Fund Great Place programme; supporting the town’s wider regeneration programmes and activity.*” It should be noted that the working group who had formed to develop the bid had a role in the recruitment and appointment of the post-holder, to ensure local accountability and ownership.

3.3 Community Co-Design

Enabling local people to shape delivery and take ownership of activity was a key theme of the project. This was primarily achieved through informal approaches whereby key project partners or delivery providers engaged local people and / or community groups to help shape and deliver activity. Examples include:

- **Glyn Ward Invest Local (Together for Colwyn Bay):** close working with this organisation, and reviewing the consultation that they conducted in 2018, helped to align delivery to local priorities and supported community co-design.
- **Healthcare Residencies:** engagement occurred with a Betsi Cadwaladr University Health Board (BCUHB) led early onset dementia group, along with carers and NHS staff to help co-produce both activities and the ways in which they were delivered. From discussions with this group the project adapted its plans and included the creation of reminiscence resources for the more recent eras of the 1960s, 70s and 80s. The resources were then fine-tuned through piloting within community and care home settings.
- **Imagine Trail App:** there was significant community involvement in the development of this resource, from identifying themes, topics and characters as well as spanning workshops and peer-testing, to embed true co-design in building a community-driven interactive resource.
- **Place Branding:** the place brand was developed by working closely with the Colwyn Community Place Plan Team – a newly formed cross-sector representative group. In addition to informing the design, consultation with the working group and polls with the wider community determined that the branding would be developed for ‘Colwyn’, rather than ‘Bay of Colwyn’.
- **Public Art:** the need for public art to encourage footfall between the waterfront and town centre was identified through engagement and consultation early in the project. The sculpture trail and underpass artwork projects were co-designed with the ideas and concepts developed through workshops in community and education settings.

3.4 Covid-19

The enduring impact of Covid-19 across most of 2020 and 2021 had a negative effect on project governance (for example meetings moved to being online), partner delivery (for example a reduced scale of activity and presence from several partners), and business engagement (many local creatives were furloughed and out of contact). As a result, much of the original programme and intentions for local activities and events had to be redesigned to accommodate social distancing where possible, adapted to online / digital formats or - in the worst case - cancelled.

The Heritage Fund were flexible and supportive during the process, seeking to offer advice and agree to delivery alterations where practical to ensure that project delivery continued. This included a 12 month project extension to allow for the revised delivery timescale.

The overall impact of Covid-19 was that engagement with the community changed dramatically. Where possible, delivery was adapted to use Zoom and other video conference and webinar platforms, whilst enabling workshop delivery and meetings to continue if allowable. It was a steep learning curve for everyone and did compromise participation and the level of co-production. It was very difficult - and at times impossible - to engage with the digitally excluded. As an example, pre-pandemic sessions were held in local venues on a Monday evening bringing life to the evening economy, and although the online sessions provided much needed sector support and had a wider geographic reach, there was no additional benefit to the project area. A key element of the project was creating activity in the town centres to increase footfall, vibrancy, collaboration and sense of belonging. Whilst online delivery enabled work to continue and supported individuals and their wellbeing, the wider placemaking objectives were negatively impacted.

Whilst presenting challenges for a placemaking project, in some instances the pandemic created opportunities such as:

- The Then and Now community sessions moved from an in-person weekday morning slot to an online evening slot. Sadly many of the people that attended the original session were not able to continue to attend, but the sessions did reach a new audience and attracted a younger demographic. Moving forwards, project partners Colwyn Bay Heritage Group are keen to explore hybrid delivery so people can engage in person and online.
- When group sessions and events were not possible, delivery was adapted to creating resources such as educational films and activity packs linked to local history. These resources will potentially have longer term, more sustainable outcomes compared to a one-off event or activity.

4 Measuring Performance

4.1 Evaluation Framework

The broader monitoring and evaluation framework occurred at two levels:

- **Scheme Level Evaluation:** data was submitted from each project to TAA (as the programme level evaluator for The Heritage Fund in Wales) at baseline, interim and final stages. Examples of TAA mandatory documentation included:
 - Project Manager survey
 - Partners survey
 - Steering Group survey
 - Predefined questions (quantitative and qualitative) that aligned with formal outcomes
- **Project Level Evaluation:** this evaluation report was the primary deliverable at the project level. To assist the monitoring at the outset, a concise Evaluation Framework was developed to align with the detailed TAA outcome requirements, which identified the data capture tools and frequency of engagement required. However, as TAA input and requirements diminished during project delivery, the Evaluation Framework was reworked with a greater focus on evidencing achievement of the Approved Purposes. This then provided a blueprint for the project level evaluation and was developed in partnership with the Co-ordinator and with input and scrutiny from the Steering Group.

4.2 Performance Measurement

The majority of the data was provided by the Co-ordinator as ongoing delivery occurred, using a variety of surveying and engagement methods. These were designed to be as easy-to-complete and user-friendly as possible whilst capturing the information required for the project and programme level evaluation. They included:

- **Engagement Survey:** the primary tool (available in paper form and online) for capturing data on attendees and those engaging with the project. Given the rigid nature of TAA criteria and the in-depth mandatory questions, it proved difficult to secure responses as the survey was long and requested personal information. The increase in online delivery due to Covid-19 added to the challenge and in total 168 completed surveys were received. It should be noted that this represents a small percentage of those that engaged with the project, and as such the scale of data does not represent the full extent of the audiences successfully reached; rather it represents those that could be encouraged to return a survey such as those in youth workshops or school-based activity (which accounts for the high proportion of under 16s, illustrated in Appendix B).
- **Events and Activities Listing:** collating data and attendances on all activities undertaken.
- **Films:** featuring interviews that illustrate a wealth of learning from activity developed with, and for, the community, such as the Imagine Trail app.
- **Case Studies:** stories that capture people's experiences of involvement in the project.

In terms of performance management, the approved purposes are considered in the following sections, outlining the original intention and the activity that was delivered.

5 Understanding the Context

5.1 Target

The approved purpose for this area of delivery included:

APPROVED PURPOSE				
Understanding The Context	Talking	Exploring	Creating	Capacity
Understanding the Context <ul style="list-style-type: none">Heritage and culture asset mapping exercise carried out.Workshops to explore the community's sense of place.Skills audit to identify gaps for training and support for creative industries.	✓	✓		

5.2 Asset Mapping

NCompass Consultants were commissioned to support the development of a Cultural and Heritage Asset Register, in consultation with the Steering Group, and a range of local heritage and third sector organisations. Finalised in September 2019, the document provided a snapshot of the range and scope of heritage and cultural resources available within the project area.

An initial pro forma was developed that gained a range of suggestions for local assets, which were then more fully researched and developed. The final listing includes 136 entries, and for each outlines key information regarding the individual asset:

- Name (including contact points, address and website)
- Governance arrangements
- Social / educational assets held
- Physical assets held
- Material assets held
- Other points of interest
- Funding model
- Operational hours

Not only did the Asset Register inform project activity and development, it was also made available to project partners such as Colwyn Bay Heritage Group and Together for Colwyn Bay to share insight and contribute to local mapping.

“ The heritage asset mapping was a very useful exercise. The support from N-Compass has provided a frame work and providing it is a ‘live’ document and updated regularly it will be a valuable resource for future heritage projects.”

Colwyn Bay Heritage Group Representative

In moving forward, the Asset Register will be kept updated and managed on a shared drive by Colwyn Bay Heritage Group.

5.3 Community Sense of Place

5.3.1 Initial Delivery Engagement

During the inception and first delivery phase (January to October 2019) a total of 47 workshops and event activities were held to engage with communities and to begin to understand and explore views and priorities relating to ‘place’. For example, Pigtown Theatre was commissioned to engage people at a number of different events and encourage the sharing of views and opinions, capturing them through creative use of a white board speech bubble.

To assist in the process of engagement and gaining local feedback, a project ‘postcard’ was created to capture views to inform delivery and build awareness within the community. Some people used the postcards as an opportunity to sign up to the project mailing list, whereas others were able to share memories and hopes for the future.

Over 70 completed project postcards were received, enabling a wide range of responses to be fed into project plans.



Engagement activity to capture

Key themes that emerged included:

- Memories of the pier, Pat Collins funfair and Dinosaur World.
- The importance of supporting high streets.
- Improving linkages between the promenade /waterfront and Colwyn Bay town centre.

Examples of activities to further understand the community's sense of place included:

5.3.2 Street Art Consultation

At the Prom Xtra event in May 2019 the project offered a street art / graffiti workshop and had facilitators from Pigtown Theatre on hand to capture people's views using whiteboard speech bubbles.



Over the course of the day, 120 people were engaged and a piece of co-produced public artwork based on an archive photograph was created. The artwork was placed on hoardings in a prominent location by Colwyn Bay train station.

5.3.3 World Rally Championship Virtual Reality (VR) Gaming Workshop

This innovative drop-in activity was held to celebrate the GB World Rally Stage, which was held in Colwyn Bay in October 2019.



Facilitated by local tech creatives Reality Boffins at Colwyn Bay Library, 80 people attended and had the opportunity to create models of local buildings and then race VR cars around Colwyn Bay streets.

5.3.4 Community Map and Memory Recording

A pop-up temporary venue at 22 Station Road gave the project a presence on the high street. A large-scale map of the project area was installed which encouraged people to reflect, and share photos and memories of local places.



Memories were recorded and a sound installation created. Building on the community linkages made, this pop-up venue created a community space for the 1940s event and was also used for workshops. The map is in storage and the Colwyn Place Plan Team are planning to use it for future consultation activities.

5.3.5 Eisteddfod Animation

To celebrate the National Eisteddfod coming to the county in 2019, a series of workshops were held with an adult group (engaged through Communities for Work and TAPE's Active Inclusion project) to explore local Welsh culture and the history of the Eisteddfod in Colwyn Bay. Senior Library Assistant and local historian Eunice Roberts held sessions with the group and archive collections were made available to them. The group made a short animation, and a temporary exhibition celebrating the history of the Eisteddfod in Colwyn Bay was installed at the library. The film was screened at the National Eisteddfod and participants had the opportunity to attend. The film is available to view at: <https://vimeo.com/353004555>

“ The workshops gave the opportunity for group members to learn about local culture and creatively explore sense of place whilst developing creative skills and confidence. The group was made up of people from the local area and those who had moved to the area more recently. One of the quieter members of the group who was a first language Welsh speaker familiar with Eisteddfodau grew in confidence with the opportunity to share his knowledge and personal experiences”

Colwyn Bay Heritage Group Representative

5.4 Skills Development and Training

A needs analysis was undertaken to build a clearer picture of the creative industries operating locally. In addition to identifying the skills, network and development gaps the audit also explored the need for co-working spaces. The data from the 80 completed survey returns suggested a demand for flexible co-working space and also specific types of training.

Alongside this, mapping of local provision found that there were extensive and accessible general business support and training opportunities available through organisations such as: Conwy Business Team, Menter Môn, and Business Wales.

The information gathered informed the programme of activity, ensuring that it didn't duplicate existing provision and led to the project taking on a brokering role, signposting creatives to support and to opportunities when available.

In response to the findings the funding that was ring-fenced for 'Masterclass training' was repurposed into a pilot grant scheme to assist with the specific needs identified by eligible individuals and organisations to develop their skills and business capability. The Creative and Digital Colwyn Bursary pilot is covered in detail later in this report.

6 Connecting People

6.1 Target

The approved purpose for this area of delivery included:

APPROVED PURPOSE				
Connecting People	Talking	Exploring	Creating	Capacity
Programme of events and activities throughout the Great Place area to connect people with heritage and culture, supported by a range of creative professionals.		✓	✓	

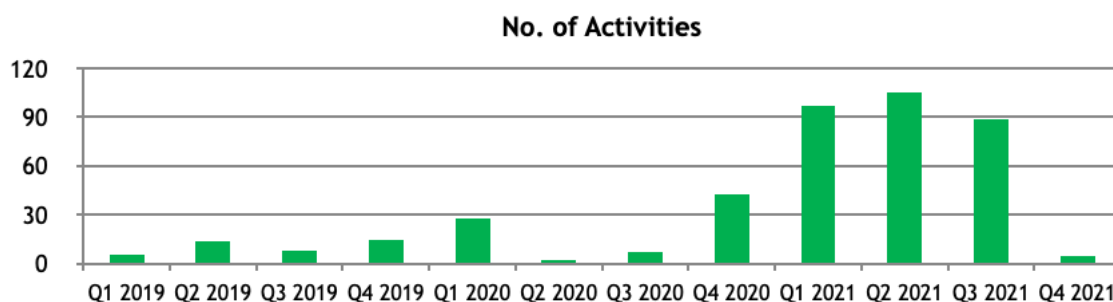
6.2 Activities Programme

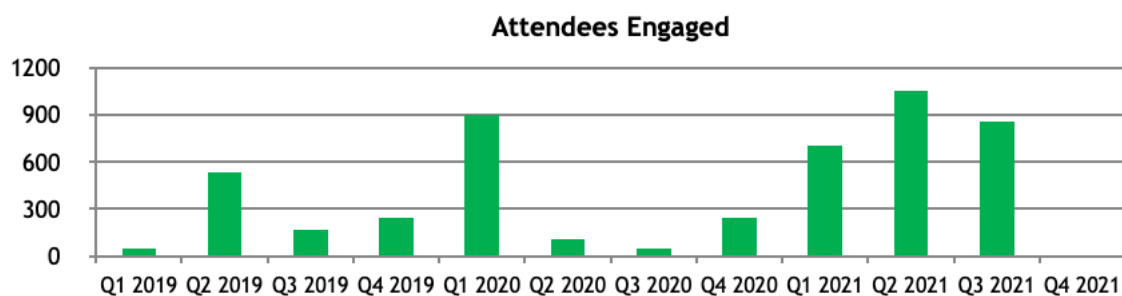
Although a diverse programme of events and activities was planned, the onset of Covid-19 in early 2020 (just as the project was moving into its main delivery phase) significantly reduced the scale of face-to-face sessions that could be delivered. The Programme Co-ordinator was quick to implement a virtual offer where possible, although digital means did not always lend themselves to those activities that would have benefited from allowing participants to experience Colwyn Bay as a 'great place' first hand.

The overall programme of events and activities included:

- 580 events / activities offered
- Over 5500 attendances were recorded (acknowledging attendance at some events was not able to be captured, and this figure does not include those engaged via Facebook live events – so the actual engagement figure would be significantly higher).

The charts below illustrate the frequency and scale of activity across the project lifetime, indicating that even during the pandemic there was still a continued level of activity:





Given the breadth of activities delivered, a selection of examples include:

6.2.1 Launch

The formal project launch event was held at Theatr Colwyn on 9th April 2019. Attended by over 120 people, the event included community performances, presentations and a series of drop-in activities that aimed to give a taste of the heritage-inspired, creative opportunities that would be available through the project, such as guided heritage walks, animation, VR modelling and gaming.

The event concluded in the evening with presentations and a screening of Dr Marian Gwyn's film 'The Remarkable Reverend William Hughes and the African Institute'. Catering was provided by a local social enterprise to further support the local economy.



Arthur Creber, Project Chair Presenting at Launch Event

" It was lovely to meet up with people from the community a real 'buzz' in the place"

" The cross generational appeal of today has been inspirational. Well done to the organisers"

" Many thanks - this sort of event would not happen where we used to live"

Launch Event Attendees



Imagine Trail visuals

6.2.2 Imagine Trail App

Tape Community Music and Film were commissioned via formal tender in November 2019 to develop the Imagine Trail app, with local tech-creatives Reality Boffins as sub-contractors. The development of the augmented reality (AR) heritage trail app built on existing local heritage group resources and consolidated a large section of the project's creative and digital community programme.

Developed over two years (with the main delivery phase during the pandemic) 404 local people engaged with the project ranging from local historians to primary school children, contributing their knowledge, energy and ideas to create 52 pieces of community content spanning films, creative writing, animation and soundscapes. Over 20 local artists and creative facilitators supported the process, sharing their skills to deliver over 295 community workshops on heritage themes.

Delivery and engagement was adapted according to the Covid-19 legislation and measures in place at the time, with activity including:

- Delivery of sessions through online platforms (Zoom and Facebook live)
- Outdoor sessions - such as recording soundscapes and doorstep recordings with Cartrefi Conwy Housing Association tenants
- Remote delivery with schools, who were provided with a brief and template materials to create artwork and content which could then be edited and used in the app
- Blended in-person and online delivery so that those shielding or not comfortable attending in person could still engage when restrictions lifted.

“ A member of the Community Production Team moved to Colwyn Bay just as Lockdown came into place. Not knowing anyone locally, and not having access to independent transport, meant that they became isolated which impacted their mental health. They saw a social media post about the Imagine Trail soundscaping work shops and came along to the very first session back in venue as lockdown restrictions lifted.

They described the sessions as ‘a lifeline’. They worked on content for several of the pieces outside of the sessions using free software on their phone. When lockdown restrictions were reinstated they were supported and loaned the necessary equipment to ensure that they were able to continue to take part in the online sessions.”

Imagine Trail Project Manager, TAPE

Accessibility was a key focus of delivery: from the choice of fonts, to considerations on mobile data usage and functionality on older handsets. At the testing stage it was found that older phones couldn't download the app due to the AR features. This led to the creation of a hybrid app, which detected whether the phone could support the functions of the app and either enable or disable the AR experiences accordingly.

The output was a free, bilingual downloadable app available on IOS and Android. It offers a choice of four historic characters to guide the user around 155 geo-mapped locations across Old Colwyn, Colwyn Bay, Rhos on Sea and Mochdre. Each location has a wealth of information which total over 300 audio pieces, 2.5 hours of video, 150 historical images and over 130 unique 3D models.

The app can be downloaded at:
<https://www.imaginetrail.com/>

An evaluation film was made to capture the process of creating the app and the experience of people involved. It can be viewed here: <https://vimeo.com/642339354/955014ea59>



Ysgol Llandrillo yn Rhos filmmaking session

CASE STUDY:

Monty Slocombe reflects on his experience of being a member of the Imagine Trail - Community Production Team

I thoroughly enjoyed my involvement with the development of the Imagine Trail app. My volunteer role began as a 'heritage advisor', I was approached as I am an active member of the Old Colwyn Resident's Association with a keen interest in local heritage; although my interest isn't so much the architecture and buildings but the stories and people behind them.

I didn't fully grasp at first what the project was trying to achieve as I am not familiar with apps or technology. As the project progressed I got a better understanding and found myself getting more involved. I wasn't just able to share information in the workshops but also contribute my personal memories and experiences; no one else in the sessions had first-hand memories of the war!

My role progressed to getting involved creatively with writing and recording the radio play. I loved working as part of a group and hearing what other members had to contribute.

My favourite part of the project was being interviewed in Welsh by Ysgol Bod Alaw pupils. I shared my memories of moving to the area as a boy and working on Peulwys Farm. I am not a first language Welsh speaker so it was a challenge but one I very much enjoyed.

All of this activity took place during the Covid-19 restrictions, when we were in and out of lockdown. We adapted, and the sessions moved to being online when we couldn't meet in person. I got to grips with sessions on Zoom and emailing my written work to the facilitators. The project inspired me to do more research and improved my computer skills. I found it really interesting to get an understanding of the creative and digital processes and seeing the content come together in the app.



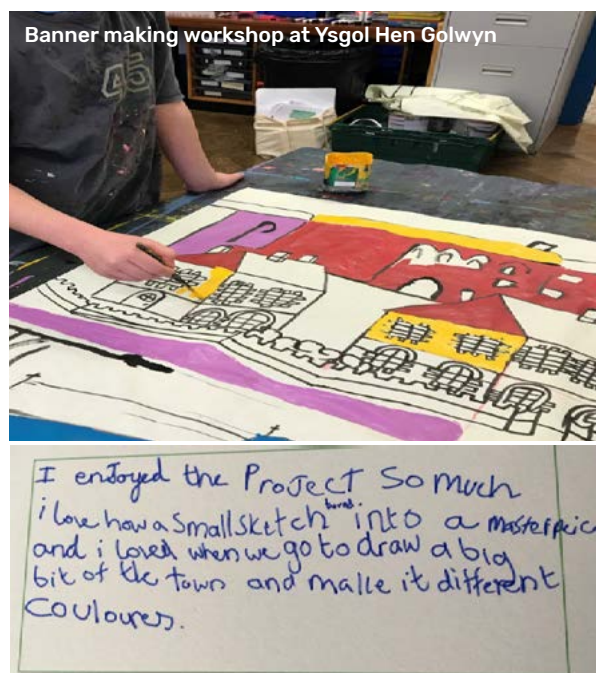
I am proud to have been involved in this project, I met people who I would not have met otherwise and it gave me something constructive to focus on and some 'normality' during the pandemic. As part of the launch I led the Old Colwyn walk and it was really satisfying to see people enjoying using the finished app and learning about the heritage of the local area. The app and content that has been created will be a great asset to the area for years to come.

6.2.3 St David's Day Parade and Banner Making Workshops

Artist Catrin Williams was commissioned to work with local primary schools to create banners for a St. David's Day parade. The need for this was identified by local schools as the existing parade artwork (large papier-mâché figures) were damaged and unwieldy for the children to carry. Workshops took place in six schools and focused on local themes and sense of place.

The project culminated in a parade for St. David's Day 2020. The parade was co-organised with Bay of Colwyn Town Council and although the 2021 event was cancelled due to Covid-19 it was able to resume again in March 2022.

The schools have the banners to use for future celebration events.



"What a lovely morning and a brilliant St David's Day parade! We all thoroughly enjoyed it and all the arrangements were spot on. I know that something like this takes time and patience to organise and for us, as schools, to be able to just turn up like that, was fantastic – thank you so much!"

Headteacher, Ysgol Bod Alaw



St. David's Day parade 2022. © Hedd F Williams

6.2.4 Re:Collection – Creative Reminiscence

The need for new reminiscence resources was identified through reviewing existing provision and discussion with the Betsi Cadwaladr University Health Board's (which provides NHS services in North Wales) Early Onset Dementia Group and Bangor University's Ageing and Dementia Research Team. A gap was identified, as most existing reminiscence resources targeted the 1940s and 1950s rather than more recent eras. The aims of the Re:Collection were to:

- Build on the existing reminiscence handling collections held by Conwy Library Service with new resources relating to the 60s, 70s and 80s to serve people living with early onset dementia and to 'future proof' the resource.
- Create a digital resource for people living with dementia and their carers.
- Hold a 'pop up' exhibition of work created through the artist residencies.

Ticky Lowe was commissioned as Lead Artist and following open call-out Artists Penny Alexander and Lisa Heledd-Jones were appointed. Community and healthcare based residencies were scheduled to start in March 2020. With the onset of Covid-19 and the vulnerable nature of the target groups the project was put on hold and adapted, for example:

- Community engagement and consultation was achieved through co-ordinated social media activity and themed radio shows which were turned into podcasts with Bayside Radio.
- Reminiscence handling collections and activity packs were developed and piloted in 2 local care homes: Woodside Grange and Llys Elan. During the pilot, when it still wasn't possible for the Artists to go into the care home, they liaised closely with the Activity Co-ordinators, who provided feedback so the resources could be refined. Working closely with the commissioned Artists turned out to be a development opportunity for the Care Home staff, who welcomed and benefited from the informal mentoring.



Residents at Llys Elan piloting the resources

" We welcomed the opportunity to be involved in the Imagine Colwyn Bay Re:Collection project. As we emerged out of the strict Covid-19 restrictions staff and residents benefited from accessing the activities, resources and sessions with the creative facilitators. In addition the project offered a development opportunity for our Activities Co-ordinator to work alongside the commissioned artist. The new reminiscence handling collections will be a valuable resource for us all at Llys Elan, and we are looking forward to working with Re:Collection going forward, thank you."

Christine Williams, Manager, Llys Elan

'Pop up' exhibitions took place, with 5 sessions held to promote and showcase the resources at the Colwyn Bay Artisan Market, Carers Trust and with Cartrefi Conwy residents. In addition an online 'launch' session was held that was attended by a targeted group of 26 health and social care professionals. Attendees were asked if they would use the resources, the response was:

- 57% Definitely
- 33% Very likely
- 10% Quite likely

A digital resource has also been created in the form of a film that was recorded at Llys Elian care home; produced by Lisa Heledd Jones, the film promotes the benefits of creative reminiscence and will hopefully support and encourage carers to use the resources. The film is available at: <https://vimeo.com/644998054/5256d264e0>

6.2.5 Underpass Artwork

The Network Rail underpass is the main pedestrian and cycle route from Colwyn Bay town centre to the waterfront. A priority of the Bay Life Regeneration programme has been to encourage the increased footfall from the waterfront into the town centre; this was also echoed in community consultation.

Although previous attempts at gaining Network Rail's permission for public art in the tunnel had been unsuccessful, the evidence base developed and the project application led to permission being granted in May 2021.

Artist Wendy Couling was appointed through open call-out to deliver a series of adult and young people workshops, enabling 16 people to develop ideas and themes for the artwork. Consultation on wider community perspectives took place at the artisan market where 45+ people took part in a drop-in workshop and conversations were held with many more.



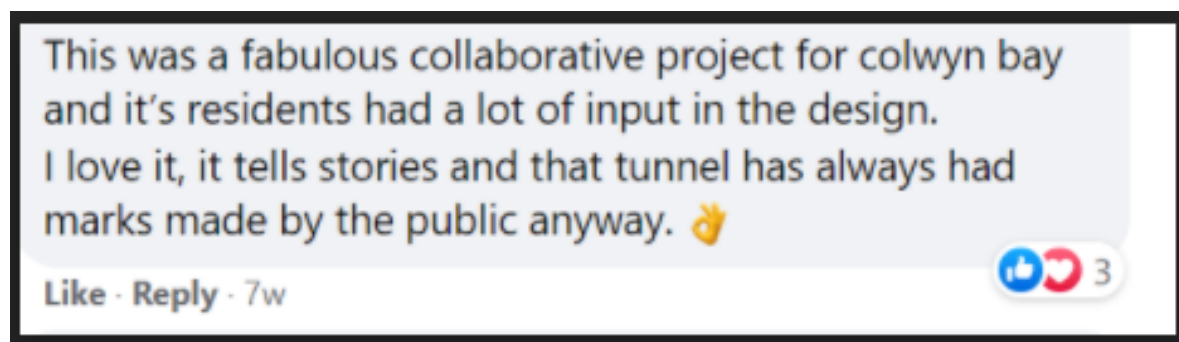
The artwork at the underpass

" I really enjoyed taking part in the concept workshops with Wendy, where we used some techniques I had not used before. It was interesting learning a bit more about the history of the area and seeing the collection of old photos we used for inspiration. Best of all for me was being given the opportunity to work with Andy and be hands on creating the artwork on the walls in the underpass."

Participant

The concepts and ideas were shared with local artist Andy (Dimeone) Birch to inspire and inform his artwork. Participants involved in the concept development workshops had the opportunity to attend a graffiti workshop in situ at the underpass.

The public art gained a high level of social media interest; mostly positive but with some lamenting that some of the depicted landmarks no longer exist such as the Astra Cinema.



A Social Media comment about the project.

6.2.6 Education Resources

Key Stage 2 resources linked to Museum and Archive collections relating to the local area were developed and piloted. Pigtown Theatre worked with education advisors and Conwy's Museums and Archives team to ensure the resource aligned with the new curriculum cross topic approach. The resources included downloadable PDFs featuring activities and engaging short films. The film resource used an innovative dual language approach which was well received, and for Welsh learners there is a word map activity to further support learning.



A still image taken from the education film resource

" I am really impressed with both the written resources and the videos and we will definitely use both in school. We are going to include a local history study for each year group through the Prep School and these resources are excellent."

Deputy Principal, Rydal Penrhos

6.2.7 Then and Now

The project worked with Colwyn Bay Heritage Group to enable the continued delivery of quarterly themed community reminiscence / local history sessions. The approach involved inviting speakers to deliver a short presentation or the showing of a community screening followed by discussion and sharing of memories. Topics ranged from: the life and times of Architect Colwyn Foulkes to the Roman battle at Nant Sempyr.

In total 9 sessions were held with a total of 278 attendances. Before the pandemic, the sessions were held on a weekday morning in a local community venue and attended generally by an older demographic. The sessions were successfully moved online to an evening timeslot. Attendance increased and the online sessions attracted a younger audience.



A Then and Now session in progress at The Station Inn, Colwyn Bay

A Zoom Poll snapshot from a Then and Now Session:

“ I learnt more about my local heritage as a result of this event” – 96% of attendees agreed or strongly agreed.

“ Taking part in / attending this activity / event made local heritage more relevant to me” - 100% agreed or strongly agreed.

There were digital inclusion issues: some people did not have the confidence, skills, access to equipment or broadband necessary to access the Zoom sessions. Support was offered and many people overcame the challenges; for some 'tech' issues impacted negatively on their experience and for others they were a complete barrier to attendance.

6.2.8 Sculpture Trail

The project was developed in partnership with the Town Council's 'In Bloom' committee (who contributed funding awarded through Gwynt y Môr), with the aim of working closely with schools, colleges and the wider community to create highly visual public art installations.

Small World Theatre was commissioned through open call-out to work on the project and creative workshop activity took place with Coleg Llandrillo's Foundation Art & Design students (who worked on concept design), Ysgol Nant y Groes, Ysgol Llandrillo yn Rhos, Ysgol Sŵn y Don, Penrhos Avenue Pupil Referral Unit, TAPE's animation club, Friends of Eirias Park and inclusive reclaim charity CREST Co-operative. The community sessions included litter pick line dances and junk art workshops.

The local heritage-themed installations that developed from the workshops had an environmental focus and incorporated recycled materials where possible. They included:

- A Land Girl – inspired by links with the Ministry of Food, sited at the Metropole (Clwyd Alyn Housing Association), this has raised awareness of local history with the residents.
- An Octopus Ice Cream – which is sited at Station View Café and signposts the way to the beach. This has since been named ‘Lady Penelope’ through a community-led social media competition.
- A subtle Ivy installation on the Ivy Street road sign – this highlights the unusual fact that it is the only ‘street’ in Colwyn Bay [see image].
- A Pollinator Arch – inspired by the A55 expressway ‘rainbow bridge’ and highlighting the importance of pollinator insects.
- A Fish, Dog and Shark – inspired by the locally famous story of Jack the Fisher Dog [see image].
- A Cormorant – the largest colony of this iconic seabird are located in the area. This one highlights sea plastic with plastic bottles in its belly [see image].
- Seagulls – a flock of 30, steel-cut herring gulls (the local football team’s mascot), wrapped in vinyl newspaper print, are distributed throughout the Bay of Colwyn linking the installations together.

More detail can be found at:

[Conwy Culture](#) | [Imagine Sculpture Trail](#)



“ 14 Foundation students engaged with the sculpture trail project. They enjoyed it a lot, especially as the main focus of their personal work had been completed; the group work and ethos was a good end to an academic year that was made challenging with the Covid-19 restrictions.”

Foundation Art Tutor, Coleg Llandrillo

“ I have really enjoyed being involved, the sculptures are amazing and the way local people have engaged has been wonderful”

Workshop Participant

7 Building Creative Capacity

7.1 Target

The approved purpose for this area of delivery included:

APPROVED PURPOSE				
Building Creative Capacity	Talking	Exploring	Creating	Capacity
<ul style="list-style-type: none">Develop a creative industries support network to receive advice, help and support through high level master classes, training, peer-to-peer mentoring and networking opportunities.Engage local businesses to promote the town's heritage to visitors and local community, support small businesses to design pieces inspired by the town's heritage and to test their work using empty spaces as pop-up venues.			✓	✓

7.2 Creative Industries Network

7.2.1 Analysing Creative Sector Needs

Prior to the Imagine Colwyn Bay project it had been identified that the area held potential to become a creative industries 'hub'. The creative industries are one of Wales's growth sectors; earlier work such as the Communities First 'Up Your Arts' project developed creative capacity in the area and more recently consultation by Glyn Ward Invest Local identified Arts promotion as a priority. It was recognised that with additional input the creative industries could support town centre renewal and regeneration.

To capitalise upon this, freelance support was commissioned to support this element of the project, and in summer 2019 a needs analysis was conducted to identify what was required to further support creative practitioners. Over 80 responses were received to the online survey. The first part of the survey focused on understanding the businesses and scoping the need for a physical hub / co-working space, while the second part focused on identifying training, development and networking needs.

7.2.2 Building a Support Network

Following on from the needs analysis, the Creative and Digital Colwyn brand was developed and an initial series of events were held in late 2019/ early 2020 to bring the creative community together.



This included PechaKucha events (an originally Japanese format of visual storytelling where a presenter shows 20 slides for 20 seconds each) held in partnership with Oriel Colwyn at local venues such as pubs and cafes on what would otherwise have been a quiet, weekday evening. As an example the PechaKucha Network Event held in February 2020 was attended by 20+ people with seven creatives presenting on the topic of 'Work in Progress'.

In partnership with Ffiwsar, 'Beth Nesaf / What's Next', additional cultural conversation events were held, bringing groups of creatives together to discuss a theme or topic. This approach was used to facilitate an initial discussion with creatives about the development of a Conwy wide culture strategy. Just before the first Covid-19 lockdown in March 2020 a well-attended session was held with the Chief Executive of Arts Council Wales as a speaker.

The onset of Covid-19 had a significant impact both upon local creative businesses and upon the delivery of the project itself. As an initial response to the pandemic, information was disseminated to provide help for local creatives (such as promoting the Cultural Recovery Fund). In January 2021 an online networking session was launched in partnership with Menter Môn. These sessions were held fortnightly but reduced in frequency to monthly once lockdown restrictions eased. The challenge of developing a cohesive, geographically focused network through online delivery alone was evident, with attendees missing out on the informal chat of meeting in person.

It should be noted that written into the original project activity plan was a link to the development of 7 Abergele Rd (which was undergoing renovation) as a creative industry hub. The newly formed North Wales Development Trust were supported with developing a business plan to take on the running of the building. Due to delays in the renovation work and Council procurement policies, this link was removed from the project's approved purposes with agreement from The Heritage Fund.

7.2.3 Building Capacity

Informed by the Needs Analysis, a series of capacity building workshops were held, covering subjects such as:

- Web design
(in partnership with Superfast Wales)
- Social Media
- Crowdfunding your project
- Portrait photography masterclass
- Arts in Health
(using reminiscence objects)



As with the network activity, Covid-19 stopped this programme in a physical format and activity was relaunched in January 2021 with an online programme that ran alongside the networking sessions in partnership with Menter Môn. The programme tailored the existing “Miwltini” business start-up support to align with the needs of creative industries.

The programme was open to people from across North Wales; it proved popular, with 22 people signing up, 9 of whom were from Conwy county and 5 of whom lived in the project area. The Design Trust was commissioned through the project to deliver sector specific sessions as part of the programme. These included:

- Mapping your journey & setting goals
- Diversifying your practice - alternative income streams for creatives
- Make the most of your website
- How to get more website visitors and sales

“ Working with Imagine Colwyn Bay to tailor the Miwltini programme to the needs of local creatives proved really successful. It was great to have industry specific input from the Design Trust and this activity has helped shape and inform future delivery. Following on from the initial programme most participants accessed further support and over 50% have started their own business.”

Senior Officer, Menter Môn

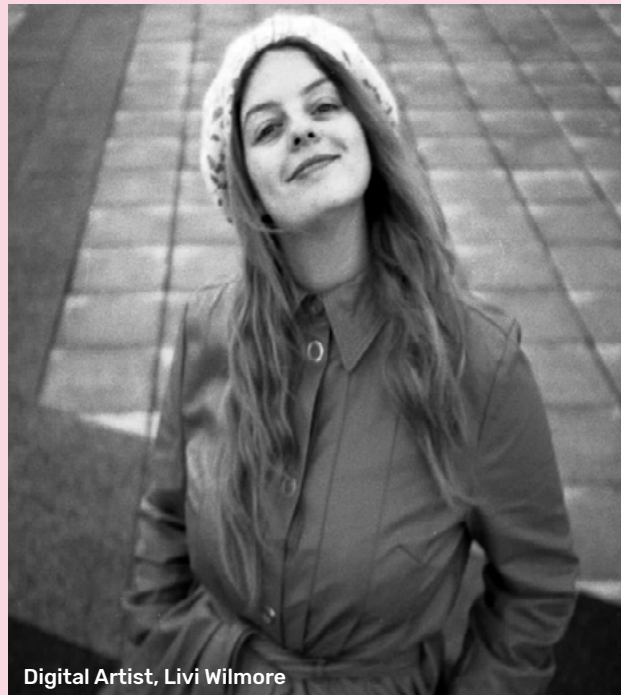
CASE STUDY:

Livi Wilmore reflects on the experience of accessing support through the Imagine - Creative & Digital Colwyn Programme.

I graduated in Computer Animation Arts in 2016 from UCA Rochester and first connected with TAPE Community Music and Film when my graduate film was shown as part of their Coastline Film Festival. I returned home to Colwyn Bay late in 2019 and was accessing Universal Credit but keen to develop my freelance career in the creative industries.

TAPE were my first point of contact to find out about opportunities in the area. The Imagine Trail app development had just started, and initially I supported with animation club sessions which were creating content for the app. This involved working alongside other creatives, which helped to develop my workshop facilitation skills, as well as giving me the opportunity to learn and share different approaches and ways of working.

When I progressed on to running my own workshops we were in lockdown due to the pandemic. Facilitating workshops virtually was a challenge, people didn't always have access to the software or equipment we'd have used in a face to face workshop. I had to adapt to using free to use software and thinking on my feet to develop workshops into "hang out and work with me", sessions which the community enjoyed as a point of social contact.



Digital Artist, Livi Wilmore

In August 2020 I successfully applied to the Creative and Digital Colwyn Bursary to fund a 2 day course in Advanced After Effects (motion graphic software) and a 12 month Skillshare subscription which is an online learning community for creators. The After Effects course helped me speed up my project turnaround and expand my service offerings. I was able to apply what I'd learnt in the Imagine Trail workshops. Through Skillshare I learnt to create Instagram filters, this new skill enabled me to attract new commissions and clients. I also accessed more general business support courses through the platform. These covered creating contracts and managing contacts which have helped my business run more smoothly and professionally.

The opportunities accessed through the bursary have boosted my confidence. Not only have I learnt new skills, I've also realised the strength of my existing skillset and have felt encouraged that a local initiative is willing to invest in me and my business.

In January 2021 through Imagine and Menter Môn I attended the Miwtini business start-up course, which due to Covid was delivered online. Some of the course wasn't all that applicable to my current freelance work as it was geared more to makers, but it helped me to focus and reaffirm that creative work and the Arts are a viable business. For me the most valuable part of the programme was connecting with other local creatives, who I am still in touch with now.

Through Imagine Colwyn Bay I made links with the Conwy Business Team and was supported to access a grant which enabled me get 50% of funding towards the purchase of a new iMac which has sped up my work process and allowed me the security of not relying on one piece of equipment.

The support and opportunities through Imagine came at a really good time for me, Covid-19 was a challenge for a lot of creative freelancers but I was able to stay focused and make the most of the networking, training and paid opportunities through the project. The knowledge, skills and experience I gained has led to more opportunities which have included workshop delivery for Tŷ Pawb in Wrexham and becoming the Lead Digital Artist for Pigtown Theatre's 'Be Conwy' VR project.

Looking ahead it's an exciting time to be a digital artist I am keen to continue to learn and develop my business and creative practice.

7.2.4 M-SParc on Tour @ Colwyn Bay

A partnership developed with M-SParc to bring their 'On Tour' offer of co-working desks, maker space equipment (3D Printers, laser cutters, sublimation printers and vinyl cutters) and a programme of capacity building (digital, creative and business technologies) to Colwyn Bay. A vacant town centre property was identified and a pilot period agreed for September to December 2021.



A train the trainer session at the M-SParc maker space

“ The M-SParc on tour venue in Colwyn Bay has given me access to a productive workspace that also offers on site IT support. As I work from a home based office it also gives me a professional, yet relaxed place to meet prospective clients and to host networking events and small master mind gatherings.”

M-SParc on Tour @ Colwyn Bay User

The venue registered with the Welsh Government remote working pilot scheme, to further increase its influence and local connectivity.

The programme of activity included:

- Capacity building with 'Train the Trainer' sessions in how to use the equipment.
- Network sessions for creatives and local businesses.
- Community sessions and engagement with local schools.
- Digital skills (Free CAD, Square Space web design, Inkscape etc.)

Conwy's Business Team, Menter Môn, Network SHE (women's business network), Together for Colwyn Bay, Penrhos Avenue Pupil Referral Unit, and TAPE Community Music and Film were regular users of the space in addition to freelancers and community drop-ins.

During the initial pilot period between September and December 2021:

- 357 people used the co-working space.
- 17 people attended 'Train the Trainer' sessions.
- 13 business events were held.
- 26 STEAM (Science, Technology, Engineering, Arts and Mathematics) Education sessions were held.
- 24 maker space sessions were held.

A young person using the mug press at the M-SParc maker space



" The Maker space has provided our students with an opportunity to build up their knowledge and skills in technology through innovation workshops and visits. The students have had the opportunity to design and make their own mugs and t-shirts and really enjoyed this, connecting their knowledge and skills to create ideas and products. One student is hoping to set up a mini enterprise to design mugs and sell to his family and friends."

Tutor, Penrhos Avenue, Pupil Referral Unit

7.2.5 Wider Creative Networking

To further build a network and encourage collaboration amongst local creatives, the project supported engagement with The Northern Eye Photography Festival, which in 2019 and 2021 held a *“celebration of photography bringing an all new set of outstanding photographers, speakers and exhibitions to the North Wales coastal town of Colwyn Bay”*. The project was able to fund places in 2019, and then provided a discounted rate to attend the Speakers Weekend in 2021.



People viewing a Northern Eye exhibition at Coed Pella 2019

7.2.6 Mentoring

Mentoring was delivered as part of the Imagine Trail app development. TAPE commissioned over 20 local freelance creatives to work on the project. Several of the creatives were at an early stage in their professional career so mentoring support was offered by the project leads to support their development and business growth potential. The mentoring also encouraged peer-learning whereby creatives could learn new skills and troubleshoot common problems.

The Creative and Digital Colwyn Bursary (see 7.2.7) also offered financial support for creatives to access mentoring.

CASE STUDY:

Alice Farrah reflects on her first film-making commission experience.

I haven't always wanted to go into the film industry, but I have always known I'd be doing something creative. Whilst at the cinema around the time I was deciding what to study I remember really admiring a particular shot, and thinking 'this is what I want to be doing'. I completed my degree in Film, Television and Digital Production at Bath Spa University in 2019.



When I returned home, I was working in Parisella's café. I found out about TAPE Community Music and Film through helping out at a local ukulele festival. I sent in my CV and was then invited for an informal interview. Soon after we went into the Covid-19 lockdown, but later in the year TAPE approached me about an opportunity. Harlequin Puppet Theatre was not able to hold their usual Christmas puppet panto due to the lockdown restrictions, so through Imagine Colwyn Bay the decision was made to film 'Aladdin' to share with the community. The filming itself was quite straight forward but it was important that I worked closely with Chris Somerville from the Theatre and respected his creative processes.

This progressed on to making a documentary about the history of the Theatre. At university I mainly worked as part of a group, whilst I had support from TAPE I was required to work independently on all aspects of the film. A huge part of the project was research, finding archive images and interviewing people. I really enjoyed this element but felt nervous about the scheduling and phone interviews. I found that most people were really helpful and friendly which made it easier, and by the end of the project I was much more confident. A big challenge was the edit as there was loads of content and I wanted to make sure the film narrative captured the full story, particularly the legacy of Chris's partner at the Harlequin, Eric Bramhall.

The documentary covers a big part of Chris's life story, so I was aware that I had to be sensitive to this. Over the course of making the film Chris and I developed a good working relationship, I respected that he had clear ideas on what he wanted, but felt able to put forward my views. I was really pleased that he trusted me and was happy with the final edit. The film premiered at Theatr Colwyn as part of the Imagine Trail launch. There were more people there than I expected, and I found it scary as I wasn't sure what people would think. I agreed to introduce the film and although my hands were shaking too much for me to read my notes I am glad I did. The feedback was really good. During the Q & A someone in the audience said it should be put forward for a film festival or award. I really wasn't expecting that!

Following the Harlequin documentary I worked on another film capturing the process of making the Imagine Trail App. This was more collaborative, working alongside other creatives. I felt more confident interviewing people and I've realised that they are often nervous and my job is to put them at ease. I am continuing to work freelance and I am putting together a show reel of my work to send to production companies, this will feature the work I've done at TAPE on behalf of Imagine Colwyn Bay. I am really proud of the Harlequin film and grateful to Chris and everyone who contributed for being so open and sharing their memories, although challenging it was a really positive experience during the pandemic.

Working in television is really competitive, you need credits and to have a portfolio of work. Through the opportunities offered through TAPE and Imagine Colwyn Bay I am feeling more confident and in a better position to progress my career.

7.2.7 Creative and Digital Colwyn Bursary

The Creative and Digital Colwyn bursary was developed with the support of Conwy Business Team, who provided wrap-around support for applicants and administered the £20,000 fund. Bursaries of between £350 and £1,200 were available for self-identified training, mentoring or development needs. A panel was established to review applications against set eligibility criteria, which included having fewer than 30 employees, a sound fit within the Creative Industry sector, and ability to demonstrate impact in the project area (business or residential address or significant delivery of services or products in the area).

“ Being able to choose our own relevant training opportunities has been hugely beneficial and has enabled us to access training relevant to our creative team.”

Bursary Recipient

The project extension enabled the bursary to be relaunched; at this stage the opportunity was taken to review and simplify the application process, which resulted in increased applications. See a summary of the bursary activity below:

- 12 bursaries [breakdown listed in Appendix A] were awarded a total of £13,468.47.
- 4 successful applications which came to a value of £2559.03 were not able to proceed due to the cancellation of training, events and conferences or increased business pressures due to the pandemic.
- 5 complete applications were not approved as they did not meet eligibility criteria.

CASE STUDY:

Sarah Wardlaw reflects on her experience of accessing the Creative and Digital Colwyn Bursary

I was aware of the opportunities through Imagine Colwyn Bay and found out about the Creative and Digital Colwyn Bursary through social media. As a creative living locally I met the required criteria, and the application I submitted in October 2021 was successful. There were some delays due to the ongoing COVID-19 restrictions, but in early 2022 my chosen activity was fortunately able to go ahead.

The first aspect of my bursary was a visit to the Amsterdam Light Festival to research key aspects such as:

- How the works are located and curated.
- How the general user-visitor experience was handled technically e.g. navigation and information about works.

Through the opportunity I was able to see how an array of international artworks could be curated in the context of an outdoor environment.

The second aspect of my bursary, which I found particularly useful, involved drone training with the Phantom Flight School. I gained my remote pilot accreditation, to enable me to capture future projects and to use drones creatively in dark sky settings. I gained an understanding of the safety considerations of operating an unmanned aerial vehicle (UAV) in a public place, usability, navigation and accessibility challenges and how the learning can be applied to many settings e.g. coastal environments. The activity culminated in 'sky painting' with a drone in an iconic setting.

A still image from time lapse drone footage taken by Sarah



Following the COVID-19 restrictions the activities took me out of my regular comfort zone, and allowed me to venture into new areas outside of traditional art environments e.g. galleries and museums. The networking opportunities were limited due to ongoing restrictions but I made some industry contacts, including a very experienced drone operator with whom I may pursue future training.

This field of work is notoriously uncertain, so updating creative and technical production is vital. I aim to draw on the experiences, skills and new knowledge gained through the bursary to gain new commissions and produce events closer to home.

The bursary exceeded my expectations and broadened my horizons in the context of working creatively outdoors. Working with light is evolving and offers new ways to experience art while addressing issues around access and mobility. I believe that there are exciting prospects for developing placemaking with light proposals that will particularly benefit the local night-time economy.

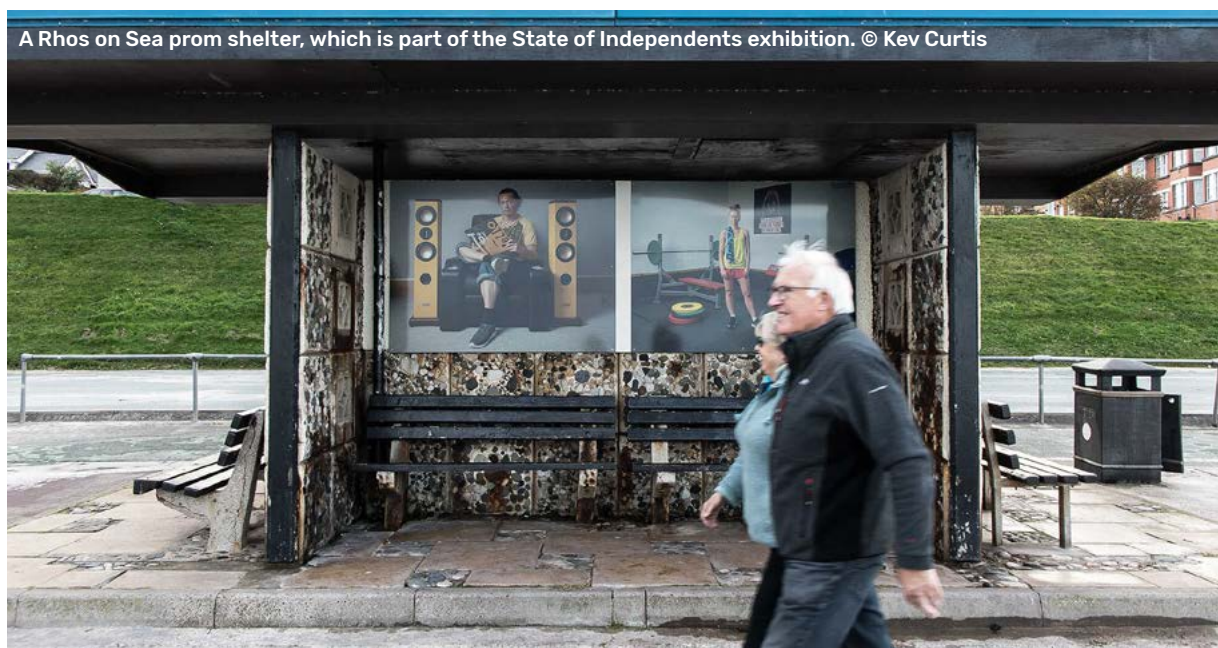
In terms of support that is needed for the creative sector one thing I have found through experience is that there is a lack of studio and workshop space in this area/region. Industrial units are usually hired out for longer term use so are not ideal for project work or artists who usually hire space on an ad hoc basis. I would like to take this opportunity to thank the Imagine Colwyn Bay, Creative & Digital Colwyn Bursary Team and the funders for their kind support.

7.3 Local Businesses Engagement

Businesses in Colwyn Bay suffered across all sectors due to the global pandemic, and as such several key targets that had intended to engage with the project were unable to do so due to, for example, closure or furlough. Furthermore, with no active Chamber of Trade and the ending of the BID, there was little wider representation or business support infrastructure in place. Acknowledging these infrastructural barriers, the project sought to support local businesses and introduce opportunities to promote the town's heritage to visitors and the local community wherever possible.

7.3.1 State of Independents - Promenade Installations

State of Independents was initiated in response to local resident concerns about the appearance of the promenade shelters. In partnership with Oriel Colwyn as part of the Northern Eye Photography Exhibition, six promenade shelters between Old Colwyn and Rhos on Sea were turned into a large-scale portrait gallery. Inspired by 'Hidden Hospitality', an outdoor exhibition in Llandudno, the portraits capture 24 of the faces behind local independents showing the diversity of local businesses. The exhibition raised awareness, showcased creative and independent businesses and generated a number of enquiries from members of the public. This also supported the 'shop local' agenda, and helped to engage local businesses in a creative way and further embed Colwyn Bay as a great place.



“ The shelters are nearing the end of their lifespan and these sections of the prom will be upgraded as part of the waterfront project. In the meantime, State of Independents will make great use of the shelters; celebrating our hardworking local businesses and encouraging footfall from the promenade to our highstreets.”

Ward Councillor

7.3.2 Place Branding

Local designers View Creative Agency were commissioned to develop place branding for the project area. The work was undertaken in partnership with the Bay of Colwyn Town Council and the newly formed Community Place Plan Team. As the work took place during Covid-19 engagement was difficult but online workshops, school engagement and social media activity contributed to the brand development. Activity to support the launch of the brand has linked with the M-SParc On Tour space with the brand toolkit presented at a local business event. The 3D printers created a coffee stencil to demonstrate how businesses can embed a sense of place into their offer.



3D printed Colwyn brand coffee stencils created at M-SParc on Tour.



Example of the gateway signage, Llanellian Road, Old Colwyn

15 gateway signs were installed across the Bay of Colwyn, recognising the individual identity of the respective areas (Colwyn Bay, Old Colwyn and Rhos on Sea), whilst uniting them under the Bay of 'Colwyn' brand. The brand toolkit and narrative behind it are available through the Bay of Colwyn Town Council website: <https://www.colwyn-tc.gov.uk/colwyn-brand>.

Additional gateway signage is being installed in Mochdre. They reflect the design of the Colwyn signs but take into account Mochdre's unique identity and decision to not adopt the Colwyn place brand.



7.3.3 Artisan Market

Colwyn Bay Market, which had been in decline for some time, came under the management of the Artisan Market Company in 2020. In addition to the local twice-weekly market, the new offer included a monthly artisan trader's event. The ambition of the Artisan Market was to bring a high quality craft offer to the town which fitted with Imagine Colwyn Bay objectives. The Market launched in June 2020, and despite the ongoing Covid-19 restrictions brought an increased footfall into the town, not only benefiting the stall holders but established retailers also.

In order to support the market traders and town centre as a whole the project commissioned TV Conwy to capture the December 2020 Artisan Market. A short trailer was produced for social media and a longer form film captured interviews with traders and market visitors, available on their website: [Artisan Market | North Wales Artisan Market | The Artisan Market Company](#)

Having an Imagine Colwyn Bay stall at the Artisan Market during the summer of 2021 proved invaluable as an opportunity to engage and the creative activities offered supported the market's wider aims of creating a welcoming, vibrant community event. In addition young people from Penrhos Avenue Pupil Referral Unit were supported with a test trade / entrepreneurship opportunity to sell their craft items.

7.3.4 Shop Window Art

Indoor exhibitions continued to be a challenge with Covid-19 restrictions; for most of the project local exhibition spaces were closed. With a number of empty units on the high street and in the shopping centre, the project negotiated permissions to access empty window space for projections and vinyl window displays. These included:

- **Northern Eye Photography Festival** – supported with funding to install highly impactful exhibitions in shop windows. This greatly increased access to art compared to the work being displayed in a gallery.
- **Bayview Centre** – place branding display to increase recognition of brand and brighten up empty shop units.
- **Bright House Unit** – double shop frontage used for Imagine Trail app window display featuring community artwork and film projections.



8 Embedding A Legacy

8.1 Target

The approved purpose for this area of delivery included:

APPROVED PURPOSE				
Embedding A Legacy	Talking	Exploring	Creating	Capacity
<ul style="list-style-type: none"> Develop a Conwy wide Culture Strategy to feed into other key strategies and a Cultural Framework for Colwyn Bay. Further develop the local heritage forum using it as a sounding board and source of information for developing a heritage strategy. Building a network for the third sector, peer-to-peer mentoring, networking opportunities, training events, sharing of resources and ideas. Develop end of programme conference promoting learning. 	✓	✓	✓	✓

8.2 Develop a Conwy Wide Culture Strategy

It should be noted that at project inception this approved purpose was “*Production of heritage strategy/framework for Colwyn Bay*”, however it was agreed early in the process that any meaningful strategy would need to have a countywide remit to fit with wider policy and strategic context and ensure buy-in from decision makers and budget holders. This was approved by The Heritage Fund. The budget necessary to develop a countywide document was greater than the funding available. The project secured a contribution from CCBC’s Strategic Planning team and accessed LEADER funding through the Rural Local Action Group, doubling the resources available.

Oneday Regen Ltd were appointed to undertake the work through open tender in November 2019. The development of the strategy was interrupted by Covid-19 and then paused in the summer of 2020 to allow a CCBC restructure to take place, which saw the creation of the Economy and Culture Service.

“ The vision for Creu Conwy Culture Strategy is that culture creates the spark for economic growth, wellbeing and connection. This is an ambitious approach which needs a whole-community effort to make it work. One of the main ways Creu Conwy will deliver on this vision is to create Cultural Launchpads in the county’s five largest towns – Abergele, Colwyn Bay, Conwy, Llandudno, and Llanrwst.”

Cultural Strategy for Conwy County



The Colwyn Bay Launchpad document

Following consultation Creu Conwy, Creating the Spark – A Cultural Strategy for Conwy County 2021-2026 was approved by CCBC’s Cabinet in November 2021. A key facet of the Cultural Strategy is acknowledging the implications of Covid-19, which includes three steps to provide a real sense of momentum and ownership to support town centre renewal: Programme, People and Place, each of which are underpinned by the principles of Adventurous, Playful and Connected. These steps combine at a local level to create cultural ‘Launchpads’: a concept that bring people and ideas together to deliver distinctive, place based projects, helping the community to creatively revive and reclaim their towns.

Colwyn Bay is the ‘pioneer’ of the five Launchpads and a Colwyn Town Team has been developed to support delivery of the Culture Strategy at a local level. The approach enshrines the principle that learning from the past can ensure that the unique makeup of Colwyn Bay is built upon so that culture becomes a Launchpad to a positive future for people who live, work and visit the area.

The Cultural Strategy had significant additional benefits for the county; it led to an expression of interest-stage bid to become City of Culture. The bid brought strategic, cultural partners together and fast-tracked the development of an overarching governance model.

8.3 Develop Heritage Forum

The Council's Rural Team had received LEADER funding to develop a Conwy-wide Heritage Forum, so to avoid duplication the project worked with them to organise meetings and collaborate where possible. It was agreed that regular sessions would be held to discuss key thematic topics, and where possible guest speakers or industry experts would be invited. At the start of the project these meetings were held quarterly, face-to-face. When the sessions had to move to online delivery due to Covid-19 an unexpected benefit was that initially attendance increased, possibly due to attendees not having to travel long distances across the county. It has been noted though that meaningful engagement and the informal networking that took place at face-to-face meetings has been negatively impacted. The Forum's role within the wider cultural framework and governance is being considered as part of the Culture Strategy implementation.

The Heritage Forum proved a valuable mechanism for local opinions, for example it provided beneficial feedback on the draft Cultural Strategy. Moving forwards, the Heritage Forum members will have a presence on the new Conwy Culture website to raise awareness of the forum's activities.

“ Working in partnership with Imagine has helped support and maintain the Heritage Forum with meeting regularly throughout the pandemic. The quarterly sessions have strengthened rural and coastal links with sharing of information and best practice between projects and groups across the county”

Rural Enabling Officer

8.4 Building a Network for Sharing Resources

8.4.1 Digital Past

Early in 2020 in order to inspire and build capacity, a group made up of Steering Group members and key local representatives linked to the project were supported to attend the Digital Past Conference in Aberystwyth. Organised by the Royal Commission on the Ancient and Historical Monuments of Wales, Digital Past is an annual two-day conference which showcases innovative digital technologies and techniques for data capture, interpretation and dissemination of the heritage of Wales, the UK and beyond.

In addition to learning and insight from the presentations and speakers there were useful networking opportunities and contacts made. The Steering Group was keen for the learning from the Imagine Trail to be taken to the 2021 Digital Past event but, unfortunately due to Covid-19, this wasn't possible.

8.4.2 Heritage Interpretation

Local heritage groups and representatives were brought together, with support from NCompass consultancy, to review interpretation across the project area.

A series of meetings and 1:1 sessions have taken place with active involvement and contributions from the groups and individuals. Guidance and best practice examples have been shared by the consultant supporting capacity building and a co-ordinated approach across the project area. There is interest amongst the group in developing a project to upgrade interpretation across the area in line with findings from the review and the template approaches that have been developed.

8.4.3 Town Team Development

Given the impact of Covid-19 on the community and the enduring challenges for town centres, the project recognised an increasing strategic vacuum in terms of cultural capacity in Colwyn Bay and other town centres across the county. This insight shaped the scope of the Cultural Strategy in terms of advocating for the creation of dedicated entities that could co-ordinate and lead cultural regeneration activity to support town centre renewal.

The Strategy recommended the creation of an over-arching cultural partnership to provide strategic leadership and co-ordination of the strategy that will be made up of a range of key stakeholders from the cultural and tourism sectors. Operating at a community level, and closely allied with other bodies such as community planning teams and town councils, the recommendation is that five creative alliances, known as 'Town Teams', are created to oversee spotlight action plans for key areas. This would adopt a hub-and-spoke model of development whereby focused place-based action plans will be developed for larger towns, whilst providing benefits throughout the surrounding areas.

As a direct result, in July 2021 the project sought to commission external expertise to develop and build capacity in a newly formed cross-sector Colwyn Town Team. The learning from this piece of work will shape and inform the countywide approach, which will be ongoing.



People arriving at Theatr Colwyn for the Then and Now, Imagine Trail app launch

8.5 End of Programme Conference

As Covid-19 restrictions impacted on both the delivery programme and also the project timeline, rather than attempt a single event, opportunities for celebration and learning were developed as part of key elements of activity.

For example the Imagine Trail app launch in September 2021 featured a 2 week programme of activity which included a series of community film screenings and led walks. These celebratory sessions showcased the co-produced, creative outputs that were made during the life of the project, and were an opportunity for the people involved in the process to see their work on the big screen.

An end of project learning session was facilitated by consultants from OneDay Regen Ltd. This was attended by Imagine Steering Group members and key stakeholders. The full report is available as a standalone document, and in outline key findings included:

What worked well?

- Cross-sector working between business, heritage and arts.
- Adapting delivery and innovating together as a result of Covid-19.
- Increasing awareness of placemaking within organisations and the wider community.
- Education links with young people.
- Developing assets and future capacity, such as with the maker space equipment.
- Creative capacity building, through locally commissioned opportunities and the pilot bursary scheme.
- The role played by the Project Co-ordinator to bring together stakeholders from across sectors and enabling activity by guiding parties through the necessary processes.

What were the challenges?

- The inability to bring people together at events and activities face-to-face had a major impact on delivery.
- Confused messaging: for example the project's web presence was hosted via the Colwyn Bay Heritage Group website - this aligned with the community activity but less so with the creative industry / business elements of the project.
- The project area spanned 4 distinct communities and was determined by the project partners and funding. Although activity focused on Colwyn Bay town centre, effort was made to deliver activity across all areas, potentially reducing impact.
- The dependency on the North Wales Development Trust developing 7 Abergele Rd as a creative industry hub never came to fruition due to reasons outside of the project's control, impacting significantly on the creative industry element of the project.
- Bureaucracy affected speed of delivery as the public sector and the creative sector by their nature work at different speeds.
- The project did not get the levels of business engagement that it had hoped for, in part due to Covid-19.

9 Beneficiaries

9.1 Demographics

Data from completed Engagement Surveys (which it is acknowledged only represent a small percentage of the people who engaged with the project) provided insight into typical beneficiary demographics. While the full profiles are included in Appendix B, a summary is outlined below of the information provided from the 168 survey returns (noting that not all responders chose to answer every question):

- **Gender:** the most common response was female (83 individuals, and 50% of the responses).
- **Age Range:** the most common category was under 16 (73 individuals, and 44% of the responses).
- **Ethnic Group:** the most common category was 'White-English/Welsh/Scottish/Northern Irish/British' (118 individuals, and 72% of the responses).
- **Health Problem or Disability:** regarding whether responders day-to-day activities were limited because of a health problem or disability, the most common response was 'no' (98 individuals, and 58% of the responses).

The Imagine Trail represented the main element of the Community programme. From TAPE's registration data of the 404 people who participated with the project:

- 186 young people were engaged through schools, youth service, animation club etc.
- 218 adults (18+) were engaged through TAPE projects and outreach. Of the 218 (based on Active Inclusion figures), 62 of those people consider themselves to have a disability, and 89 were not in employment or education.

9.2 Language

The survey also asked for information regarding language, with feedback as follows:

- **Understanding of Welsh:** regarding whether respondents could understand spoken Welsh, and / or speak, and / or read or write Welsh, feedback revealed that 16% of respondents could understand spoken Welsh, 14% speak Welsh, 18% read Welsh, and 21% write in Welsh. It is unusual to note such a high proportionate level of Welsh writers indicating a possible anomaly in survey data (referencing Welsh language data from the Annual Population Survey, <https://gov.wales/welsh-language-data-annual-population-survey-july-2019-june-2020>).
- **Main Language:** the most common category was 'English' (130 individuals, and 77% of the responses).
- **Speaking English:** regarding the ability to speak English, the most common category was 'very well' (121 individuals, and 73% of the responses).

9.3 Reach

The geographical pull of the project may be considered in terms of those who have engaged in various activities, and the locations they have travelled from.

In total 138 provided postcode data, revealing that the furthest visitor that completed a survey was from the NG9 area (Nottingham), with the most frequent postcode districts being LL29 (43% of respondents) and LL28 (40%), both of which are in or adjacent to Colwyn Bay, within the Conwy and Denbighshire region.

9.4 Feedback

At various points during project delivery it was appropriate to ask participants to complete the Engagement Survey, which had been designed in line with TAA indicators and standardised questions; it was issued in both Welsh and English.

The feedback from this is included in Appendix B, and the headlines are highlighted below:

- 80% indicated the quality of the event / activity was 'good' or 'very good'.
- 79% agreed that they learnt more about local heritage as a result.
- 65% agreed that taking part in the activity / event made local heritage more relevant to them.
- 92% said they had a good time!
- 59% felt that by working together, they could bring about change in Colwyn Bay.
- 42% indicated they often attend activities / events like the one they attended.
- 80% indicated they liked living where they live.
- 46% considered they had a lot in common with people in their local area.
- 60% strongly felt they belonged to Colwyn Bay.
- 58% felt more hopeful for the future of Colwyn Bay since their involvement.
- 63% had met new people through their involvement with the project, and of these 10% now socialised with those people.

10 Financial Performance

10.1 Project Income

The project had a total cost of £451,000, supported by income of £400,000 of The Heritage Fund support with £17,000 of match funding from each of CCBC, Colwyn BID and Bay of Colwyn Town Council totalling the balancing £51,000 project cost:

Project Income	
Item	Total
Match funding	51,000
The Heritage Fund Grant	400,000
Total Income	451,000

As such The Heritage Fund grant covered 89% of spend whilst partner funding supported the balancing 11%.

10.2 Project Spend

The total project budget may be summarised below:

Project Spend			
Item	Original Award	Actual Spend	Variance
Staff costs	114,500	130,326	15,826
Activity programme	252,500	247,909	-4,591
Other project costs	31,500	26,194	-5,306
Capital	39,000	33,071	-5,929
Contingency	13,500	3,032	-10,468
Total	451,000	440,532	-10,468

This shows the project spent 98% of the total budget allocated. The underspend across several of the budget lines was primarily due to the pandemic and the reduced ability to deliver activities that had costs associated with them. The contingency budget was used to support additional staffing costs, approved by Heritage Fund when the project was extended.

11 Lessons Learned

11.1 Key Learning

There has been an immense amount of learning across the project's lifetime, which for ease of reference is considered in terms of key areas of activity and engagement:

- **Appointing the Right Programme Co-ordinator:** this was considered a pivotal role within the project and was essential for the scale of activity and delivery. The role acted as a consistent catalyst for activity, and was highly regarded by the Steering Group and wider stakeholders as being able to successfully bring the local authority, community and local creatives together. It was felt that the post-holder's previous track record of successful community development was instrumental in her ability to gain respect and trust within the community, alongside the fact that she lives locally and has key connections with the project area.
- **Sustaining the Steering Group:** although the membership of the Group did decrease over time, the Group brought a broad range of skills and influence together in a single collective that was instrumental in co-ordinating high-level strategic change. The Group acknowledge that the absence of the North Wales Development Trust reduced the intended linkages with the creative industry sector, and the demise of the BID (and no functioning Chamber of Trade) removed much of the business influence. Due to capacity issues and restructuring, Mochdre Community Council were also not represented on the Steering Group. In addition, a greater focus on governance could have bolstered its resilience, such as when the chair had a period of ill health. The lack of a previously agreed deputy chair function meant that the Group had to spend time determining the most suitable role.
- **Embedding Community Co-design:** the original project plan was considered ambitious in terms of the scale of community co-design planned. Although the project lasted three years, and despite a global pandemic, learning outcomes include the timeframe and level of sustained input required to meaningfully embed this into a community. Arguably this is learning for both the project team and for The Heritage Fund in a wider strategic context.
- **Engaging During a Pandemic:** a great deal of face-to-face activity was either cancelled or moved to virtual delivery, due to Covid-19. This meant that spontaneity and organic linkages that would otherwise have occurred were lost, as well as fewer opportunities for co-production, and less occurrences for natural and informal exchanges. That said, many stakeholders were impressed with the pro-active nature of the project in developing new ways to engage, and the frequency with which virtual methods were introduced to replace situations where in-person contact was impossible. Many stakeholders applauded the extent to which engagement continued during the pandemic.
- **Sustaining an Activity Programme:** despite Covid-19 significantly hampering original ambitions, a flexible and varied programme of activity was held that stimulated and inspired the community. There are several strong assets that will be used to build future momentum and continue the links between the community and its cultural heritage.

- **Gaining Formative Evaluation:** the Steering Group valued the multilateral approach between the external evaluator, the Programme Co-ordinator, and the Steering Group, as it provided ongoing insight and independence. The approach also allowed learning from other examples, and adapting best practice where possible to benefit the project.
- **The Creative and Digital Colwyn Bursary:** the early indications suggest that bursary has been successful and a wide range of local creatives have benefited. Promoting the bursary and encouraging eligible creatives to apply proved a challenge. The offer may have benefited from a simplified application process and support for creatives to help identify their broader skills gaps and developmental needs. Although 1:1s, drop-in surgery sessions and additional support were offered from Conwy's Business Team, in the future a dedicated needs analysis session may be beneficial to counter a traditional '*you don't know what you don't know*' mind-set. The administrative support and experience of Conwy's Business Team was noted as vital to the success of the project. In addition the fact that applicants had to demonstrate a close link to the project area limited submissions significantly and made promoting the opportunity in countywide forums difficult.
- **Encouraging a Culture of Placemaking:** at a strategic level the development of Creu Conwy has raised the profile of culturally-led placemaking across the county with economy and wellbeing as key drivers. Creu Conwy has been placed on the agenda for the Regeneration Programme Boards with presentations on culture-led regeneration approaches and best practice examples. Within the project area, recommendations have been given to inform a waterfront improvement scheme to introduce more relevant, local cultural references.
- **Importance of Communications:** placemaking initiatives with broad-ranging objectives, multiple projects and stakeholders present a complex communication challenge. Managing social media and other channels is time consuming and the project would have benefited from more specialist support in co-ordinating its approach and messaging.
- **Determining Project Area:** more consideration at the pre-project consultation stage to identify individual communities and how their placemaking objectives can be supported within a wider project, e.g. Mochdre does not identify with being part of the Bay of Colwyn so chose not to adopt the 'Colwyn' place brand.

11.2 Legacy

A number of the activities and ideas created during the project will be sustained, with examples including:

- **Steering Group Insight:** the Town Team model as set out in the Cultural Strategy for Conwy County will endure, and several members of the Group are represented in the Team, ensuring skills and knowledge of the project will continue.
- **Appreciation of Legacy:** the Steering Group reflected that a key factor that will continue is that each individual member of the Group now has a better appreciation of the value of considering legacy from the outset, and in ensuring there are tangible outputs and longevity in the deliverables created.
- **Website:** hosted at <https://imagine.colwynbayheritage.org.uk/>, this will be maintained by Colwyn Bay Heritage Group in going forwards, with support from Bay of Colwyn Town Council as required for ongoing funding.
- **Culture Strategy:** Creu Conwy was signed-off by Cabinet in November 2021 and will help to embed culture as a key driver for economic growth and wellbeing. The process of developing the strategy informed the CCBC restructure which created the new Economy and Culture service. Furthermore the Town Team, as a creative alliance, has increased capacity locally and will support culturally-led regeneration and placemaking activity in the future.
- **Increased Creative Capacity:** The individuals and organisations who have engaged with the community and creative industry activity programmes will have benefited from meeting new people and learning new skills.
- **Activity:** several of the deliverables and resources created through the project will be sustained for the future, for example:
 - **Heritage Asset Mapping:** this will be managed by the Colwyn Bay Heritage Group to encourage local ownership and to ensure it is updated in the future.
 - **Sculpture Trail:** this will continue for as long as the physical items endure. Bay of Colwyn Town Council are taking responsibility for it with a projected life span of 3 years. There is interest and discussion about future projects to create additional installations.
 - **Underpass Artwork:** the artwork will remain in place for 3+ years.
 - **Re:Collection:** the creative reminiscence outputs will continue; the handling collections will be available to loan from the library and the activity packs can be reprinted / reproduced as required. The film created will be available through the Conwy Culture website, and used to promote the resource and the benefits of creative reminiscence.

- **Imagine Trail App:** a condition of the funding was that the app will be maintained for five years, with the existing contract maintaining the app until September 2022. After this the working group will have six-monthly reviews to see if maintenance / updates are required. Funding has already been secured for phase 2 development of the app, which will be delivered as an employability skills programme.
- **Creative content:** the films, animation and other creative content produced as part of the project will be available on Vimeo and YouTube with links from the Conwy Culture website.
- **Then and Now:** there is a commitment from Colwyn Bay Heritage Group to continue to deliver the quarterly community local history sessions which have been held in partnership with the project.
- **State of Independents:** whilst the lifespan of the prom shelters which feature the exhibition are limited, the success of this project has led to a second phase, funded through Welsh Government's Transforming Towns, which is aiming to engage a further 20 independent businesses in creating highly impactful public art whilst celebrating the high street offer. In addition the project has helped to inform a feasibility study for Oriel Môr: an exciting outdoor art gallery linking the Conwy coastline from Pensarn to Llanfairfechan.
- **M-SParc on Tour:** the Creative Industry hub pilot has been extended to June 2022 with WG Community Renewal Funding and there is significant interest from a number of partners in securing a longer term future. The maker space equipment has been purchased by the project and a number of local people have been trained in how to use it to ensure a sustainable legacy.
- **Education Resources:** the Colwyn Foulkes and African Institute Key Stage 2 resources will continue to be hosted from the Conwy Culture website. The film links and downloadable PDFs will be made available to schools.
- **St. David's Day Banners:** the artwork banners created for St. David's Day in 2020 have been designed to be easily stored and will be re-usable for future years.
- **Interpretation Review:** the report on the condition and content of existing interpretation panels and activity to develop a template and new town centre panel has encouraged discussion with Colwyn Bay Heritage Group. The development of a project to renew and upgrade interpretation across the area is being considered.



Place branding window display at the Bayview Centre, Colwyn Bay

- **Place Branding:** the Bay of Colwyn Town Council will continue to promote and embed the place branding. The downloadable toolkit and assets will be available to groups and organisations who want to utilise it.
- **Gateway Signage:** linked to the place branding, the signage will remain in place for 5+ years, probably longer.
- **Creative & Digital Colwyn:** learning will be taken from the pilot bursary scheme, and extending the scheme to be countywide features in the Creu Conwy Action Plan (subject to funding). Creative Colwyn Facebook page will continue, led by Together for Colwyn Bay.

Appendices

- A Bursary Recipients
- B Engagement Survey Responses

Appendix A - Bursary Recipients

Approved bursary applications

Nature of Business	Postcode	Business Structure	Bursary Activity	Project Cost	Approval Amount
Art, Digital, Tech	LL29 7AJ	Sole Trader	After Effects Programme training and subscription	£624.00	£624.00
Art, Digital, Tech	LL28 4RS	Ltd Company	2 x employees on Animations training course	£1,458.00	£1,200.00
Art, Digital, Tech	LL28 4RS	Ltd Company	30 hours training in digital and social media marketing	£1,200.00	£1,200.00
Design	LL28 4DX	Partnership	Social Media Engagement & Illustrative Design. Photography Course and Location scouting	£1,200.00	£1,200.00
Media	LL29 9SD	Ltd Company	Training - Field Recording and Mastering Course	£1,181.47	£1,181.47
Art	LL29 7PE	Sole Trader	Networking and Market research	£1,170.00	£1,170.00
Media	LL29 9SD	Ltd Company	Web development and Skillshare	£623.00	£623.00
Media	LL32 5AR	Sole Trader	Mentoring	£1,200.00	£1,200.00
Media	LL29 9SD	Ltd Company	Recording and composition skills	£881.00	£881.00
Advertising / Marketing	LL31 9LS	Ltd Company	Online business skills training	£849.00	£849.00
Art	LL29 7UG	Sole Trader	Mentoring and Network building	£950.00	£950.00
Music	LL29 8LG	Sole Trader	Music production training	£1,200.00	£1,200.00
Crafts	LL28 5AR	Sole Trader	Making Automata	£1,190.00	£1,190.00

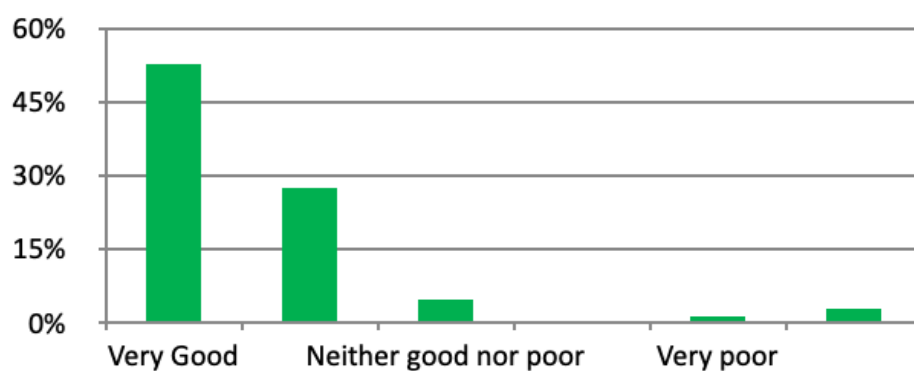
Those not progressed:

Nature of Business	Bursary Activity	Project Cost	Grant Request	Panel Decision
Performing Arts	Writing for Performance - Tŷ Newydd Writers Retreat	£550.00	£550.00	Not Eligible - Not a business and no link to project area
Art	Expressive Arts Therapy - Conference	£777.03	£777.03	Approved - Withdrawn, cancelled due to Covid-19
Art, Craft	Forest School leader training	£1,000.00	£1,000.00	Not Eligible - No link to the project area
Crafts	Photography training	£493.00	£493.00	Not Eligible - Does not fit with Creative Industries
Advertising/Marketing	Business Costs	£1,200.00	£1,200.00	Not Eligible - No link to the project area
Design & Digital	Certificate in Sports Marketing and Sponsorship	£535.00	£535.00	Approved - Withdrawn, too busy to take up opportunity
Digital	Mograph Mastermind	£897.00	£897.00	Approved - Withdrawn
Advertising / Marketing	Level 3 Mental Health First Aid	£350.00	£350.00	Approved - Withdrawn
Product Design	Unclear from application	£1,200	£1,200	Not eligible - Application was for business costs

Appendix B - Engagement Survey Responses

1 How would you rate the quality of the activity / event

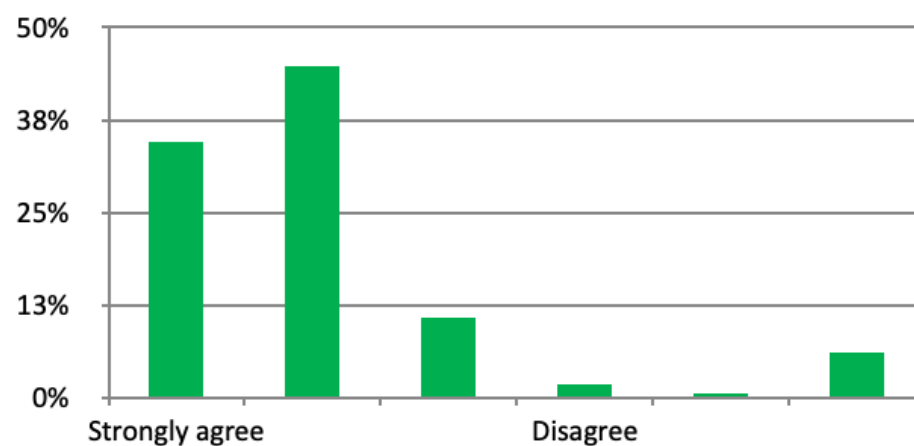
Very Good	88
Good	46
Neither good nor poor	8
Poor	0
Very poor	2
Don't know	5
No response	18
Total	167



2 How strongly do you agree or disagree that ...

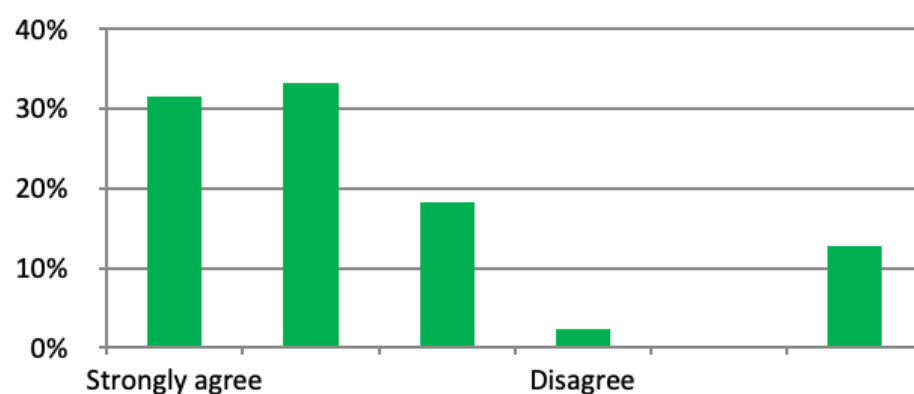
... I learnt more about my local heritage as a result of this activity / event

Strongly agree	57
Agree	74
Neither agree nor disagree	18
Disagree	3
Disagree Strongly	1
Don't know	10
No response	2
Total	165



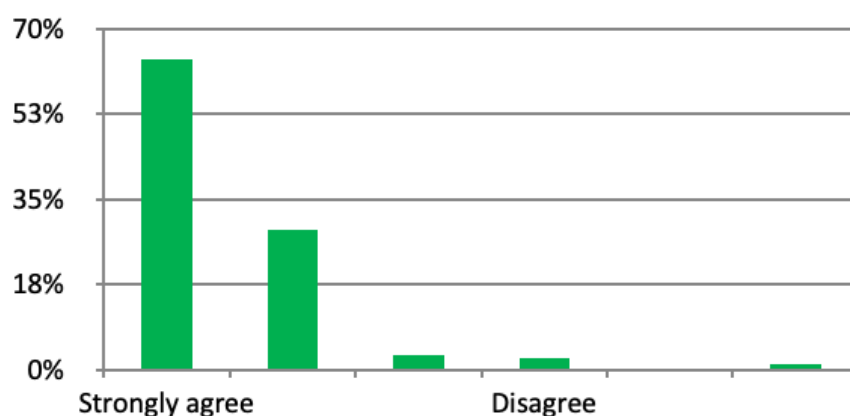
... Taking part in / attending this activity / event made local heritage more relevant to me

Strongly agree	52
Agree	55
Neither agree nor disagree	30
Disagree	4
Disagree Strongly	0
Don't know	21
No response	3
Total	165



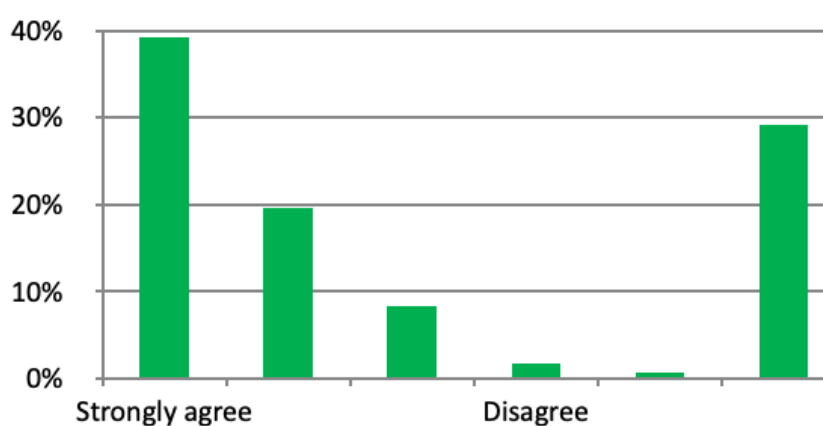
... I had a good time!

Strongly agree	107
Agree	48
Neither agree nor disagree	5
Disagree	4
Disagree Strongly	0
Don't know	2
No response	2
Total	168



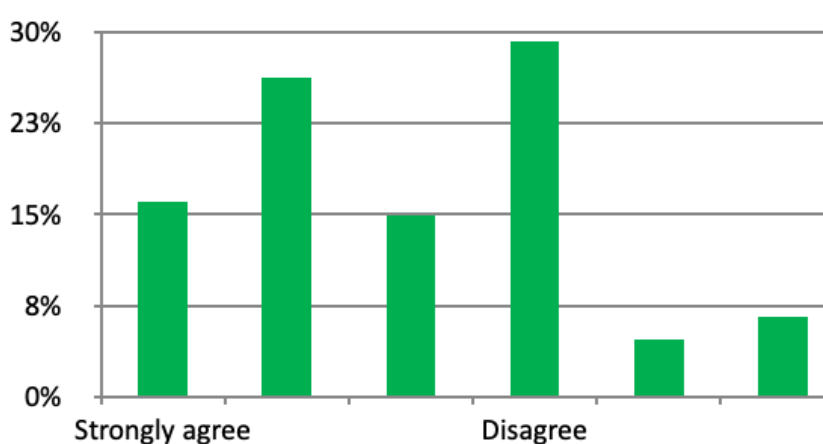
... By working together, we can bring about change in Colwyn Bay

Strongly agree	66
Agree	33
Neither agree nor disagree	14
Disagree	3
Disagree Strongly	1
Don't know	49
No response	2
Total	168



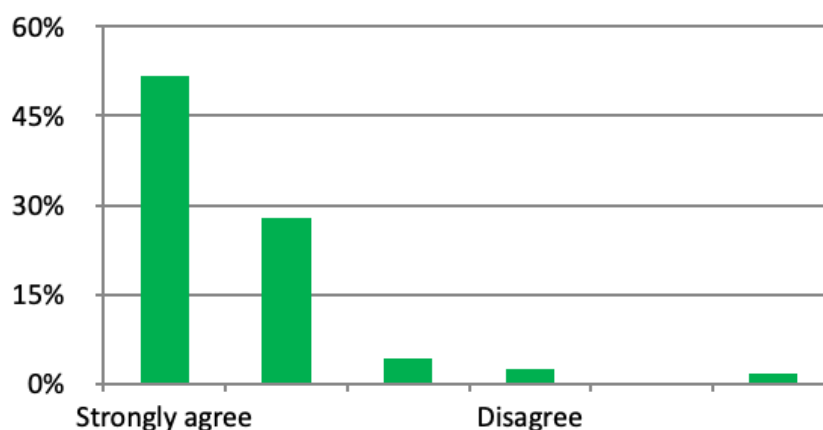
... I often attend activity / events like this

Strongly agree	27
Agree	44
Neither agree nor disagree	25
Disagree	49
Disagree Strongly	8
Don't know	11
No response	4
Total	168



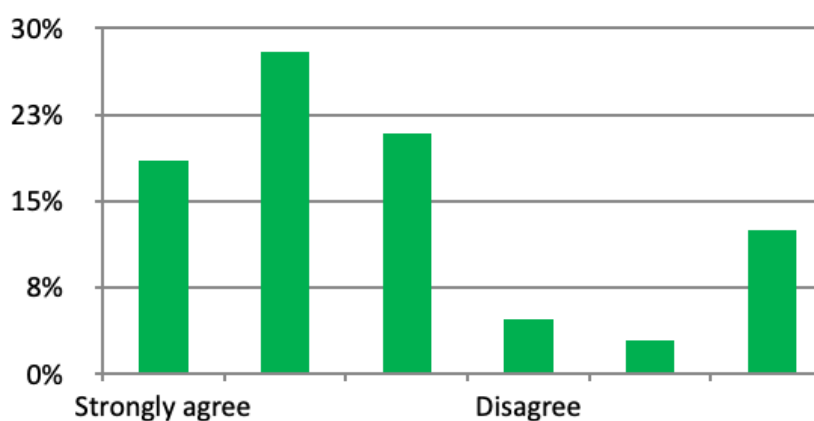
... I like living where I live

Strongly agree	87
Agree	47
Neither agree nor disagree	7
Disagree	4
Disagree Strongly	0
Don't know	3
No response	20
Total	168



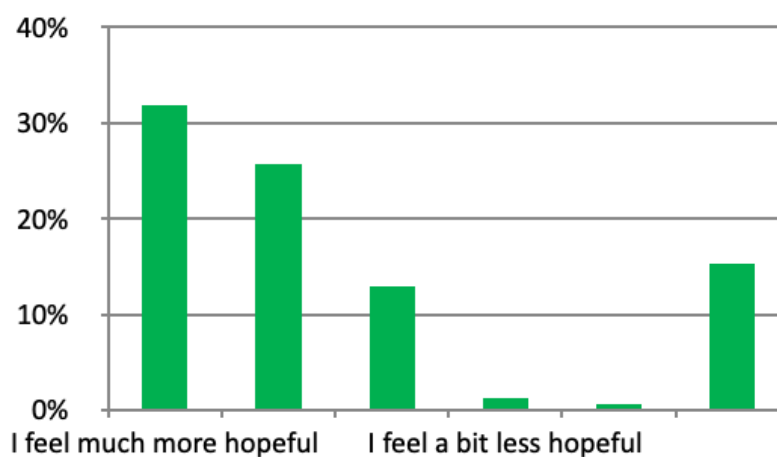
... I have a lot in common with people in my local area

Strongly agree	31
Agree	47
Neither agree nor disagree	35
Disagree	8
Disagree Strongly	5
Don't know	21
No response	21
Total	168



3 Since your involvement with this project how hopeful do you feel for the future of Colwyn Bay?

I feel much more hopeful	52
I feel a bit more hopeful	42
I feel as hopeful as I did before the project	21
I feel a bit less hopeful	2
I feel much less hopeful	1
Don't know	25
No response	20
Total	163



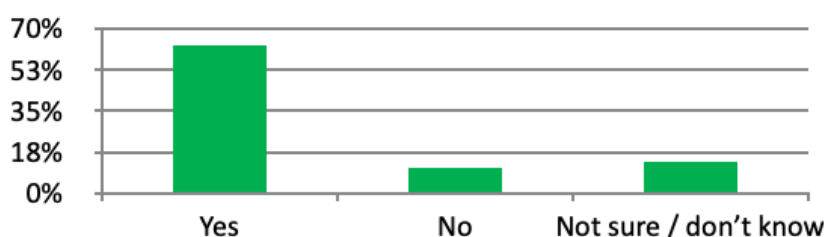
4 How strongly do you feel you belong to Colwyn Bay?

Very strongly	44
Fairly Strongly	57
Not very strongly	22
Not strongly at all	4
Don't know	21
No response	20
Total	168

5 Meeting New People ...

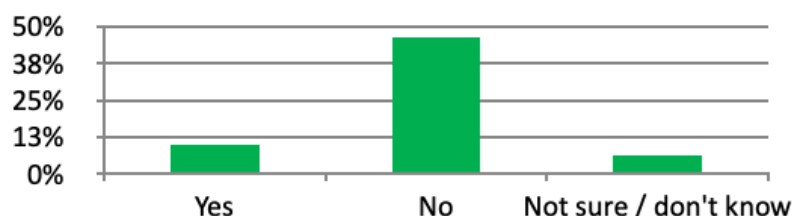
... Have you met new people through your involvement with the project?

Yes	106
No	18
Not sure/don't know	22
No response	22
Total	168



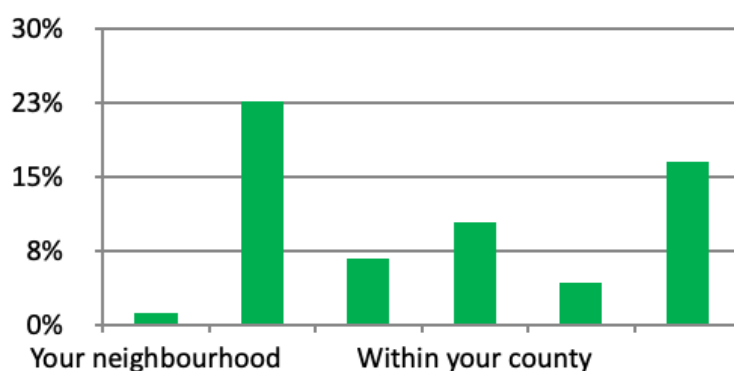
... If you have met new people through the project, do you socialise with these people outside the project?

Yes	17
No	78
Not sure/don't know	11
No response	61
Total	167



... If you have met new people through the project, are they mainly from

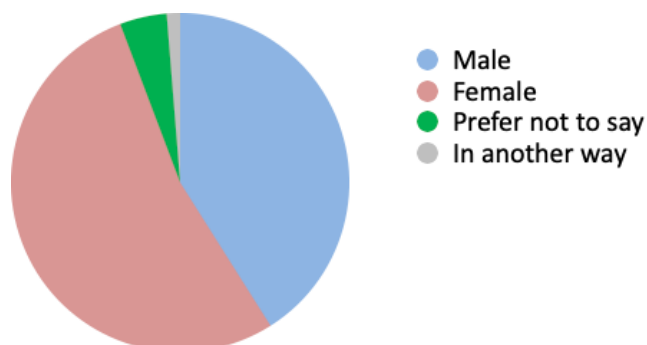
Your neighbourhood	2
Your local area	37
Your town	11
Within your county	17
Within your region or beyond	7
Don't know	27
No response	62
Total	163



6 Demographics

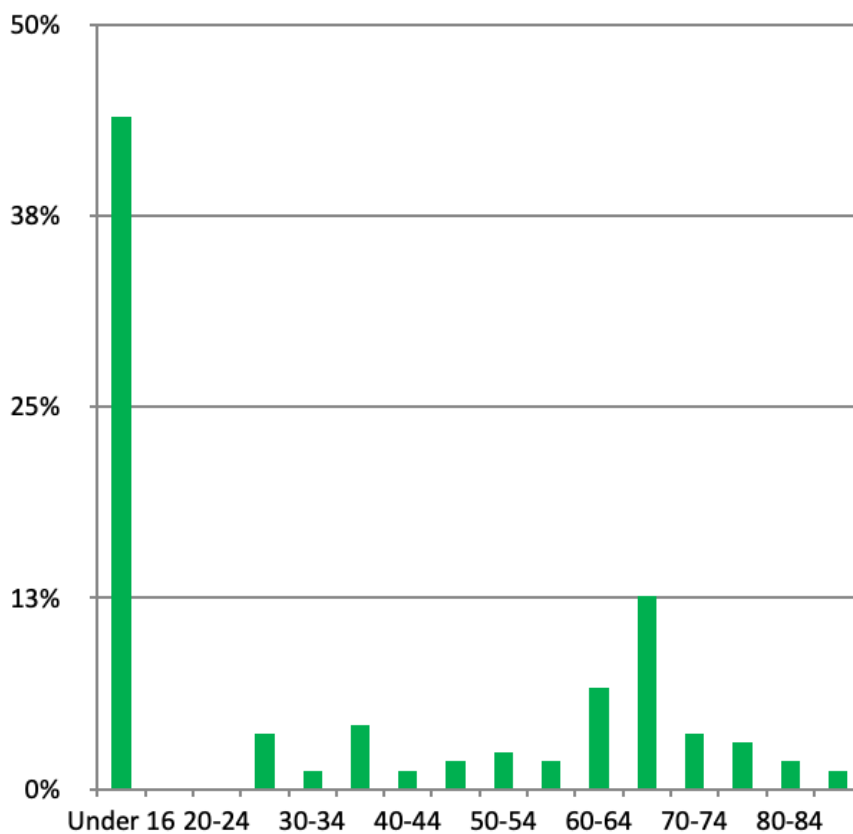
Gender

Gender	Number
Male	64
Female	83
Prefer not to say	7
In another way	2
No response	11
Total	167



Age Range

Age Range	Number
Under 16	73
16 - 19	0
20 - 24	0
25 - 29	6
30 - 34	2
35 - 39	7
40 - 44	2
45 - 49	3
50 - 54	4
55 - 59	3
60 - 64	11
65 - 69	21
70 - 74	6
75 - 79	5
80 - 84	3
85 or older	2
Prefer not to say	8
No response	10
Total	166

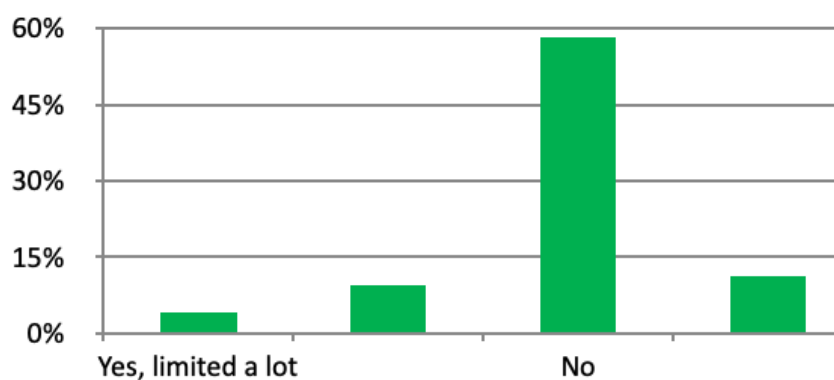


Ethnic Group

Ethnicity	Number
White-English/Welsh/Scottish/Northern Irish/British	118
White-Irish	1
White-Gypsy or Irish Traveller	-
White-Other White background	2
Mixed-White and Black Caribbean	1
Mixed-White and Black African	-
Mixed-White and Asian	-
Mixed-Other Mixed/multiple ethnic background	-
Asian or Asian British-Indian	4
Pakistani	-
Bangladeshi	-
Chinese	-
Other Asian background	-
Black or Black British-African	-
Caribbean	-
Other Black/African/Caribbean background	-
Arab	-
Other	3
Prefer not to say	9
No response	26
Total	164

Health Problem or Disability

Health Limited	Number
Yes, limited a lot	7
Yes, limited a little	16
No	98
Prefer not to say	19
No response	28
Total	168



Understanding of Welsh

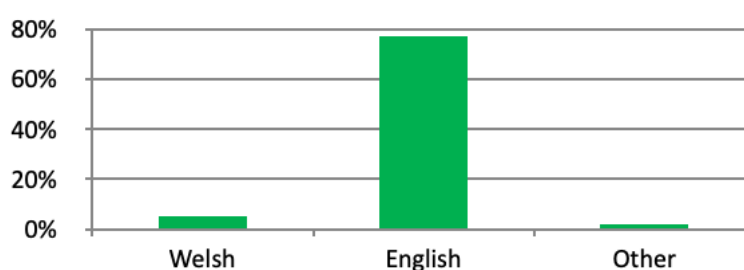
(not mutually exclusive responses)

Understanding	Number
Understand Spoken Welsh	34
Speak Welsh	31
Read Welsh	38
Write Welsh	45
None of these	69
Total	217



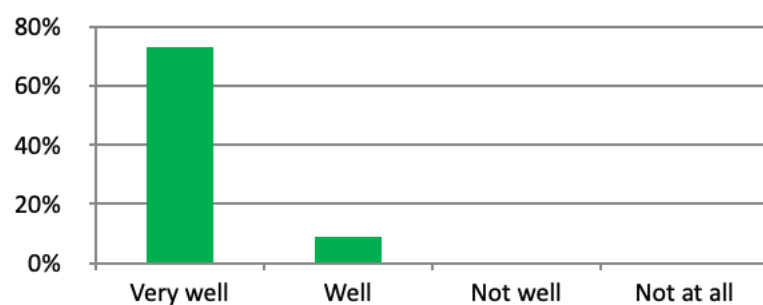
Main Language

Main Language	Number
Welsh	9
English	130
Other	3
No response	26
Total	168



Speaking English

Speak English	Number
Very well	121
Well	15
Not well	1
Not at all	-
No response	29
Total	166

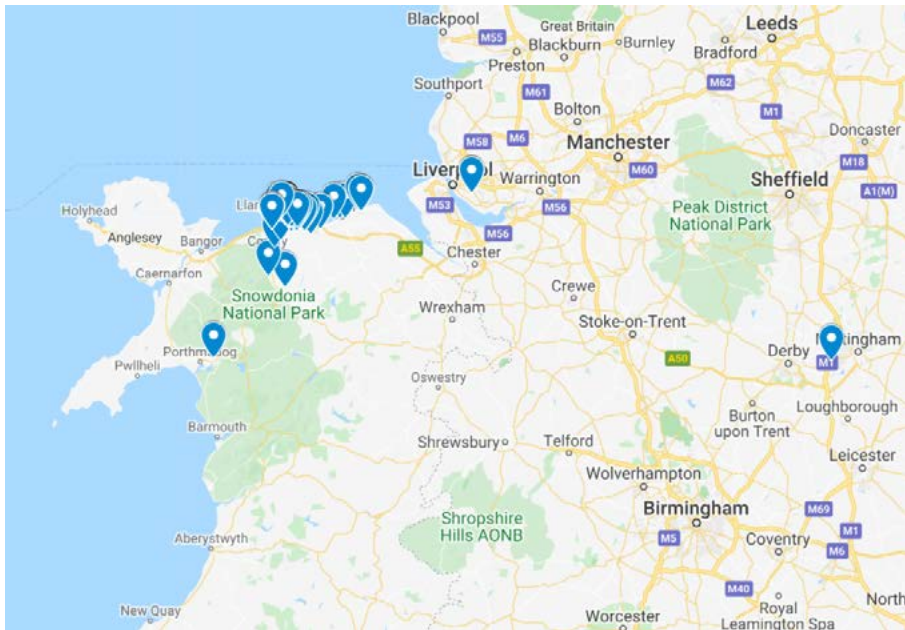


7 Reach

The geographical pull of the project may be considered in terms of those who have engaged in various activities, and where they have travelled from.

Location

In total 138 provided postcode data, which may be mapped as follows to show the home location of those engaged:



The furthest visitor was from the NG9 area (Nottingham) with most respondents coming from the surrounding areas of LL29 and LL28:



Acknowledgements

**Thank you to the Project Team, Partners, Volunteers and Participants
for providing information to contribute to the completion of this evaluation report.**

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