

CREU CONWY UKCRF

Creating opportunities for culture-led renewal:
Conwy Culture Strategy Development



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introduction





Infographic page when final figures are verified

interim evaluation report

Conwy County Borough Council (Conwy CBC) has striven to place culture at the centre of its strategic planning processes. This ambition is underpinned by *Creu Conwy Creating the Spark – a Cultural Strategy for Conwy County Borough 2021 – 2026*. The Creu Conwy strategy puts arts, culture and heritage at the heart of community life in Conwy County. The strategy recognises that culture can drive sustainable economic growth and help bring communities closer together. It has three underlying principles:

*“To bring about real change, culture needs to be relevant and accessible, and placed firmly in the hands of the community. To make sure this happens, we want to develop projects together with the community that use the principles of being **adventurous**, **playful** and **connected**.”*

adventurous
playful
connected



Creu Conwy’s UKCRF scheme, *Creating opportunities for culture-led renewal*, was devised to strengthen Conwy CBC’s cultural strategy and support the delivery of local objectives, including the Economic Growth Strategy, Destination Management Plan, and Welsh Language Strategy. Collectively, these strategies contribute to CCBC’s corporate objective:

‘People live in a county where culture, heritage and the Welsh language thrive’.

Creu Conwy's UKCRF *Creating opportunities for culture-led renewal scheme* has enabled the piloting and testing of new and innovative culture-led methodologies in the design of projects across a wide range of areas, from public art projects, greenspace development, wellbeing, skills building, community renewal, employability, and tourism. The funding has enabled Creu Conwy to ensure that culture is the spark that ignites economic growth across Conwy's public, private and voluntary sectors. The scheme has delivered multiple projects with partners, linked collaboration projects, and provided a platform for thinking about new ideas and ways of delivering services in the future.

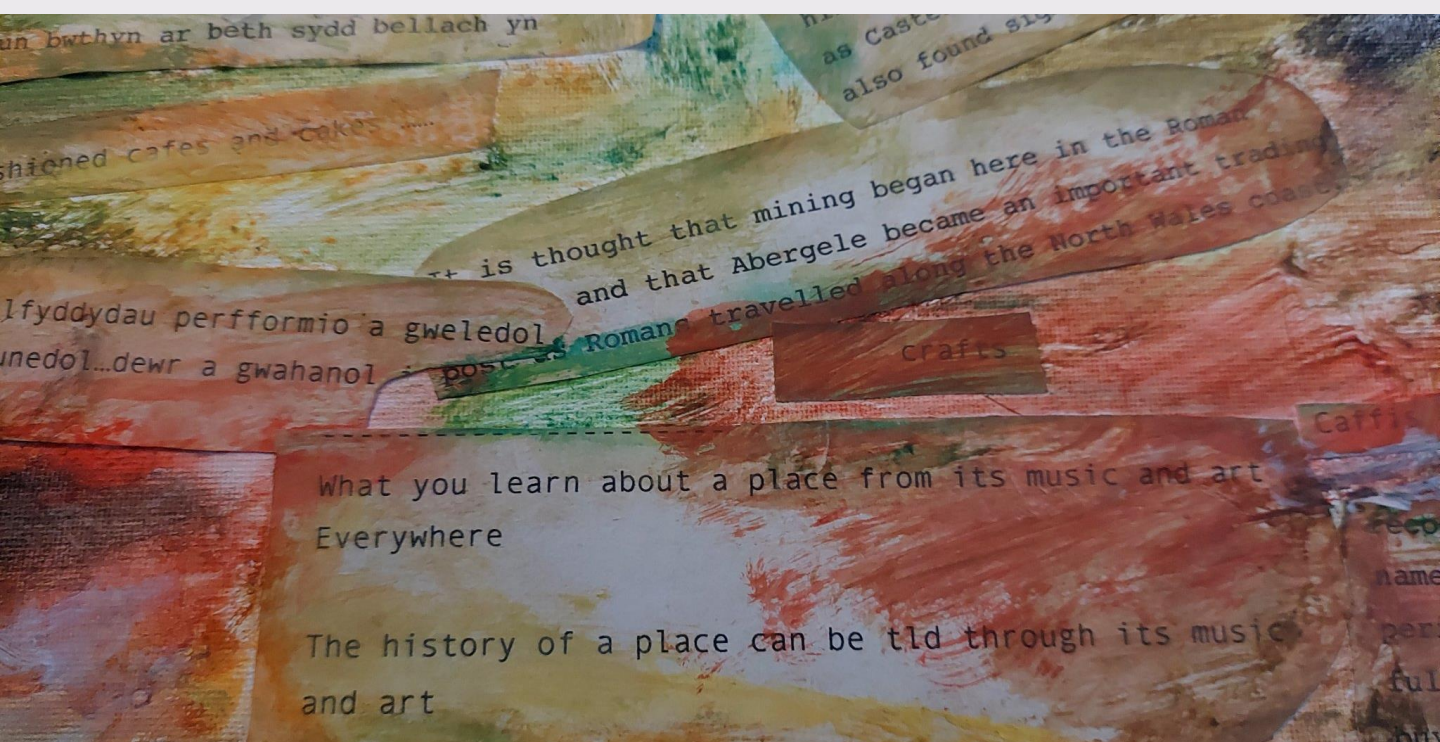
Evaluation of the scheme

The evaluation of the *UKCRF Creating opportunities for culture-led renewal scheme* is in two parts. This **Interim Evaluation Report** is the first part of the process. It focuses primarily on:

- the projects that have been delivered
- innovations and what has changed
- the outputs achieved

The **Final Evaluation Report** will reflect on 5 key questions:

- Did the scheme achieve the outputs it set out to achieve?
- What audiences did the scheme reach and how actions arising from the learning strengthen cultural engagement across a range of audiences?
- How has learning from the scheme influenced cultural practice and future strategy in Conwy? What has changed and what is going to change?
- What needs to happen to strengthen cultural partnerships in order to enhance the cultural offer for residents and tourists across the county?
- What risks and opportunities does cultural action-planning face in light of the current financial crisis, and what needs to be considered to ensure cultural activity is not just maintained, but improved as a driver for economic growth?



audiences & indicators

Who did the scheme aim to work with?

The groups that Conwy County Borough Council's UKCRF scheme was designed to work with, comprised:

- Voluntary community organisations throughout the project area who have a role in culture or heritage.
- Local businesses, creatives and makers.
- Unemployed people living in spotlight towns where the Imagine Trail will be developed.
- Tourism and accommodation business providers.
- Staff working across CCBC.
- People who are currently not participating in / engaging with cultural activity.
- Residents of Pensarn, Abergele, Conwy, Llandudno, Llanrwst and Colwyn Bay, coastal Conwy and residents in isolated rural areas.
- People experiencing poor mental health, people experiencing social isolation or loneliness, people living alone.

Target groups		
Main indicator	Subset	Number
People	Economically inactive	10
	Unemployed	10
	Employed	50
Businesses	Small	10
	Medium	10
Organisations	Public	1
	Private	1
	Voluntary sector	5

Types of support provided		
Main indicator	Subset	Number
Direct support	1 to 1	10
	1 to many	20

UKCRF outcomes the scheme will deliver	
Outcome	Total
People in education or training following support	50
People engaged in life skills support	20
Organisations engaged in knowledge transfer activity	20



the projects



UKCRF scheme projects

Conwy County Borough Council's UKCRF 'creating opportunities for culture-led renewal' scheme encompassed 3 main workstreams, incorporating the delivery of 9 key projects:



Workstream 1: Establish governance

Project 1a	<p>Create a Cultural Partnership Enterprise (CPE) to provide overall leadership and co-ordination of the Culture Strategy and five 'Town Teams' to oversee spotlight action plans for our main towns.</p> <ul style="list-style-type: none"> • Draw upon UK good practice to establish the suitability of the proposed governance model; • Identify roles and terms of reference • Establish each body, recruit and upskill board members • Facilitate action planning and community engagement • Create a marketing and communications plan.
Delivery lead	Project Co-ordinator
Outputs	<p>1 x CPE 5 x Town Team Action Plans 1 x Marketing Plan</p>

Workstream 2: Resourcing

Project 2a	Develop a reliable mixed funding model - a Cultural Venture Fund - to fund strategy delivery, combining commercial, private and third sector sources to secure sustainable income in the face of reducing cultural sector funding.
Delivery lead	Cultural Partnership Enterprise (CPE)
Outputs	1 x Cultural Venture Fund established

Workstream 3: Test the culture-led approach

Project 3a	Culture-led approaches to infrastructure projects Provide culture-led approach mentoring to the feasibility stage of a project to improve green infrastructure in Pensarn. Disseminate learning across other regeneration projects.
Delivery lead	The Culture Strategy project consultants - mentoring the ERF team on adopting a culture-led approach and liaising with the project evaluator and steering group.
Outputs	1 x innovation paper on culture-led approaches to regeneration projects

Project 3b	Culture-led community placemaking The new Town Team and the National Trust Wales will plan for the future of NT assets in Conwy town by engaging with the community to understand significance, perceptions and future use.
Delivery lead	Co-ordinated by the project consultants as part of the action-planning element of the new Conwy Town Team with support from Culture team. The project will work in partnership with the National Trust Property Manager and will use learning to feed into town team establishment in the other areas and the Town Team action plan.
Outputs	Linked outputs to project 1a

Project 3c	<p>Culture-led Creative, Digital and Employability Skills Development</p> <p>Incorporate learning from the development phase of the Colwyn Bay Imagine Trail App (a community co-created augmented reality heritage trail) and expand the platform to other towns. Offer digital, employability and life skills development and work placements in animation and game design.</p>
Delivery lead	Managed by the Project Co-ordinator in partnership with Tape Community Music and Film Ltd and Reality Boffins creative technologists.
Outputs	<p>1 x digital app infrastructure, Imagine Trail</p> <p>1 x digital, creative and life skills training programme</p> <p>20 x AGORED accreditation qualifications</p>

Project 3d	<p>Adventurous and playful cultural programming</p> <p>A project with Conwy Arts Trust and Oriel Colwyn gallery to develop designs for Oriel Mor, a changing outdoor exhibition that will democratise access to the visual arts along the coast. Accessible exhibition shelters will replace outdated promenade furniture along an active travel route.</p> <p>The Conwy Winter Sounds initiative was developed as part of this project as a later addition, with full permission from UKCRF. The Winter Sounds initiative worked with communities to hold major cultural events in community venues across the county.</p>
Delivery lead	Managed by Oriel Colwyn in partnership with Conwy Arts Trust.
Outputs	1 x exhibition shelter developed designs up to RIBA Stage 4

Project 3e	<p>Welsh language and cultural tourism</p> <p>A feasibility study on integrating the Welsh language into tourism experiences, working with partnership bodies such as Menter Iaith and considering digital / app infrastructure.</p>
Delivery lead	Commissioned as a consultancy requiring liaison with relevant stakeholders and partners including the CCBC Welsh Language Unit, Business Wales, Menter Iaith and Bangor University.
Outputs	1 x Welsh language in tourism feasibility report

Holiday makers amble along,

Project 3f

Culture and wellbeing

Identify pilot culture-for-wellbeing projects. Explore using culture in social prescribing and consider methodologies for collecting and interpreting outcome data to target future projects. Collaborate with the new Recovery College to co-produce and match students to opportunities; strengthening resilience and connection to/engagement in their community.

Delivery lead

Consultant appointed to conduct desk-based research, strategic liaison and engagement with potential beneficiaries. The project will be steered by CCBC mental health partnership forum via regular attendance and updates from the Heritage and Culture Manager and project consultant.

Outputs

1 x Culture for Wellbeing Feasibility Report

Project 3g

Exit strategy

A pilot project to establish robust governance and resourcing for strategy delivery.

Delivery lead

Managed by the Cultural Partnership Enterprise with support from CCBC Culture Team.

Outputs

1 x Creu Conwy Action Plan



UKCRF outputs at a glance

Target groups					
Main indicator	Subset	Target No.	Actual No.	%	Evidence Reference
People	Economically inactive	10	45	450%	17 x Imagine (soft skills) 6 x Conwy innovation panel 12 x Reading Friends 5 x Conwy Youth Council 5 x Youth Sheds
	Unemployed	10	44	440%	22 x A Confident You 13 x Imagine wellbeing 9 x Conwy Connect
	Employed	50	113	226%	113 x Arts participants
Businesses	Small	10	43	430%	Y Clwb Llanrwst Gwesty'r Erynod Abergele Golf Club Colwyn Bay Artisan Market The Peculiar Gallery Oak Owl Ltd Ffiwsar Ltd Y Foelas, Pentrefoelas Y Lion, Cerrigydrudion Y Llew Goch, Llansannan Castell Gwrych - Abergele Dylan's Llandudno Clwb Glan Conwy Pier Bae Colwyn Manorafon farm Bryn Morfa Caravan Park Gwrych castle Penmaenmawr Museum Pont y pair, Betws-y-coed The Cottage Loaf pub Giller Arms Royal Cambrian Academy Seren Y Dyffryn Holiday Pk Waterloo Hotel The Stables Bistro Bistro bach Llandudno Bodnant Caravan Park Tŷ Gwyn Caravan Park Maes Dolau Caravan Park Llyn Brenig GYG Karting - Glany gors Swallow Falls Siop Bys a Bawd Trwyn Yr Wylfa Camp Site Siop Lewis Llandudno Y Sportsman(wedi cau) y Llew Coch, Llansannan Sw Fynydd Bae Colwyn Llandudno Ski Centre Hen Aelwyd Llanrwst Caffi Contessa Llew Coch Llanrwst Konwy Kombucha M+C Activities and Outdoor travel

UKCRF outputs at a glance

Target groups					
Main indicator	Subset	Target No.	Actual No.	%	Evidence Reference
Businesses	Medium	10	10	100%	Mostyn Ltd National Trust Welsh National Opera Go North Wales Surf Snowdonia Zip Fforest
Organisations	Public	1	18	1800%	Colwyn Bay Town Council Llanrwst Town Council Abergele Town Council Conwy Town Council Llandudno Town Council M-Sparc Diocese of St Asaph Transport for Wales Cadw National Trust Edinburgh University Bangor University Wrexham CBC Liverpool City Council Heritage Zone Oswestry Safe Regeneration Ltd Snowdonia National Park Urdd Gobaith Cymru
	Private	1	5	500%	Abergele Golf Club Peculiar Gallery, Abergele Mostyn Estates Ltd Llandudno Hospitality Ass. Ffiwsar Ltd Mostyn Gallery
	Voluntary sector	5	12	240%	CVSC Urdd Gobaith Cymru Panad a Sgwrs Well Women Group Confident You Conwy Heritage Forum Conwy Youth Shedz Colwyn Victoria Pier Trust Together for Colwyn Bay Disability Arts Cymru Llandudno Museum

UKCRF outcomes the scheme will deliver				
Outcome	Target No.	Actual No.	%	Evidence Reference
People in education or training following support	50	78	156%	40 x Imagine training 1 x PGCE course 1 x Social Care course 1 x M-Sparc training 5 x TAPE training 1 x Reality Boffins college placement
People engaged in life skills support	20	61	304%	9 x Conwy Connect 12 x Reading Friends 7 x Older People's Grp 11 x Cartrefi Well Women 22 x A Confident You
Organisations engaged in knowledge transfer activity	20	23	115%	Oswestry Action Zone Galeri Caernarfon Edinburgh University Bangor University SAFE Regeneration Newtown TC Go North Wales Menter Iaith Colwyn Bay TC Llanrwst Town Council Together Colwyn Bay Abergele Place Plan Abergele TC The Peculiar Gallery Fifwsar Golygfa Gwydir Bys a Bawd Communities 4 Work Bro Celynnin Ministry Llandudno Museum Penmanmawr Mus. Llanrwst Town Council Llandudno Regen Board



Workstream 1: Project 1a

Create a Cultural Partnership Enterprise (CPE)
and five 'Town Teams' to oversee action plans

summary

A Cultural Partnership Enterprise, involving key cultural organisations operating in Conwy, has been established to drive culture-led renewal across the area. The Town Team approach was piloted and introduced in five launchpad areas. The project brought cultural organisations and community representatives together, with the aim of forming a localised strategic network to shape cultural strategy responses and activity.



Cultural Partnership Enterprise (CPE)

Conwy County Borough Council's Culture Strategy was the impetus behind the ambition to establish a CPE to work in partnership to lead strategic direction and implementation. The UKCRF culture-led renewal scheme provided the mechanism to safely test the establishment of the CPE and identify a robust governance and funding model for Creu Conwy.

OneDay Regeneration Ltd and Cynlas Cyf were commissioned to work with the CPE to identify a suitable legal structure and regulatory framework; agree collaborative aims, roles and responsibilities; and to explore sustainable funding model options that will provide reliable blended-funding and income sources to support cultural activity in the county, at a time when the sector is facing unprecedented budget restrictions and funding cuts.



innovations what's changed?

- Establishing a Cultural Partnership Enterprise to drive culture-led renewal for Conwy county.
- Bringing together voluntary, public and private sector cultural organisations to establish a cultural network focused on identifying, mapping and developing place-based cultural strategy and activity.
- Using the PechaKucha approach to knowledge transfer and supporting organisations to learn the skills and techniques of that approach.
- The focus on the five launchpad areas and building on the learning and existing cultural contacts that were established through the Imagine Colwyn Bay programme, to lead practice.

The CPE membership comprises 8 voluntary, public and private sector organisations, representing a range of cultural assets, cultural and heritage interests and audiences:

3 voluntary sector organisations:

Conwy VSC
 Urdd Gobaith Cymru
 Disability Arts Cymru

4 public sector organisations:

Diocese of St Asaph
 Cadw
 National Trust
 Conwy County Borough Council

1 private sector organisation:

Mostyn Gallery

Launchpads and Town Teams

Five of Conwy county’s towns were selected as designated launchpad areas for culture-led renewal:

- Colwyn Bay
- Llanrwst
- Abergele
- Conwy
- Llandudno

Colwyn Bay was identified as the pioneer area that would act as a model for embedding cultural regeneration and place planning. This was due to the excellent work that had been undertaken through the 3-year Imagine project, funded by the NLHF Great Place Scheme. A key legacy of the Colwyn Bay Imagine project was the establishment of a Town Team and this UKCRF Culture-led Renewal Scheme was able to build on that outcome by working with the group to formalise a potential framework for governance and delivery that was tailored to the special characteristics of Colwyn Bay (see Appendix 1 – launchpad document).



outputs achieved

✓	1 Cultural Partnership Enterprise (CPE) established
✓	3 voluntary sector organisations have become members of the strategic partnership
✓	3 public sector organisations have become a member of the strategic partnership
✓	1 private sector organisation has become a member of the strategic partnership
✓	3 voluntary sector organisations were engaged in the Town Teams project
✓	5 public sector organisations were engaged in the Town Teams project
✓	5 private sector organisations were engaged in the Town Teams project
✓	63 organisations and individuals attended and were engaged in learning through the Town Teams community sessions
✓	5 Town Team Action Plans are in the process of completion
✓	1 marketing plan has been completed

During July 2022, a series of community engagement sessions were led by the commissioned consultants in the five designated launchpad areas. The aims of the sessions were to:

- Set the scene and raise awareness of Creu Conwy, and provide an overview of progress, and how the overarching strategy and Town Teams approach relate to each other.
- Bring key cultural and community representatives together to gain their support and buy-in to be part of a Town Team.
- Define and map the cultural offer in each town.
- Provide an opportunity for people and organisations to network and share experience.

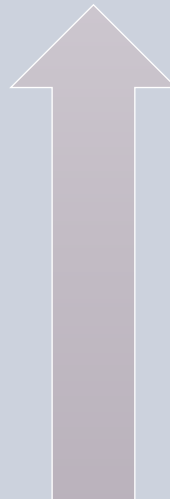
63 organisations and individuals attended the launchpad sessions and participants were introduced to the PechaKucha method of presentation as an informal and creative way of presenting concepts and ideas. Around 40 presentations were delivered by the Creu Conwy team, consultants and individual organisations who were coached to use the PechaKucha method prior to the launchpad sessions.

Each session had a workshop element that aimed to capture feedback from participants on cultural challenges and opportunities in their local area, and identify the potential next steps, with a medium-term goal of securing buy-in and a 'community of interest' to be involved in a Town Team approach for each locality. The sessions were followed up by a feedback survey, the results from which are summarised in the table to the right and the full survey responses can be found in Appendix 2.



Town Teams feedback survey summary

23 participants responded to the Town Teams session feedback survey, and the average rating for the sessions was 4.3 out of 5.

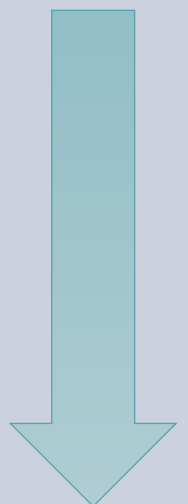


what worked well?

- Good mix of people involved.
- Shared ideas and goals.
- PechaKucha format.
- Informality and structure, mixing food with discussion.
- Highlighting the variety of skills and talent in the town.
- Youth Shed's involvement and young people's perspectives.
- Focus on Welsh language and culture.

what could be improved?

- Participation by more, and a broader range, of people and organisations.
- Need a better understanding of what's happening locally.
- More discussion time and time to plan actions.
- Simplify workshop questions and send them to participants beforehand so they can think about detailed responses.
- Workshop exercises with a progression route to make it more meaningful and useful.



Workstream 3: Project 3c Culture-led creative, digital and employability skills development

summary

A project bringing together two creative organisations - one private sector and one voluntary sector, to work with young people, people with additional support needs and unemployed people, to offer digital, employability and life skills development and work placements in animation and game design. This collaboration has resulted in the expansion of a community co-created augmented reality heritage trail that is accessible to the public, 22 accredited qualifications and a successful work placement.



Digital and employability skills

Tape Music and Film Ltd, a voluntary sector social enterprise in Colwyn Bay, were commissioned to work with young people, unemployed people and people with additional support needs, to develop story boards, audio and animation content to expand an augmented reality heritage trail to link to the existing Imagine Trail app.

The commission required intensive workshops with the target groups to research, write, record and animate the content. The project also enabled a 'levelling up' approach to Conwy's heritage, ensuring that women were represented in the historical narratives, and creative approaches to telling their stories and the stories of local communities, were encouraged and supported by a skilled staff team.



innovations what's changed?

- A traditionally marginalised client group have developed and showcase their creative talent, resulting in a highly visible cultural heritage digital outcome that preserves and markets local heritage, for tourists and residents.
- Providing a platform for two local creative industries to work closely together to achieve the project goal.
- Bespoke animations and audio content created by the target groups and will go on to influence how people understand and learn about local heritage, culture and place.
- Designing and supporting a bespoke local creative industries work placement opportunity for a young person that has resulted in significant upskilling and employability potential for the individual.

Reality Boffins, a private sector small business based in Llanfairfechan, were commissioned to work alongside Tape Music and Film to transfer the illustrations and audio content that were created by the beneficiaries, into vector graphics and platform-ready content. This content was added to the Imagine Trail App and published in 2022.



This project has resulted in significant outcomes for Conwy’s UKCRF Culture-led renewal scheme and it is recognised that Tape Music and Film invested time and resources into working with the beneficiary groups to ensure a high standard of content that is fit-for-purpose for Conwy’s high-profile tourism sector. The work included:

- 40hrs of film workshops – developing a feature-length documentary, including planning interviews, timelapse filming, editing and producing a trailer to sit within the app.
- 40hrs of audio workshops – working with beneficiaries to create original soundscapes for the animations, including an original 8-bit soundtrack, using instruments, software-use, researching library sound archives, field recordings; and recording and mixing the Ghostbusters Brave Women of Colwyn song.
- 40hrs of animation workshops – developing original pieces using stop-motion and animation software to animate the Tape Art group’s work.
- 40hrs of art workshops – working with beneficiaries to produce original artworks to illustrate the themes and responding to requests for artwork from the animation team.
- Completion of 5 digital packages that were added to the app.
- Delivery of Agored modules resulting in 22 people achieving a qualification.

outputs achieved

✓	1 digital app infrastructure completed
✓	1 digital, creative and life skills training programme completed
✓	22 people achieved 26 accredited qualifications in ‘work related education’.
✓	58 people registered as unemployed participated
✓	21 people went on to education and training after support
✓	206 sessions were delivered, providing 260hrs of direct beneficiary engagement
✓	17 new locations, characters and experiences were built and integrated into the app
✓	1 work placement for a young person was supported by Reality Boffins. The trainee designed and published 17 graphics for the app.
✓	1 digital cultural heritage app, covering significant and gender-balanced heritage of 3 Conwy communities, is now accessible to the public (including tourists)



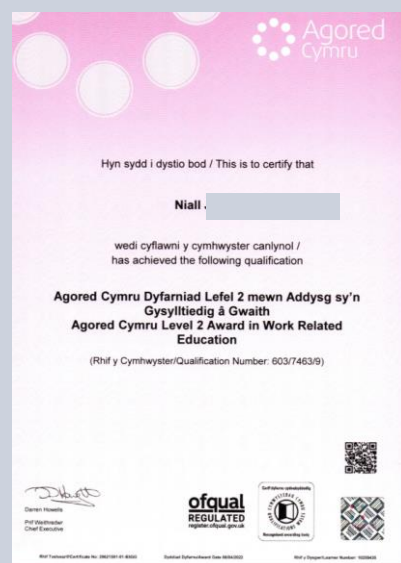
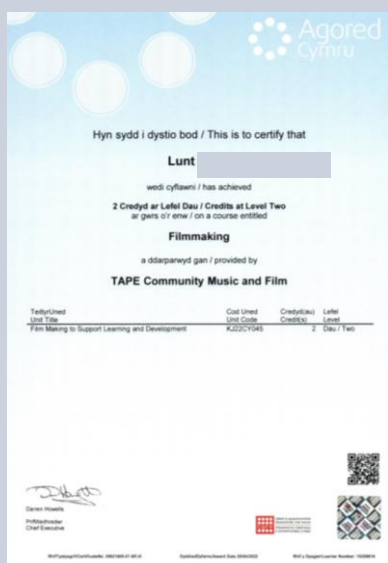
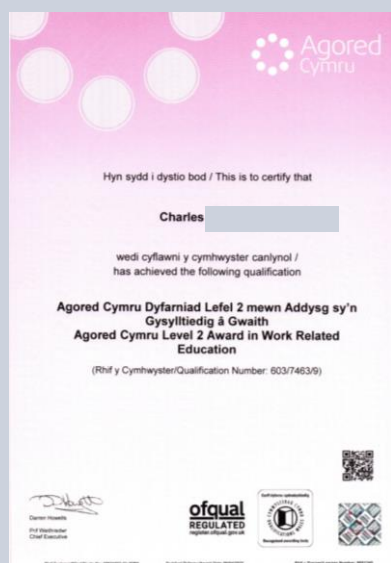
Digital trainee work placement

As part of the *culture-led creative, digital and employability skills development project*, Reality Boffins supported a work trainee placement. The trainee has attended college to undertake a related FE qualification, and received in-house training and support from Reality Boffins to develop their 3D modelling skills, create AR scenes and animations. This has resulted in the trainee creating at least 20 bespoke 3D models that have been added to the Imagine app, as well as learning to use the app platform and reinterpret content that was created through Tape Music and Film.

Accreditation and qualifications

26 Agored Level 2 Accreditations have been achieved as a result of Conwy CBC's *UKCRF culture-led creative, digital and employability skills development project*. The assessment methods were tailored for the individual needs of the beneficiary group, evidenced through film recordings of participation and feedback, artwork and media produced, now published online through the Imagine App.

Three individuals who gained qualifications through this scheme, were mentored by Tape staff using the Theory of Change process. The resulting feedback highlighted independent travel issues and financial constraints as barriers to accessing further training and engaging in cultural activity. Tape Music and Film Ltd are considering equipment loans and support for volunteering opportunities as a result of this intervention.



Samples of evidence of the 26 Agored Accreditation and qualifications achieved by people who participated in Conwy CBC's *UKCRF culture-led creative, digital and employability skills development project*, led by Tape Music and Film Ltd. Surnames have been redacted for confidentiality. Two Agored Level 2 Awards in Work Related Education were delivered: 18 participants gained Accreditation in Oral Communication, and 8 participants gained Accreditation in Filmmaking.

spotlight: DIGITAL TRAINEE

Reality Boffins Ltd, a small digital media business based in Llanfairfechan, supported a digital skills trainee as part of Conwy County Borough Council's UKCRF culture-led renewal scheme. Here, the employer and trainee reflect on their experiences of being involved in the scheme, what they have learned and the next steps.

“ the employer perspective

Taking on a local trainee proved extremely successful. Bradley joined us regularly at the office and worked hard producing the 3D content.

As Bradley already had some of the skills required for the task, we opted to integrate short experimentation and training challenges into our working day to expand his skills in areas he was less confident in. For example, attempting to model a Dalek from Dr Who in 15 minutes, motion tracking character rigging and alternative 3D software. These kind of high intensity, fun challenges are a great way to develop skills and share new approaches and techniques that we all learned from.

Bradley also benefited from being able to see other projects we were working on and learn about some of the approaches we are taking and technologies we are utilising as well as the experience of being part of a working space with regular time management and deadlines.

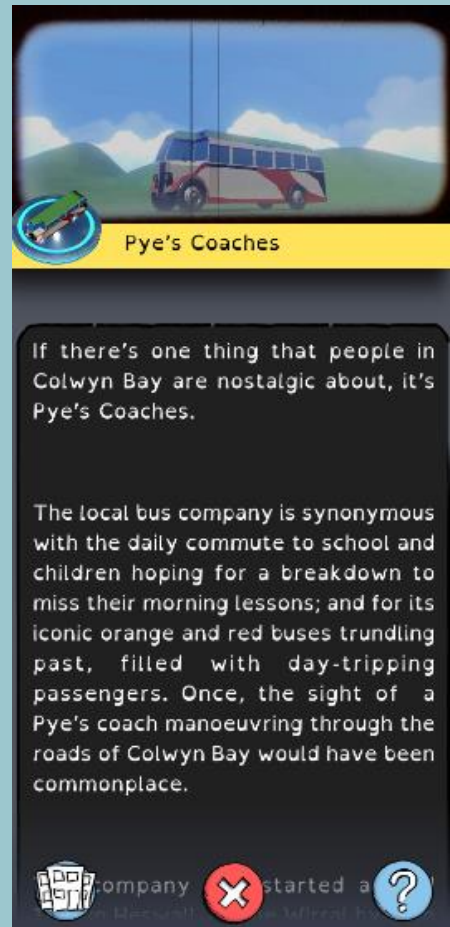
The quality of the work Bradley produced was very good and stands alongside the previous 3D work produced for the app.

Overall, the experience of having Bradley working with us on the Imagine Trail update has been very positive. We've enjoyed collaborating with him, sharing knowledge and experience and hope that we can work together again in the future.

Rob – Reality Boffins



A selection of images created by the Reality Boffins' work trainee, that are now part of the Imagine app.



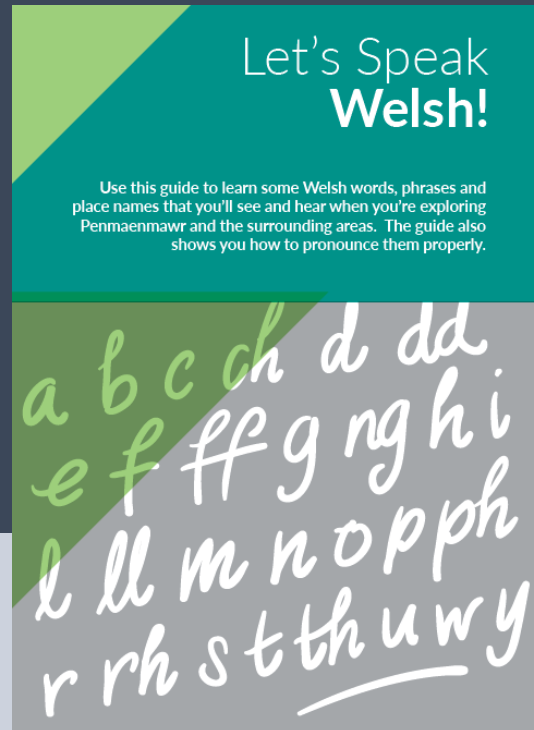
summary

This project aimed to build on best practices from parts of the UK and Europe, where language is used to add value to visitor experiences and contribute to sense of place. A consultation was undertaken with visitors and Conwy-based tourism businesses to identify how they would like to engage with the Welsh language and what would be useful for them to enhance visitor experiences. The result of the consultation was the production of a toolkit for tourism sector businesses that will be available free through the Creu Conwy website.

Project objectives

Menter Iaith in partnership with Celtic were commissioned as a consultancy partnership to undertake Conwy CBC's UKCRF *Welsh language and cultural tourism project*. The project had three main objectives:

- Learn from best practice examples in other bilingual/multilingual parts of the UK and Europe where language is used to contribute to visitor experience and sense of place.
- Through stakeholder engagement and consultation with the trade, research and identify costed priority projects and actions that are deliverable under Creu Conwy.
- Incentivise and support Conwy's tourism sector in the use of Welsh in branding and visitor offer.



To gather information to inform the project outcomes, consultation surveys were conducted with local businesses, visitors, Welsh language speakers and learners. The headlines from these surveys revealed:

- positive attitudes towards the Welsh language and a wish to see it being used;
- some of the strongest comments in support of promoting Welsh to visitors came from non-Welsh speakers from outside Wales;
- only a small minority of visitors and businesses expressing opposition and negative views about the Welsh language;
- the majority of businesses were eager to use the Welsh language and wanted support to do so.

“...I like to hear the language when I’m in Wales.”

Conwy visitor

The desk-based research project to explore best practice examples in the use of language to contribute to the visitor experience, identified five projects in Wales. The headlines from the research conclusions indicated that:

- Most tourism websites made little or no reference to local language and culture. Those that did focused on the historical built environment, crafts and activities.
- Websites that referenced language were difficult to navigate and information was not easy to find.
- A glossary of terms was found to be a frequently-used method of introducing visitors to the native language.
- Some organisations offered bespoke tours or home-hosting experiences with native language speakers and access to local experiences.
- Conwy county may be well-positioned to pioneer the linking of the Welsh language to the visitor experience as a model of good practice for others to follow.

“...The language is as important as the landscape.”

Conwy visitor



innovations what's changed?

- A better understanding of how local businesses and tourists feel about the Welsh language. This has influenced Menter Iaith's thinking and approach, and through their Theory of Change analysis they have indicated that they will focus more on signposting to tourism businesses and promoting the language in the tourist sector.
- Menter Iaith will pursue further partnership approaches to tendering after successfully securing the contract for this commission.
- A new Welsh language toolkit has been produced for tourism businesses across Conwy.

Welsh language tourism toolkit

The *Using Welsh in your Business* tourism toolkit is a key outcome of this project. The content was developed as a result of the consultation process, finding out what local tourism businesses already do to promote the Welsh language, how they want to engage with the language, and what they need to do that effectively. The toolkit has been designed as an easy-reference, free download from the Creu Conwy website.

It must be noted that the *Using Welsh in your Business* is an important, but initial, step in the process of embedding the Welsh language into Conwy's tourism offer to enhance visitor experiences and cement a cultural and linguistic sense of place. A series of recommendations to build on this work are included in the final evaluation report for this scheme.

outputs achieved

- ✓ 1 desk-top research report completed
- ✓ 1 Welsh language tourism toolkit, *Using Welsh in your Business*, completed
- ✓ 69 consultation support interventions with 69 small businesses in Conwy county
- ✓ 193 visitors and people consulted



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CULTURE

USING WELSH IN YOUR BUSINESS Tourism Toolkit

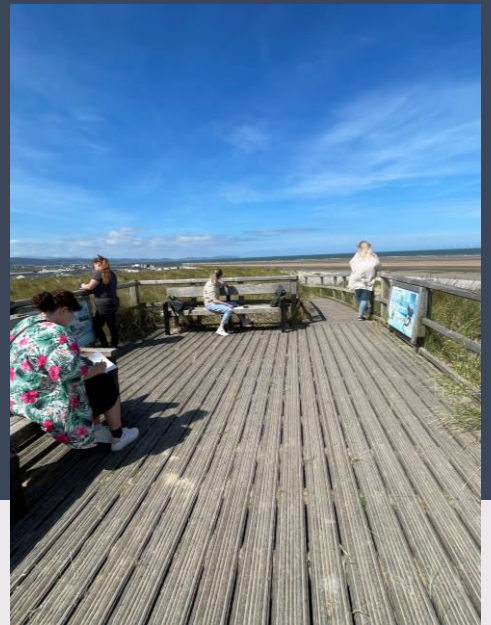


Workstream 3: Project 3d

Adventurous and playful cultural programming

summary

The *adventurous and playful cultural programming project* developed into three different streams as a result of permitted changes to the original funding objective. One project focused on a partnership between Conwy Arts Trust and Oriel Colwyn who worked together to develop designs for Oriel Mor, an accessible art exhibition shelter replacing outdated furniture along an active travel route. A second project, Conwy Winter Sounds, worked with Conwy Arts Trust and communities to pilot cultural music events in small venues across the county. A third project, Casglu, delivered a creative approach to cultural mapping.



The Oriel Mor project

The original objective for this project focused on the opportunity to develop an outdoor seaside art gallery as one of the wider benefits of a series of coastal defence and improvement schemes along the coast of Conwy county. The seaside art gallery would feature outdoor exhibition spaces located on Conwy county's promenades at:

- Llanfairfechan
- Llandudno
- Rhos on Sea
- Colwyn Bay
- Old Colwyn
- Pensarn
- Llanddulas / Kinmel Bay

It was anticipated that the gallery would be stretched out alongside an active travel route and would encourage non-polluting forms of transport between each site, and provide rest-points for walkers and cyclists.

The vision for the project was that the juxtaposition of the gallery spaces with the sea would present a stunning, ever changing all-weather landscape to frame the exhibitions. The nature of this configuration would result in exhibitions being free and accessible to all, encouraging engagement with the creative arts.

At the time of the commissioning process for this UKCRF project, the coastal defence and improvement schemes in each location were at different stages of development. They were procured through Conwy CBC's Environment, Roads and Facilities (ERF) department, with whom this project would work with closely to embed culture into the design stages of the planned schemes.

The delivery of the Oriel Mor project required two different commissions, an architect and a community artist, to work collaboratively with Conwy CBC's ERF department, to develop concept designs (or make adjustments to existing developed designs), to create outdoor exhibition spaces for each of the coastal defence schemes.

The specification for the commissioned architect required:

- a series of design options for the Oriel Môr seaside gallery in consultation with the an artist / creative facilitator funded under the UKCRF project.
- the methodology for the project to reflect the underpinning principle of the Creu Conwy Culture Strategy, specifically:

Adventurous

Contemporary designs which are fresh and surprising, which create a striking yet blended interplay between art and landscape. The gallery should generate active engagement and interaction for visitors, and encourage non-polluting forms of transport along this active travel route.

Playful

An innovative approach that is 'outside the box', creating spaces that are relevant, relatable and appealing to all.

Connected

The emphasis is to include the community by working with selected community groups and community representatives, and one which takes an innovative approach to the concept design process. This will be achieved through a series of facilitated workshops led by a project artist to develop artistic elements for inclusion in the designs where appropriate.

Oriel Colwyn was commissioned to manage and implement the community artist contract. The objectives were to:

- Facilitate a minimum of 6 art workshops with community groups
- Agree preferred designs in consultation with the community, Creu Conwy partnership and the client design team
- Provide evidence of community need and support for the project through a short report.

Project challenges

Challenges emerged in the delivery of the project at a relatively early stage. These centred around:

- Different architect teams had been commissioned by ERF to design the individual coastal defence and improvement schemes. One of the architect teams embraced the project and the concept of embedding culture in the design process, whereas the others were not so responsive and were reluctant to be flexible to accommodate the cultural element.
- The different architect teams were faced with sea defence construction issues. This led to goal-posts often being moved and delayed decisions. Eventually, the project ran the risk of the capital works not fitting in with the timescale of this UKCRF scheme.



“It was more difficult than It should have been. But the teamwork and support from Creu Conwy and ERF helped.”

Oriel Colwyn

Responding to the challenges

Creu Conwy, Oriel Colwyn and Conwy’s ERF department responded to the challenges by taking practical measures to focus on what was possible within the scope of the project. This resulted in close collaboration with the cooperative architect design team to work up concepts for architectural signage for each of the locations, incorporating the artist-led community designs.

Community art sessions

The commissioned artist delivered 7 workshops and worked with 86 children and adults across Conwy to develop the designs for the architectural signage.

Group	Children	Adults
Colwyn Bay Library	13	
Colwyn Bay volunteers		6
Llandudno volunteers		10
Rhos on Sea volunteers		6
Llanfairfechan volunteers		15
Llanddulas School	30	
Sunnydale Caravan Park, Kinmel Bay		6
TOTAL	43	43



innovations what's changed?

- Oriel Colwyn report that their relationship with ERF has strengthened as a result of the project, and they feel that ERF have a greater understanding of the need to embed culture at the design stage of projects.
- The project has cemented a working partnership between the voluntary sector (Oriel Colwyn) and the public sector (Conwy CBC).
- The project objective had to change to fit with the challenges of timely delivery. The changes led to the flexibility to deliver a pioneering community-based Winter Sounds programme that has brought unique cultural experiences closer to community groups and made use of community venues to raise their profile.

Oriel Môr

L L A N F A I R F E E C H A N



This activity sparked great interest in the artistic opportunities that can be used outside of the classroom and where art can be used in the real world. The children loved to learn how incorporate different aspects of their local area into a design.

The children all agreed that they enjoyed the challenge and would love to see more of the local area covered in artwork.

Mr Ewan Davies, Teacher, Ysgol Llanddulas



Three of the seven (English language versions) architectural signage designs, incorporating words and drawings from children and adults who participated in the Oriel Mor art workshops.

The Conwy Winter Sounds Project

The second initiative delivered under the adventurous and playful cultural programming project was Conwy Winter Sounds. This was a new two-week festival that celebrates live music, spoken word and great sounds across Conwy county, held from November to December.

The project worked in partnership with Penderyn Whiskey, Arts & Business Cymru, Conwy Arts Trust and Beacons Cymru to host county-wide free gigs and performances. The events were held in Conwy Culture Centre, pubs, community venues and churches. The project also included talks, workshops and networking opportunities for people considering a career in the music industries.

760 people (77.5% of those who had booked tickets online) attended the 13 cultural events held by Conwy Winter Sounds.



The package of Conwy Winter Sounds cultural events were free to access.

Date	Artist	Capacity	Tickets booked	Tickets attended	Walk-ups	Actual total
25/11	Hazel Mary	150	84			74
25/11	Northern Soul	70	22			25
26/11	Juan Martin	150	119			104
26/11	Alan Tan Lan Uke	40	13		6	19
27/11	Sweet Baboo	150	95	56	7	70
28/11	Trials of Cato	100	100	70	20	90
30/11	Mike Badger	30	30			30
30/11	Mr Phormula	20	20			20
30/11	Mr Phormula	45	40		5	45
01/12	John Power	100	100			51
02/12	Belgrave House Band	300	280	150	35	185
03/12	Alan Tan Lan Uke	20	7			7
04/12	Mark Morriss	70	70	35	5	40
TOTALS			980			760

As well as the 13 ticketed events, a further 11 fringe events were put on in communities. These included live gigs, recordings in Penderyn Whisky and a sound installation in Penmaenmawr Museum.

Learning from Conwy Winter Sounds

Conwy CBC's project team who contributed to the implementation of Conwy Winter Sounds, along with representatives from Brecons Basecamp and one of the community venues, participated in a focused workshop to evaluate the outcomes of the project. The workshop participants explored the successes of the programme, reflect on the challenges and discuss the potential for future projects. Feedback from the evaluation workshop has been amalgamated with comments gathered from staff and contributors after the Conwy Winter Sounds events programme was completed.



"We want to do more of these types of cultural events for the community. It's good to see it packed out like this."

St Grwst's Church, Llanrwst



- 24 live gigs
- music industry talks
- music industry workshops
- instrument workshops
- 1 sound installation

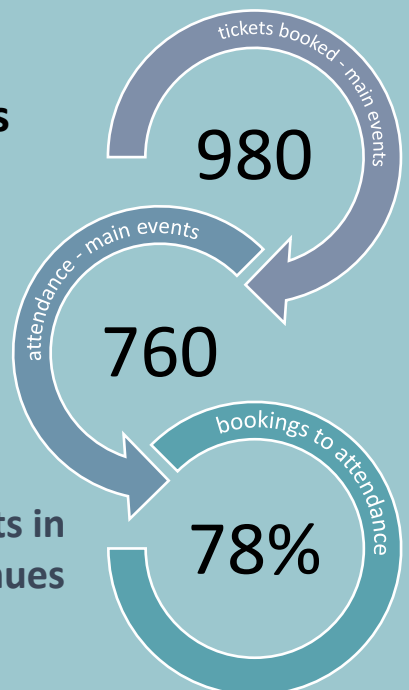


6 main venues

fringe venues & **10**



12 live artists in main venues



Planning and marketing

SUCSESSES	CHALLENGES
New brand and timeline of detail 'drops' – did well despite short lead time	Conwy Culture Centre website. Still working under potential – glitchy and not 'focused' – host info
'Loan' of the brand – access to channels	Personnel resource
Opportunity to encourage overnight stays, benefiting visitor economy	Tickets on sale earlier – more lead-time for box office as they're so busy
Bringing two teams together – CCBC and FTF – FTF's industry contacts invaluable in getting artists	Lack of physical posters / banners, so lack of visibility (especially in Conwy town)
Marketing did exceptional job given short timeline	Timescale
Exceeded expectations for numbers of shows and reach	Back and forth on information / confirmation
Having good team dedicated from start – makes or breaks a big project	Start earlier so can plan website and social media – make sure everyone has right logos. Took a while to have access to the project, took time to get permission to put up info when artists confirmed. Being part-time, it impacted workload.
Community venues – project supported risk-free 'piloting' of putting event on	
Considering the timeline, everyone really did pull together – team work	Artists timeline challenging, possibly on From Fields side as had other festivals – couldn't do site visits till august. Most agents focus on festivals not on winter. Massive learning curve to understand going forward needs to be booked earlier and then can concentrate on marketing and logistics. Better structured timeline.
Local creatives / businesses supported through commissioning – capacity building through supported TAPE opportunities	
CCBC events and marketing input ensured events happened	

Implementation

SUCSESSES	CHALLENGES
Delivered a week-long festival	Short lead times! But did pull together – so much opportunity to build partnerships via town teams, hospitality and music industry networks etc, with Creu Conwy
Opening with the Makaton Choir / Ghostbuskers	
Included local artists and strong Welsh language element	
Partnership working – really helpful when venues supported as partners by promoting in their communities	Many grassroots venues (i.e. motorsport lounge) have access issues
Focussed professionalism in events team	Challenge to understand initial goal and implementing it.
Inclusivity – opportunity for those working in TAPE to deliver events, trusted social enterprise	Timeline – lead time
Opportunity to spread shows over a longer time? Or is this a town-specific festival (chain linked) – or Winter Sounds but moved to another time?	Having everything last minute was frustrating, hard to implement – rush job. Having to keep editing after it's live.
Ability for more venues and places to take part	More ethnically / culturally diverse line-up would be good
Longevity of the festival – returning festival	Good to confirm sooner and to offer opportunities through open call-out
Now got the branding in place, make sure we stick with it. Logos sent earlier so all correct.	Challenge to understand initial goal and implementing it.
Stick with it and develop social posts interaction	Brief changed – positively – was originally 8 shows became 12. If had had more meetings with those involved, initial meetings were small and then team grew.
Variety of acts / content of concerts – something for everyone	

Audiences	
SUCCESSSES	CHALLENGES
Numbers	Targeted marketing needs a dedicated resource
High level of walk-ins	Hard-to-reach audiences
Varied	Clarity – who is it for?
Some audience members went to more than one venue	Geographically unsure what type of audience we'd get – local or commuter
	Free tickets – drop-off
Audience in rural areas exceeded expectations – consider for next time – shouldn't be put off by what might be difficult geographical areas	Social media, did have some engagement, some didn't have any reaction. Find different ways different styles to grab attention.
Mix of ages great to see	Site visits were fantastic but challenges in rural wales – how work with English language music / reach more widely
Enjoyment of audience high	3 nights in Conwy – challenge was could we sustain the audience
Low no-show was good	Artists are still getting a fee even though its free
	Amazed how many people came out considering last minute – desire for this sort of event
Reasonable geographical spread across the county	Postcode analysis needed – has this been done and were they previous bookers or new people?
	No-shows – was it geographical or the artist?
	Questionnaire to those who attended
	Pay what you can / pay what you feel
	Being able to share on our social media first for the local community

Outcomes (for your organisation)	
successes	challenges
New working relationships	CCBC – timescale / timeline, staffing
A good 'first'	Organisations working in silos
Creu Conwy strategy 'come to life' and a chance to embed and realise / strategy together	From the Fields – come under budget, working remotely
Destination product	Sourcing musicians – opportunities to network and include tech so can build a community of artists and music industry
Potential for this to be community-led	
Ability – festival enabled venues to be used that wouldn't be seen as live music venues	
People learned new skills and outside their remits	No allocated budget to support fringe events
Local people happy having events like this	
Raising profile of a range of venues	
Enabling venues to have confidence with concerts	



Suggestions for future implementation

Conwy CBC staff and representatives from Beacons Basecamp and one of the participating community venues, put forward suggestions for improving the implementation of Winter Sounds if the project is going to be repeated:

- Establish a monthly live music forum / network, to build relationships between stakeholders and get people interested from the beginning.
- Increase budget – allow a flagship event that would take us to next level. Ticket price on flagship event.
- Early buy-in from Llandrillo College (where young people in region go to explore a career in music).
- Link with education – 6th form.
- Industry day – link people together.
- Building relationships with other stakeholders – Beacons etc.
- Stronger link with other events, e.g. Take Part.
- More events for our libraries.
- Link in with Oriol Colwyn.
- Identify a key local partner.
- Build in admin support into the structure.
- Marketing / audience strategy.
- Overall co-ordination so there are no clashes.
- Spread of music styles / languages / interests etc.
- Dedicated programmer.

outputs achieved

✓	7 architectural designs for signage completed to enhance coastal defence improvements
✓	86 children and adults learned new information about their local cultural landscape and contributed to infrastructure designs
✓	1 new bilingual cultural festival created for Conwy county
✓	1 new partnership developed between the voluntary and public sector (Oriol Colwyn and ERF)
✓	24 free bilingual cultural Winter Sounds events delivered in communities
✓	760+ people attended free cultural events in community venues across Conwy
✓	16 small businesses and voluntary sector groups benefitted from Winter Sounds by hosting events in their venues
✓	? People attended events and workshops to learn about working in the music industry

Casglu

The Casglu Creu Conwy Gather project took place over a two-month period. Do-Well were commissioned to undertake the work, using different approaches to collecting stories from Conwy's communities about what 'culture' means to them.

The research element of the project asked participants what they would like to see on a map of the 'culture of Conwy county.' The deliberately open question was designed to solicit a wide range of answers. Responses were gathered via an online portal, paper forms left in libraries and community venues, and through personal interviews. The information gathered resulted in 120 cultural reference points entered onto a digital map.

Method	Welsh	English	Total
Interviews	0	110	110
Online submissions	3	17	20
Hard copy forms	3	3	6
Other inputs	0	9	9
Results on map	120	120	120

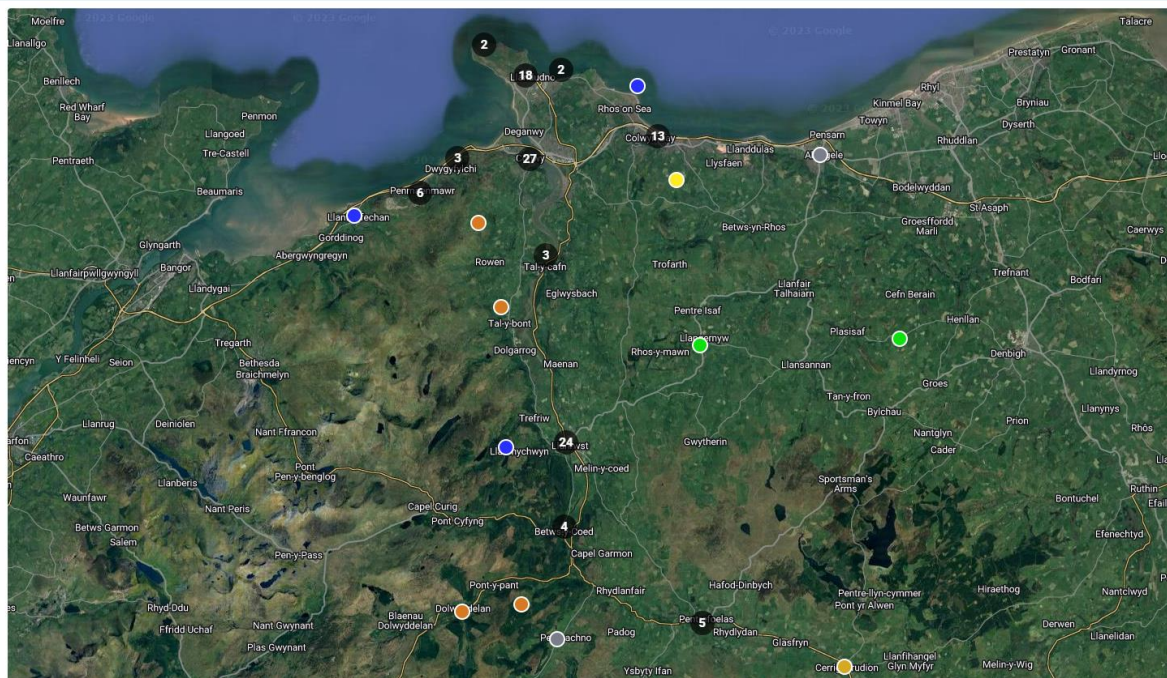
Drop-in art sessions were held at five of the county's libraries, and people were encouraged to creatively contribute to a collective Conwy map artwork that was created from canvas and embroidery. Participants were given an opportunity to work with different media, and snippets of the stories that they shared during the sessions have been added to the artwork and manipulated with colour and texture, to create a unique visual and emotive representation of individuals' perception of culture and how they experience it.

To emulate the digital map, buttons were added to the artwork to mark cultural landmarks or places that people highlighted as culturally meaningful to them. Vibrant embroidery thread has been sewn through the canvasses to interpret peoples' direction of travel around the county, tracing their cultural heritage journeys and interests.

The completed pieces can be displayed as one large map or as four separate artworks. At the time of this report, the artwork is on display in Llanrwst.

Casglu Creu Conwy Collect

- Cofeb - Monument
- Digwyddiad - Event
- Gwaith celf - Artwork
- Llên gwerin - Folklore
- Lleoliad - Venue
- Natur - Nature
- Sefydliad - Organisation
- Unigolyn - Person
- Yr Amgylchedd Adeiledig - Built Environ...





outputs achieved

- ✓ **120 people highlighted what culture in Conwy county means to them, through consultation**
- ✓ **A new digital culture map has been created and can be further developed through Creu Conwy's website**
- ✓ **59 people contributed to a collective artwork that is now on display in a cultural venue in Conwy**
- ✓ **6 cultural venues participated in the Casglu project, including 5 libraries and St Grwst's Church.**



innovations what's changed?

- A new, accessible digital culture map has been developed as a springboard for mapping cultural reference points and recording what culture means to the different individuals and different communities across Conwy county.
- A new collective artwork has been created that incorporates peoples' cultural markers in a particular place at a particular time. This will be valuable archive material in the future.
- An artist and a researcher working collaboratively to approach the Casglu project in different ways, but working in parallel to contribute to a singular cultural outcome.

Conwy Culture Map
Map Diwylliant Conwy



Gwenno Eleri Jones

Open Doors Fringe Events

The annual CADW Open Doors programme was enlivened in 2022 through support from the UKCRF scheme. This project delivered a series of fringe events that took place in Conwy Culture Centre, Mostyn Gallery, the four county libraries and community venues. and community venues across the county.

Venue	Cultural event	No. attendees
Penmaenmawr Museum	Film installation	10
Mostyn Gallery	Art workshop	10
St Grwst's Church	Art workshop	30
St Mary's Church, Caerhun	Performance	60
Llanrwst Library	Art workshop	35
Conwy Culture Centre	Vertical dance	200
Llandudno Library	Artwork & vertical dance	0
Colwyn Bay Library	Art workshop	50
Abergele Library	Art workshop	0
TOTAL PARTICIPANTS		395

Feedback from Vertical Dance:

"This was a very valuable experience for our Youth and Adult groups, bringing them together to experience dancing in trees and in the library.

The project was also a great opportunity to provide a training opportunity for participants (adults and youth) in assisting with workshops for the public, which will be useful in the future.

We would love to repeat/develop this project. It would be good to repeat the activity in the library as it seemed to meet the ambition to engage people with the library very well."

outputs achieved

- ✓ **395 attendees at Open Doors fringe events**
- ✓ **9 community venues participated in hosting the fringe events**
- ✓ **1 new interpretation output created, installed at Penmaenmawr Museum**



innovations what's changed?

- 1 new film interpretation artwork has been produced about Penmaenmawr and it is now available in Penmaenmawr Museum for the public to access.
- 6 venues that do not usually participate in Cadw's Open Doors, experimented with participation in the event for the first time.
- The Cadw Open Doors programme across Conwy offered something different and events that had not been part of the programme before. The fringe events changed up the Open Doors programme across Conwy as a result.

Workstream 3: Project 3f Culture and wellbeing

summary

This ambitious project focused on reviewing the current culture-for-wellbeing offer within Conwy CBC. The review identified gaps, opportunities and future priorities through desktop research, stakeholder and staff consultations, and policy analysis. A wellbeing review report was produced, along with an action plan and the agreement of 3 wellbeing priority initiatives: a *cultural passport*, an *arts adventure diary app*, and *adventures in art* wellbeing sessions. The recommendations from the wellbeing review report, alongside a new *Recovery College*, lead into an exit strategy for the close of this UKCRF programme.

Dica consultants were commissioned to undertake the review of Conwy CBC's culture-for-wellbeing offer. The initial review comprised desktop research on current thinking and policies in the arts and health field, including best practice examples in the UK and Europe.

The second phase of work involved Conwy CBC staff engagement to map the culture-for-wellbeing activity currently or recently delivered by council departments, to better understand the existing offer and explore how different departments work collaboratively to commission or deliver activities. The staff engagement was supplemented by discussions with partner projects and agencies, including the Arts Council for Wales, Fusion and the Wellbeing Network.



innovations what's changed?

- The culture-for-wellbeing concept has been strengthened through new research and a new Culture and Wellbeing Action Plan that cements co-dependence and holistic, cross-partnership approaches to delivery.
- 3 new wellbeing priority initiatives have been identified as pilot projects under Creu Conwy.
- The infrastructure to support the Recovery College and improved access to information about creative activities that are on offer in the county, has a rationale to drive forward strategically.

The key themes arising from the review and engagement work were mapped and grouped into a series of 6 suggestions for further consultation. The suggestions were shared at engagement sessions over a two-month period, with 83 people, including children and young people, living in different parts of Conwy county, giving their feedback.

Groups who participated in consultation on future proposals	Group size
Conwy Youth Council (13-21 yrs)	5
Innovation & Quality Assurance Youth Panel (13-21 yrs)	6
Reading Friends (7-10 yrs)	10
Reading Friends	2
Shared Reading	1
Coffee morning – wellbeing in the community (65+)	7
LG – BCUHB	1
SH – Arts Therapist	1
Conwy Connect	9
C4W – More Confident You	22
Youth Sheds Abergele (10-15 yrs)	5
Motiv8 Project	1
Leisure – MT	1
Disability Arts Cymru	1
Well Women Group - Cartrefi	11
TOTAL	83

This work led to the development of 4 recommendations for developing internal processes and ways of working, and 4 priority wellbeing initiatives to be piloted 2022-2023 under Creu Conwy. A detailed action plan has been produced for each of the recommendations and initiatives, which sits alongside the completed wellbeing review report.

Creu Conwy Culture and Wellbeing Review

Action Plan

 UK Government Wales
Llywodraeth y DU Cymru

 DIWYLLIANT
CONWY
CULTURE

 CONWY

action plan objectives

Recommendations for internal changes and processes:

1. Relationship development
2. Establish Creu Conwy as a vehicle to enable cultural and creative work in culture-for-wellbeing context, supporting the sector to grow and embedding wellbeing in the wider creative sector.
3. Develop Creu Conwy wellbeing strand guiding principles.
4. Evaluation and advocacy.

Priority wellbeing initiatives to be piloted 2022-2023:

1. Enhance Diwylliant Conwy Culture information and communications outlets.
2. Develop a research partnership to measure impact and embed learning on culture-for-wellbeing across Creu Conwy's lifespan.
3. Adventures in Creativity - support a range of arts activity that has a positive impact on wellbeing.

spotlight: ZOOM ART SESSIONS

A project that aims to provide people living in Conwy county with information and support for their wellbeing.

the person

Individual lives alone and suffers with anxiety and depression and has been undergoing treatment for cancer. Just before lockdown, they had started attending an art class at Conwy Mind to find help with their mental health which they thoroughly enjoyed. Unfortunately, it had to stop because of Covid-19.

Individual has been shielding and working from home since March 2020 and because they live alone it made them feel very lonely and depressed, especially in the colder and darker winter months. They felt isolated and deprived opportunities to continue with art sessions they had previously found so helpful for their mental health. They were feeling very low and that in turn had a negative impact on their general wellbeing.

“

[The courses] made such a big difference in my life and to how I feel.

”

the outcomes

Having been able to participate in art group sessions has eased their sense of isolation. The activity itself gave them a positive focus which had a beneficial impact on their mental health and general wellbeing. They have learned new skills and discovered new resources which meant that the activity would continue to benefit them longer term.



how did the service make a difference?

Found that it was great to have some company and an opportunity to connect. Community Wellbeing Officer was on hand to offer digital support as they initially struggled with zoom technology and their new laptop all of which was increasing their anxiety.

Knowing that support was there helped them feel more confident with participating in zoom sessions. They also got a great deal of satisfaction from learning to paint and draw. They found the tutor encouraging and patient teacher and they enjoyed being part of a group of individuals who shared the same interest.

When they are feeling lonely or down, they find that doing some art can distract them from a cycle of negative thoughts. The course has also encouraged them to start watching some of the programmes on Sky Arts which they realised they had free on their 'smart' box and have been really enjoying those.

“

I think it is important that people know that arts can have a positive impact on wellbeing. I have only just recently found out myself as I have begun colouring and I find it very therapeutic and allows me to leave my stresses behind. It works for me and could work for others. People need to give it a chance to find out. If they don't see anything they like locally then this idea will allow them to widen their search across the county.

Feedback workshop participant

”

outputs achieved

- | | |
|---|---|
| ✓ | 1 Creu Conwy culture and wellbeing review report completed |
| ✓ | 1 Creu Conwy culture and wellbeing action plan completed |
| ✓ | 83 community and group representatives consulted to shape the culture and wellbeing plan priorities |
| ✓ | 1 new Creu Conwy Culture Passport is being developed |



Workstream 3: Project 3g

Exit strategy

summary

After the successful delivery of a comprehensive scheme comprising 7 large-scale projects, an exit strategy is crucial to maintain momentum and build on the Conwy culture brand that has been strengthened through delivery of this UKCRF scheme. The recommendations that arose from the Creu Conwy wellbeing review and the subsequent Creu Conwy culture-for-wellbeing action plan, form the blueprint for the exit strategy that is now being followed, including exploring the development of a Cultural Passport and delivery of arts and wellbeing programmes through the Recovery College.



Creu Conwy's exit strategy includes making practical and ideological changes to collaborative working practices, as well as piloting a series of scaled cultural initiatives from 2022 to 2023 onwards. Subject to funding and resources, these initiatives include:

- Recovery College
- Cultural Passport App
- Art Adventure Diary
- Adventures in Art

Both the Recovery College and the Cultural Passport App are major innovations for Conwy CBC. Both of these initiatives have the potential to establish a support structure around a varied social prescribing network programme and create digital skills opportunities for young creatives.



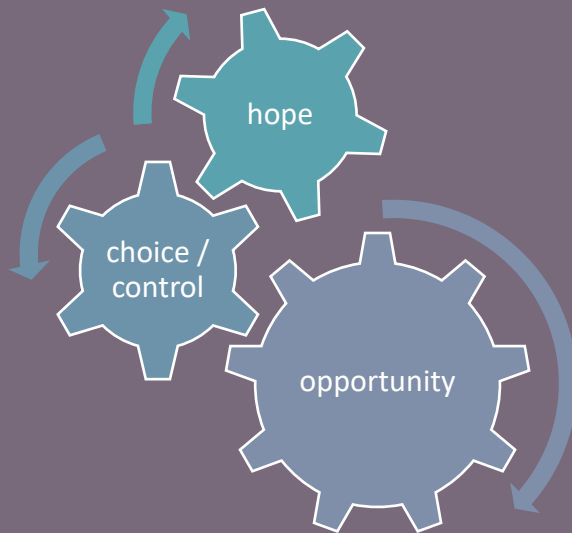
innovations what's changed?

- The culture-for-wellbeing action plan has provided a strategic infrastructure for testing new approaches to cultural service delivery over the next two years.
- As part of the exit strategy, Creu Conwy is working in partnership to develop a new Recovery College for Conwy CBC, building on the projects that were tested during this UKCRF scheme. The roll-out will begin in Colwyn Bay Library, and the UKCRF scheme enabled the Recovery College concept to become a reality.
- The culture-for-wellbeing action plan includes actions for changing the way Creu Conwy and its partners collaborate, to produce meaningful and sustainable outcomes for people.

overview

Recovery within the mental health arena is about living hopefully, taking control over symptoms and problems, to be able to pursue goals, dreams and aspirations and to enjoy a meaningful, purposeful, satisfying life. Whilst recovery is a personal and individual process, there are three elements that appear to be essential, namely:

Recovery College provides an educational approach to facilitate this aim through offering learners the opportunity of (re)gaining skills and knowledge, choosing their own development plan and restoring hope that you can become all you want to be and do all you want to do.

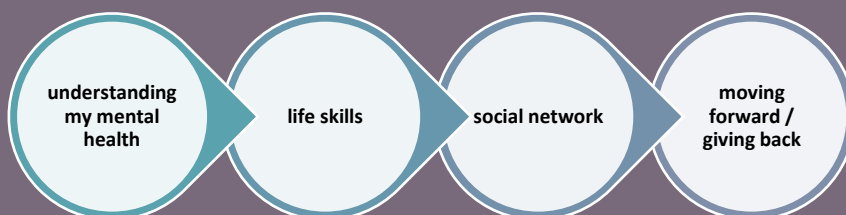


The establishment of a Recovery College has been a long-held ambition of the Vulnerable People Service. It is currently progressing with Conwy Mind, spring-boarding from an earlier initiative, the 'Learning for recovery and wellbeing programme'. The opportunities will be divided into 4 categories:

The Recovery College will be an overarching body; learners will be enrolled and supported to identify and set their goals, plan their personal development and access the opportunities they wish to attend.

As well as offering relevant training courses, the college will have affiliated organisations who will sign up to the College Charter and accept learners in to their pre-existing programmes.

The College Charter will include a commitment to a recovery focused, compassionate approach, treating people with dignity, respect and offering non-judgemental support towards achieving their aspirations.





key messages & learning



outcome

Creu Conwy's UKCRF scheme - Creating opportunities for culture-led renewal, has exceeded all of its targets by an average of 360%. The scheme has very successfully piloted and delivered a comprehensive arts programme; invested in research to inform future strategy; created toolkits for engagement and sustainability; engaged children, young people and adults in arts and wellbeing activity across the county; invested in skills training and accredited outcomes for unemployed people. These outputs have been achieved against a backdrop of tight deadlines, financial cuts in Conwy CBC, increased pressure on staff to deliver more with less human resource capacity, post-pandemic organisational recovery and a cost-of-living crisis that is driving up demand for services. The achievements of the management, staff and partners responsible for the delivery of this scheme cannot be over-stated.

KEY MESSAGE

Creu Conwy's UKCRF scheme outputs have exceeded targets and expectations. However, the intensity and timescale of the scheme put intense pressure on staff and service capacity, and led to a responsive programme of delivery that could have been more clearly programmed for communities if the UKCRF timescales had been realistic from the beginning.

An evaluation survey administered with three of the commissioned consultants and two of the scheme's managers, revealed that the scheme has been quite successful (40%) or very successful (60%) in delivering its outputs and outcomes.

"Initially the projects had very short time frames / delivery window. The extension was really helpful and allowed adequate time to successfully deliver, had we known there was a longer delivery period we might have planned the projects differently at the outset. The economic situation has worsened significantly during the life of the project - it has been difficult to incorporate this constantly shifting picture in the reports."

Challenges experienced included:

- The short timescale of the scheme delivery period.
- Engagement of the steering group in the process.
- Gaining representative participation in communities.
- World events affecting programming (including the death of Queen Elizabeth)
- Difficult to manage multiple tenders and detailed claims process on top of 'day job'.
- At times, difficulty in communicating effectively with consultants and slight misinterpretation of roles and responsibilities.

Learning included:

- Online and on-paper comments for surveys generated less engagement than expected. People preferred to talk.
- Booking system for art workshops would have been more effective than drop-in.
- At times, felt like 'design by committee' and would have been helpful to have one designated person for driving things forward.
- Trialling new learning approaches that we can roll out through the new Amdani project.
- Achieved a lot through partnership working with colleagues, but it was a lot of pressure on workloads and quite stressful at times.

KEY MESSAGE

Creu Conwy's UKCRF scheme is a robust building-block to start to consolidate the skills in the culture-wellbeing-arts-heritage sector across Conwy. Initiatives such as the Recovery College, the Cultural Passport and the new Amdani volunteering project, could contribute to a focus on a sector that is already delivering but currently fragmented in parts, and creative industries that could be better connected.

Short funding timescales and funding uncertainty exacerbate constraints on robust cultural forward planning and programming, and as experienced with initiatives such as Summer of Fun, it can lead to 'over-activity' and competing initiatives, which in turn can confuse the public and the brand.

"We were keen to be part of the Open Doors fringe activities this year, but when it happened we weren't sure what was going on and how what we were doing contributed to the whole picture. There was a lot happening, perhaps too much, and we don't think we made the best of the opportunity as a result."

Chairperson, Penmaenmawr Museum

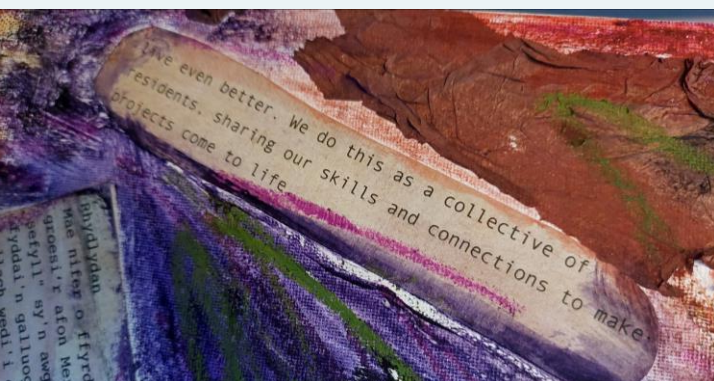
Short funding timescales and funding uncertainty exacerbate constraints on robust cultural forward planning and programming, and as experienced with initiatives such as Summer of Fun, it can lead to 'over-activity' and competing initiatives, which confuse the public and the brand.

The success of initiatives such as Llanfairfechan's Artisan Market, Colwyn Bay town team that has developed as a result of intense intervention through Imagine Colwyn Bay, and examples further afield such as the Heritage Network in Bridgend, are good examples of utilising the skills, knowledge and capacity of those already successfully working in culture, arts, wellbeing and heritage, and using their activity to frame and steer a consolidated 'brand' and programme of activity.

The evaluation feedback from Conwy Winter Sounds, the success of engaging young people in creative industry work experience and training through Tape, and the breadth of culture-wellbeing-arts-heritage talent across the county that has been demonstrated through various arts and wellbeing projects, suggests that there is the potential to consolidate the Creu Conwy strategy and the cultural-wellbeing action plan through an annual industry exhibition event for businesses, residents, consultants, manufacturers, artisans and academics.

This 'one-stop-shop' approach to showcasing culture in Conwy would remove some delivery pressure from the Creu Conwy team and enable those volunteering, working, studying, and interested in culture to:

- See what groups and sector leaders are working across Conwy county and what they are doing
- Connect artists with businesses and identify potential suppliers
- Link people with the sector to tap into training, social interest groups, or produced content
- Connect groups who want to work on interpretation with manufacturers, artists, writers and creatives
- Learn from those working in the sector through short seminars and workshops.



KEY MESSAGE

There is an opportunity to strengthen connections between the outputs and outcomes of the UKCRF projects that have been delivered by different departments in Conwy CBC. This approach could be used as a good practice exemplar project, as part of Creu Conwy's exit strategy.

There are some key crossovers between the UKCRF projects delivered through Creu Conwy and those delivered by Conwy CBC Community Development.

The work on the town teams and the work on the community plans with newly established rural working groups form one example where practice and learning can be shared, to ensure that the Creu Conwy cultural-wellbeing objectives are thoroughly embedded into the plans being developed.

Another, perhaps more visual example, is linking the Casglu project with the cultural asset maps that are currently in development by the rural working groups, as part of their community plans. Creu Conwy's website offers a platform to frame public contributions and ensure that the Welsh language culture is sufficiently represented in the mapping exercises.

Carneddau Scheme cultural heritage digital interactive map – in development



Casglu Conwy

With your help we would like to create a visual map that celebrates the unique and perhaps sometimes hidden or forgotten cultural gems of Conwy county!

13/10/2022
15:00 - 17:00
Conwy Culture
Centre



UK Government Wales
Llywodraeth y DU Cymru



In geographical areas where settlements meet the edge of the Carneddau, there is also an opportunity to link the Carneddau Landscape Partnership Scheme's cultural asset and place-names maps that are emergent. Such a consolidated approach could act as an exemplar pilot project, bringing initiatives together into one cohesive cultural interpretive output, and using arts and wellbeing initiatives to drive the activity to contribute to it.

KEY MESSAGE

The cultural-wellbeing action plan that has been thoroughly developed as a result of Conwy CBC's UKCRF scheme, provides an excellent and realistic framework and blueprint for activity as the culture, wellbeing, arts and heritage sectors move into a period of financial uncertainty and increased demand on services. In light of this, it may be beneficial to consider how an external trust or provider could assist Conwy CBC with implementation.

The UKCRF scheme has already informed future strategy and delivery of Creu Conwy Culture Strategy, through the production of the Creu Conwy cultural-wellbeing action plan and activities already taking place to work towards the actions identified:

"It has informed the development of the Creu Conwy action plan. It's supported the embedding of the Creu Conwy Culture Strategy and its principles with key partners, i.e. Oriol Mor with Environment, Roads and Facilities department. Operationally, it has enabled us to pilot new ways of working, for example, more collaboratively with our Marketing and Major Events colleagues."


UKCRF Scheme Co-ordinator

"We've got a strong mandate now to shape a prioritised action plan and the strategy has been afforded a lot of visibility through this process – including new partnerships."

Culture and Information Section Head

A consideration going forward could be whether it would be beneficial to either strengthen an existing external trust or organisation to support the strategy and future delivery, or whether it would be useful to support the establishment of a new culture-wellbeing-arts-heritage trust or organisation, to assist with implementing Creu Conwy's strategy and action plan.




Cultural Passport




Aims: Ensure Conwy's residents can access up to date information on opportunities to engage and take part in cultural activities across the county (for use by the public and health care professionals/referrers).

Description: Conwy has a wealth of opportunities for people to engage and take part in its rich cultural heritage and arts activities, which can all contribute to improving people's sense of wellbeing. Some are specifically designed to improve wellbeing – all we need to do is make sure that people can find out about them.

How will it work? There are many options:

-  Use the Conwy Culture website to populate the events section: <https://conwyculture.com>
-  Quarterly or biannual printed copies of a programme of cultural activities available to pick up at cultural centres. There could be one version for the public and another for use in healthcare settings or in wellbeing community hubs for referrers to use and share.
-  Develop an app with information on sessions, offers and incentives on activities, share information on special events and activities that meet specific wellbeing needs. There could be a 'hidden' section for referrers to access information on activities patients can be referred into but are not open to the public.

Art Adventure Diary



Aims: To better understand the impact that engaging and taking part in cultural activity has on Conwy's residents and communities.

Description: The Art Adventure Diary will be a way for people taking part in the arts to keep track of the impact it's having on their wellbeing. The diary could be developed as an app to keep a record of the sessions a user attends with a possible mix of scales e.g. 1-5 or with emojis, as well as free text answers to describe their feelings after each session – just like keeping a diary.

How will it work?
The Art Adventure Diary app would need to be trialed and tested in stages with different groups covering a range of activity and then developed further to ensure its ease of use, suitability and that the kind of information being collected is relevant and useful to measure the impact of the activity to inform future work. Care would need to be taken, with clear guidelines, on confidentiality and the exact usage and storage of the information that people provide.

1

Do less, do better, keep it simple

Since the building of Conwy Culture Centre and its associated development projects since 2016, the pattern of cultural activity, engagement and the number of funded initiatives has been unprecedented, largely due to the skills of the staff team.

Given the financial climate, prevailing post-Covid recovery, cuts in services and the pressures on remaining staff, it may be time to think about doing less and focusing on quality of interventions, to enhance wellbeing and offer more robust progression routes. Some projects in the **cultural-wellbeing action plan** could be potentially delivered quite simply – a quiet trail around Conwy, a paper-based **Cultural Passport** in a specific geographical area, a scheduled programme of cultural-wellbeing activities that are well-paced and geographically spread. This simple approach to programming would ensure clarity and certainty – key components of wellbeing and generating participation, as well as reducing the time and work pressures on staff.

2

Consolidate Conwy CBC's UKCRF outcomes as you implement the cultural-wellbeing action plan

Identify the cross-over project outcomes that have arisen from delivery of Conwy's UKCRF project, and utilise them to adequately inform community and town plans to ensure that the Creu Conwy Culture Strategy is a key foundation of those plans. Outcomes such as the learning from the town teams, good practice guides that have been produced, and cultural asset mapping, need to be integrated to be effective.

3

Strengthen Creu Conwy's position as a catalyst for cultural-wellbeing delivery

Consider strengthening Creu Conwy's brand with a 'back to basics' approach that focuses on a more facilitative role – leading an annual industry exhibition to enhance the cultural economy; creating or strengthening a trust that can plan and implement cultural delivery across the county and apply for funds. This approach will offer more 'space' to analyse and strategise cultural actions to benefit Conwy's population.

Acknowledgements

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