

Report: Beacons Cymru X Winter Sounds 2022

Beacons Cymru Delivered:

- 1 x Focus Group with 3 x young people (18-25) from the Conwy region (paid to take part). The 3 x young people discussed issues pertinent to the music industry and talent development pathways in Conwy. This followed a short call-out period which attracted 8 x applications.
- 2 x Penderyn Distillery live session videos (filmed and edited by TAPE) with emerging artists based in Conwy: M. Yesekaon and Rosa Lavenne.
- 1 x music industry 'Basecamp' event at TAPE on Friday 2nd December. Co-produced with the 3 x young Focus Group participants, this included: 1 x songwriting workshop, 1 x DJ workshop, 3 x music industry panels, 1 x live sound workshop, networking opportunities, and 1 x live performance from a Conwy-based band.

GIGS Y GAEAF WINTER SOUNDS

BEACONS Basecamp

GIGS Y GAEAF WINTER SOUNDS

TAPE, COLWYN BAY 02/12/2022 11.30YB - 6.30YH

GWEITHDAI DJ A SGWENNU CANEUON / DJ AND SONGWRITING WORKSHOPS

SGYRSIAU DIWYDIANT CERDDORIAETH / MUSIC INDUSTRY TALKS COVERING:

CYFLEOEDD YN SIN CERDDORIAETH CONWY / OPPORTUNITIES IN CONWY'S LIVE MUSIC SCENE

ADEILADU GYRFA YN Y DIWYDIANT CERDDORIAETH / BUILDING A CAREER IN THE MUSIC INDUSTRY

+ CERDDORIAETH FYW / LIVE MUSIC + MWY / MORE

CONWY
Cwmni a Ffilm Cymreol

DIWYLLIANT CONWY CULTURE

Arts & Business
Cymru

PENDERYN
DISTILLERY

TAPE
Cwmni a Ffilm Cymreol
Community Music & Film

BEACONS CYMRU
MUSIC INDUSTRY DEVELOPMENT

TICEDI AM DDIM O / FREE TICKETS VIA
BEACONS.CYMRU/WINTERSOUNDS

Video Evidence Links:

- Penderyn Distillery Session 1: <https://vimeo.com/775103479/6cc11fd3e3>
- Penderyn Distillery Session 2: <https://vimeo.com/775103401/3ebc7326c8>
- Basecamp Event: <https://vimeo.com/781899220/ef14eba719>

Key Research Findings:

Focus Group (Prior to Basecamp Event)

The 3 x Focus Group participants discussed their following perceptions of the music industry and talent development pathways in the Conwy region:

- A general lack of (or at least, awareness of) music industry infrastructure (e.g. grassroots music venues, recording studios, rehearsal spaces), opportunities and potential mentors in the region.
- A limited number of live events *are* happening, but there seems to be a lack of awareness.
- Audiences seem to prefer to go to Manchester (or other English cities) for shows.
- Lack of diversity in 'behind the scenes' music industry roles in the region - predominantly white, male, older.
- A lack of 'stepping stones' beyond traditional education (aside from TAPE, the group couldn't name anything).
- Transport: getting around the region can be difficult.
- People generally move away from the region to carve music careers.

Basecamp Survey (During / After Basecamp Event)

14 out of 33 x Basecamp attendees responded to a survey which was distributed during and after the event.

- Just 14.3% of Basecamp survey respondents indicated that they believe there is enough music industry infrastructure (e.g. grassroots music venues, recording studios, rehearsal spaces), opportunities and potential mentors in the Conwy region.
- 61.6% of Basecamp survey respondents indicated that they were unsure of how to get involved in Conwy's live music scene, either as a performer or working behind the scenes.
- 63.6% of survey respondents indicated that the Basecamp event increased their music industry knowledge.
- 81.8% of survey respondents indicated that the Basecamp event introduced them to like-minded young people.

Long Term Recommendations:

Based on the above findings, we recommend that the Local Authority considers implementing/supporting the following recommendations:

- A regional 'music forum' in which matters relating to the music industry and talent development pathways continue to be discussed and tackled.

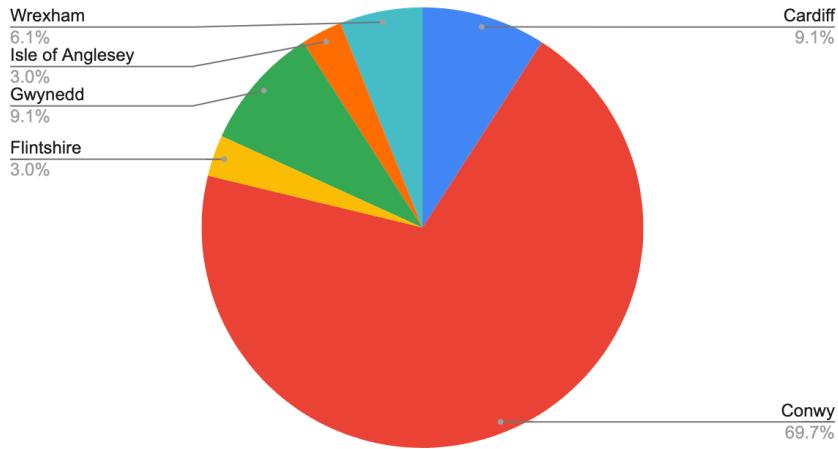
- A regional Young Promoters Network (see: www.beacons.cymru/theypn) to instil confidence and skills in young promoters.
- Entrepreneurial guidance empowering young people to build opportunity / infrastructure from the ground up.
- A grassroots gig guide akin to Minty's Gig Guide in Cardiff, to improve awareness of live music events in the Conwy region.

Participants' Data

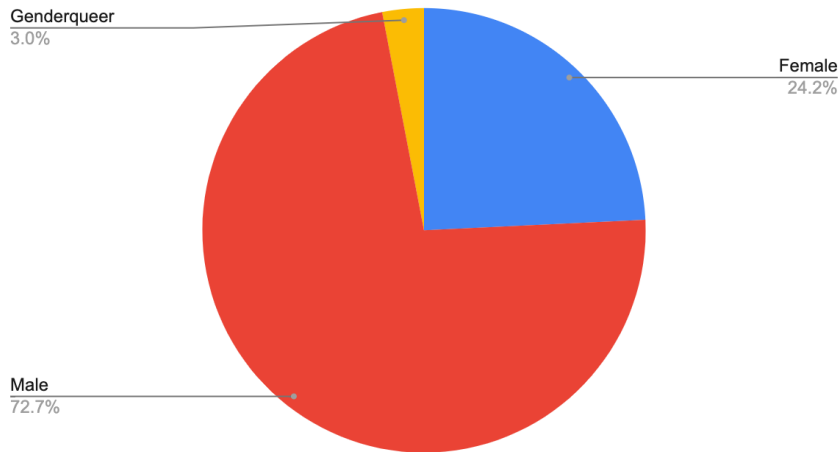
The pie charts on the following pages comprise data relating to the **33 x participants** who attended the Beacons Cymru X Winter Sounds Basecamp event on Friday 2nd December at TAPE.

They **do not** include data relating to the young team employed by TAPE to film and edit the Penderyn Sessions and Basecamp evidence videos. Access to this information has been requested.

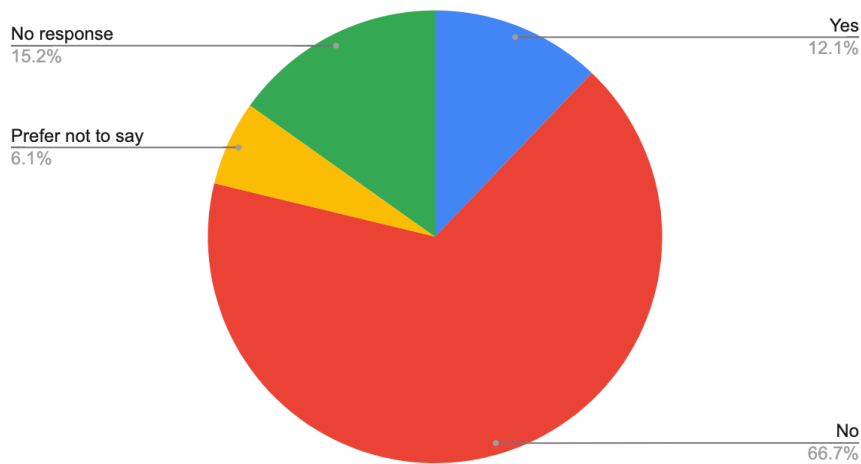
Participants: Place of Residence



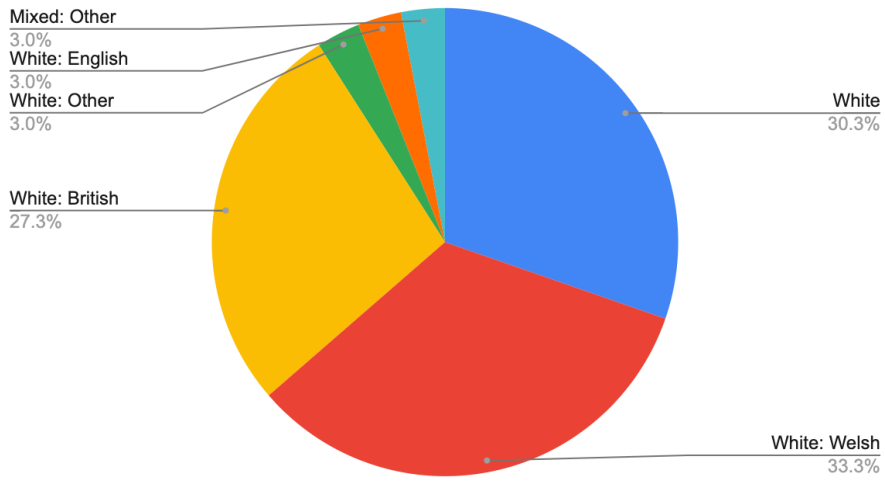
Participants: Gender



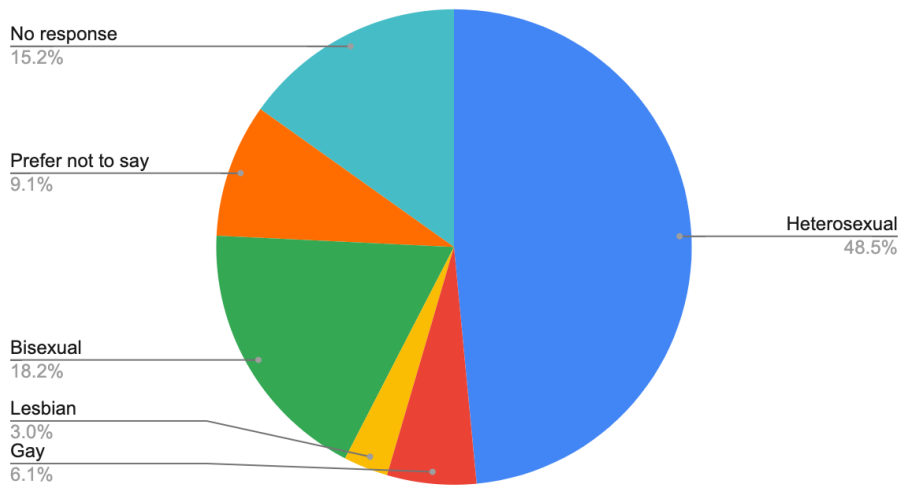
Participants: Disabilities



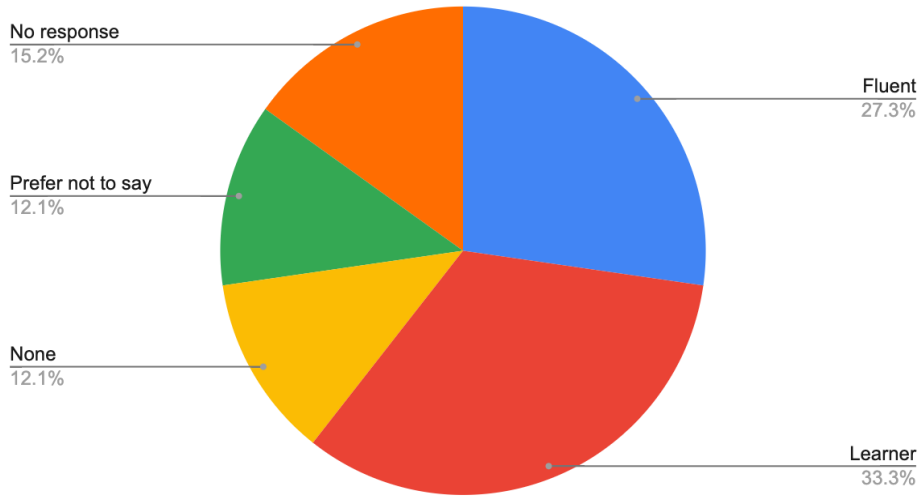
Participants: Ethnicity



Participants: Sexual Orientation



Participants: Welsh Language



Participants: Age

