



17-05-2025



EVALUATION REPORT



BACKGROUND

Gŵyl Fach y Fro is a vibrant annual festival that celebrates Welsh language, arts, and culture. Each year, it draws growing crowds, reflecting its powerful community spirit and cultural impact. The event marks the culmination of year-round activities led by Menter Iaith Bro Morgannwg—a charity devoted to nurturing the everyday use of Welsh across the Vale of Glamorgan.

**FREE FESTIVAL CELEBRATING THE
WELSH LANGUAGE IN THE VALE**

9,000 VISITORS

**15 LIVE PERFORMANCES ON GLANFA
GWYNFOR BY SCHOOLS AND COMMUNITY
CHOIRS IN THE AREA**

**DEDICTAED PLAY AREA
FOR CHILDREN**

**7 LIVE SETS ON LLWYFAN Y TRAETH
BY SOME OF WALES' MOST PROMINENT
ARTISTS AND LOCAL TALENTS**

**20 CRAFT STALLS, STREET FOOD
AND DRINK VENDORS**

Sunshine, song, and celebration marked the unforgettable 10th anniversary of Gŵyl Fach y Fro on Barry Island.

In 2024, the festival drew approximately 7,500 people—but on Saturday 17 May 2025, that number soared to an estimated 9,000. Crowds gathered to celebrate the Welsh language through an electrifying programme of performances by some of Wales's most prominent artists, alongside rising local talent on the main stage.

A second stage showcased the best of the Vale's schools and community groups, entertaining audiences with heart and flair. The festival buzzed with activities for children, commissioned performances, and over 20 craft stalls, street food, and drink vendors—adding colour and flavour to a truly magical day.



THE 2025 FESTIVAL

Llwyfan y Traeth remains the beating heart of the Festival—and this year, it delivered a full day of unforgettable live performances from 11am to 8pm.

The programme offered something for everyone: lively song and dance for younger audiences, and a breathtaking moment as Ysgol Uwchradd Bro Morgannwg took to the stage with a cast of hundreds from Vale primary schools, performing a selection from Les Misérables that left a lasting impression. This iconic stage also welcomed some of Wales's most celebrated artists, including Bwncath, Gai Toms, and headline act Tara Bandito—alongside rising stars Dagrau Tân, Cadog, Taran, and Dadleoli.



For many, Glanfa Gwynfor was the highlight—hosting a packed programme of performances by schools and community groups from across the county.

Hundreds gathered specifically to enjoy the vibrant showcase, as talented young voices and community acts brought energy and pride to the stage throughout the day.

YSGOL GYMRAEG SANT CURIG | CRIW CANU PENARTH | YSGOL
GYMRAEG GWAUN Y NANT | ABC Y FRO | YSGOL GYMRAEG
DEWI SANT | YSGOL GYNRADD GYMRAEG BRO MORGANNWG |
DAUNSWYR YSGOL UWCHRADD WHITMORE | YSGOL GYMRAEG
PEN Y GARTH | YSGOL GYMRAEG SANT BARUC | YSGOL
GYNRADD OAK FIELD | LLEISIAU'R FRO | YSGOL GYMRAEG
IOLO MORGANWG | KITCH N SYNC A LO-FI JONES



COMMUNITY ENGAGEMENT

As part of an engaging collaboration with local stakeholders, a series of workshops were held in the lead-up to this year's Festival.

Designed to spark interest and boost awareness, the sessions played a key role in building momentum and strengthening community ties ahead of the big day.

National Lottery Awards for All Wales: Schools Art Project



Thanks to a successful National Lottery Awards for All Wales grant, we were able to organise a vibrant series of workshops led by experienced animator Lleucu Non.

Held throughout April and May in Llanilltud Fawr, Penarth, and Barry, the sessions brought together children and young people from local primary and secondary schools for a joyful creative experience.

Each workshop invited participants to craft fun, feel-good imagery inspired by Barry and the Vale of Glamorgan, using coloured pencils, paint, textiles, and more. After the workshops, Lleucu curated selected designs and wove them into six stunning composite banners—each two metres tall—which were proudly displayed around Glanfa Gwynfor Stage and Children's Play Area.



We deliberately chose not to include dates on the final artwork, ensuring the flags can be reused year after year at the Festival.

They'll also feature in smaller events led by Menter Iaith Bro Morgannwg—bringing colour and continuity to school sessions and community gatherings across the Vale throughout the year.



COMMUNITY ENGAGEMENT/cont.



Cyngor Celfyddydau Cymru
Arts Council of Wales

Arts Council support

Thanks to a successful grant from the Arts Council, two exciting initiatives came to life.

The first gave primary and secondary school pupils the chance to learn how to prepare and record their own podcasts—developing creative confidence and technical skills along the way. The second involved a special commissioned piece by professional artists, designed as a central feature of the Festival's programme and a striking highlight of the day.

Create Radio Programmes / Podcasts

In the weeks leading up to the Festival, schools across the Vale welcomed Steffan Huw Crocker—an experienced radio presenter and founder of Darlledu-Broadcasting—to lead a dynamic series of workshops.



The podcast workshops proved a huge success, with pupils from primary and secondary schools divided into groups to explore topics of personal interest. From football and the charm of Barry Island to competing in the Urdd Eisteddfod and tracing the origins of the National Eisteddfod, each group brought passion and perspective to their chosen subject.

Throughout the sessions, pupils researched content, wrote scripts, conducted interviews, and learned to record and edit their own podcasts. The finished pieces will be shared on Menter Iaith Bro Morgannwg's new YouTube channel, launching later this year.

Commission Kitch n Sync / Lo-Fi Jones

The second element of funding from the Arts Council supported the creation of a dynamic new dance and music project, commissioned especially for the Festival. Developed in collaboration with the National Eisteddfod, the project premiered at Gŵyl Fach y Fro and will have a further showcase in Wrexham later this year.



This year's commission built on the success of past Qwerin and Kitsch N Sync projects, evolving into a bold new collaboration between contemporary folk group Lo-Fi Jones and the boundary-pushing Kitsch N Sync Collective.

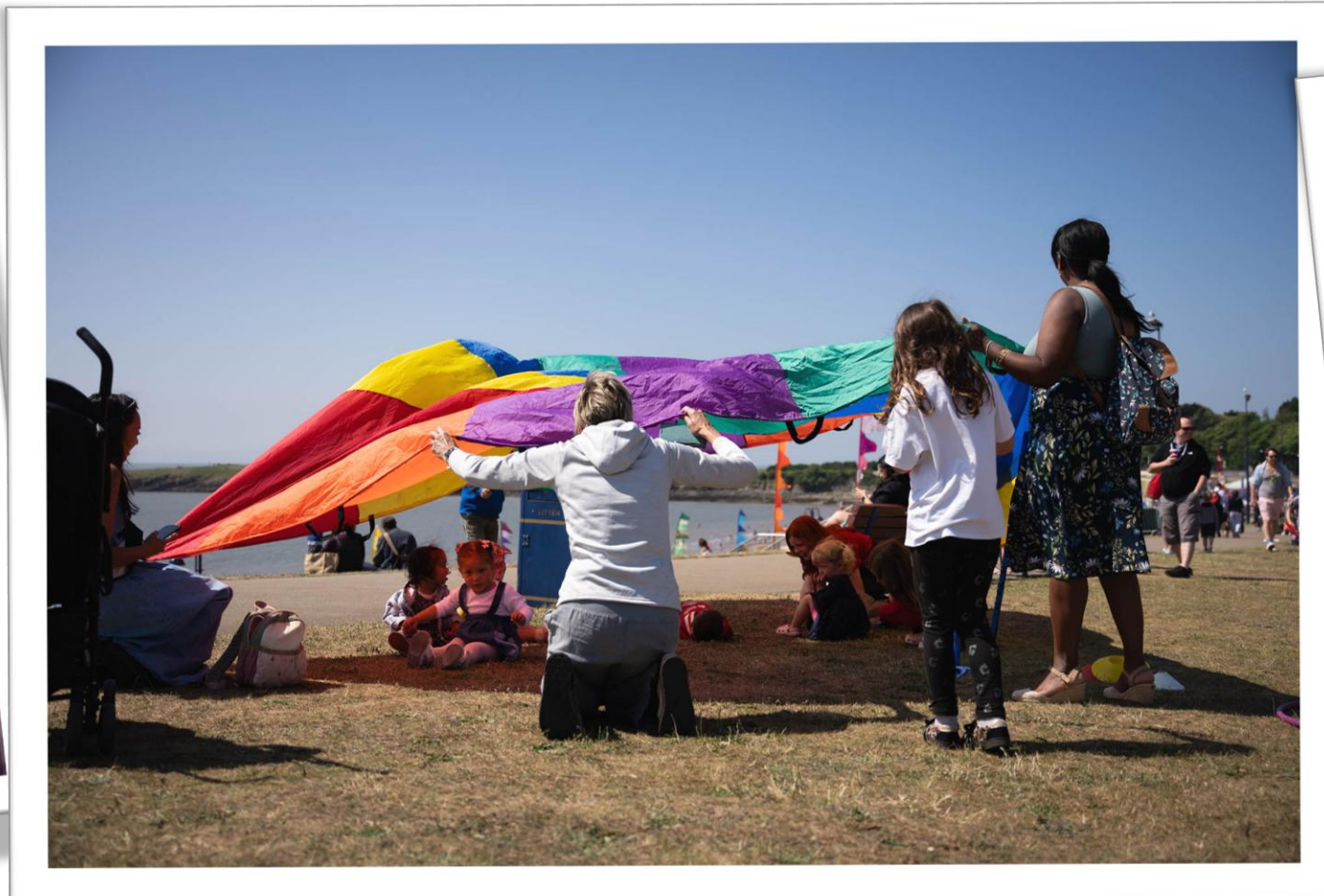
Known for their inventive fusion of street theatre, dance, and music—and a standout presence in festivals—Kitsch N Sync brought their signature flair to Glanfa Gwynfor alongside Lo-Fi Jones' original live soundtrack.

Three performance slots were earmarked throughout the day, with audiences captivated by a series of colourful and playful interpretations.

SPORTS/CHILDREN'S AREA

This year, the children's play area was thoughtfully positioned between Glanfa Gwynfor and the trading stalls, creating a lively zone filled with dedicated activities.

The new location offered far better oversight than previous years when part of the beach was used, making it easier to manage and ensuring a safer, more engaging experience. The area proved immensely popular, with hundreds of children diving into a variety of interactive sessions throughout the day.



Stalls

Festivalgoers sampled a rich array of flavours from local street food vendors, blending traditional Welsh recipes with fresh contemporary twists. Artisans and independent makers added to the atmosphere with handcrafted goods—each stall a celebration of creativity and culture.

BAR STEDMAN BROTHERS | BOX BURGER | CEGIN HALF & HALF |
COLEG CAERDYDD A'R FRO | CYNGOR TREF Y BARRI | CANT A MIL |
CYNGOR Y GWEITHLU ADDYSG | DILLAD GWALIA CLOTHING |
DYSGU CYMRAEG Y FRO | EISTEDDFOD PONTYPRIDD |
FABLAS ICE CREAM | FLOUR'D UP PIZZA | GM NOTEBOOKS |
HOGI HOGI HOGI | MENTER IAITH BRO MORGANNWG |
MUDIAD YSGOLION MEITHRIN | POPTY CREATIONS |
PORECELAIN JEWELLERY | RSPB | URDD GOBAITH CYMRU



COMMUNICATION

A variety of media were used to raise the Festival's profile and generate excitement across the Vale. Eye-catching banners were displayed around Barry Island and in other high-visibility locations—including town centre and school fences—while posters and publicity leaflets were distributed in schools, libraries, and public spaces to reach as wide an audience as possible.

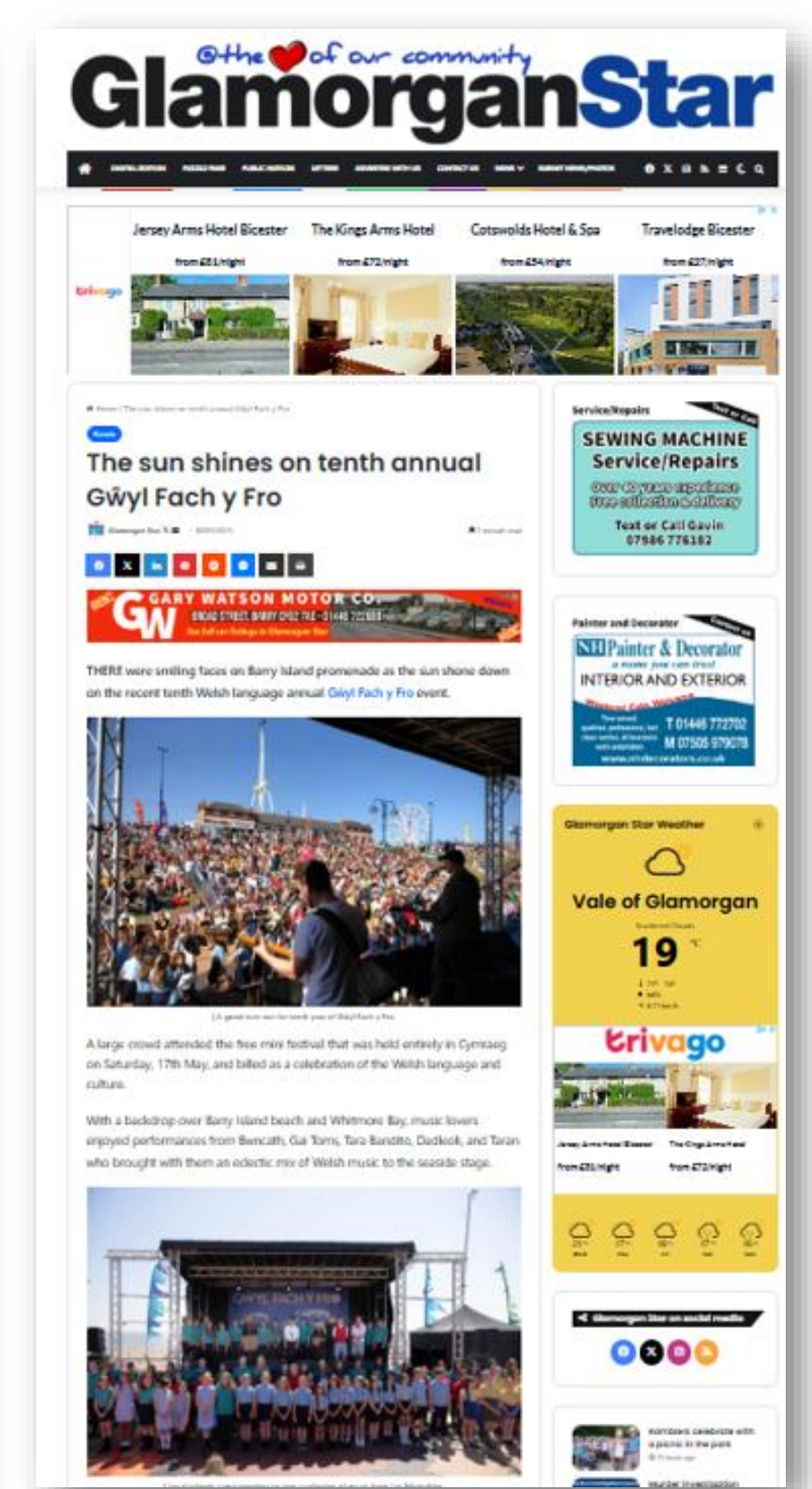
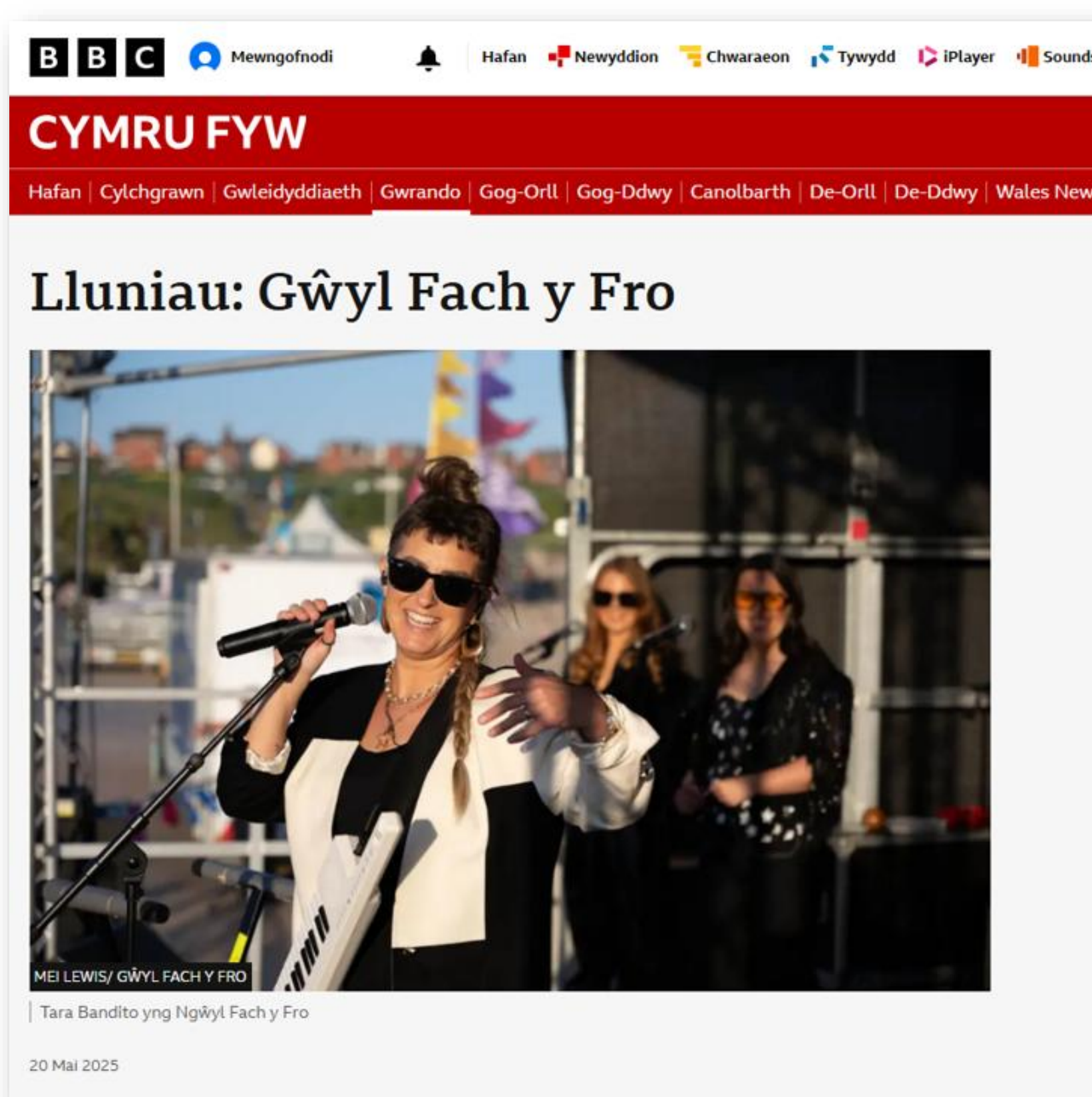


Press

Independent press releases were issued by Menter Iaith Bro Morgannwg, Barry Town Council, and Cardiff and Vale College, each highlighting the strength of the strategic partnership. Each organisation was able to tailor their outreach to engage their unique stakeholders more effectively—broadening awareness and amplifying the Festival's impact across different communities.

Media coverage included:

- S4C - item recorded on Barry Island by Prynhawn Da
- S4C - item recorded for S4C News
- BBC Radio Cymru - regular coverage on BBC Radio Cymru
- BBC Radio Cymru's Choice List 2
- Picture Highlights on BBC Wales Live
- Glamorgan Star article and photos



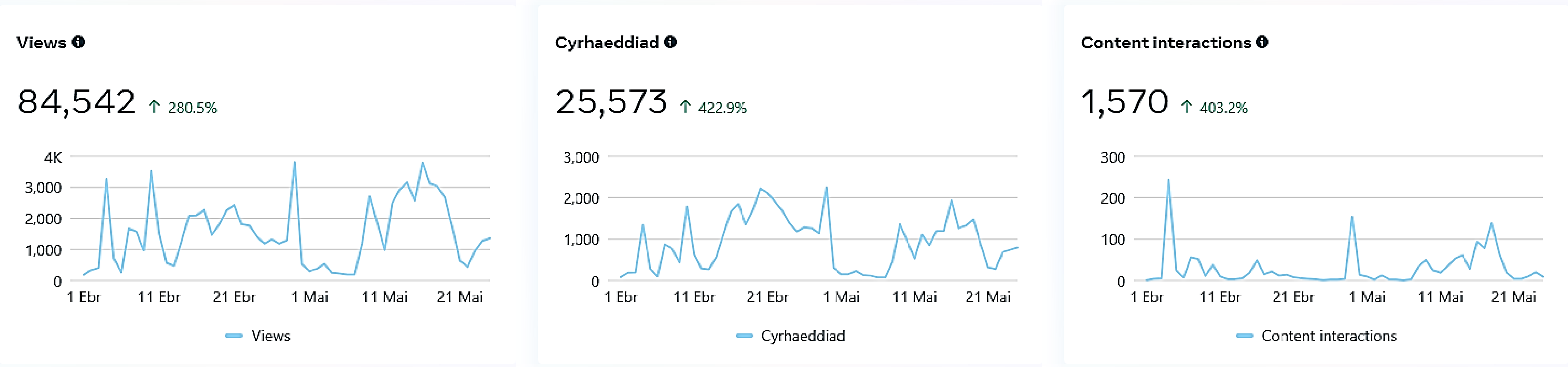
SOCIAL MEDIA

Social media continues to be a powerful and cost-effective tool for targeted communication and promotion.

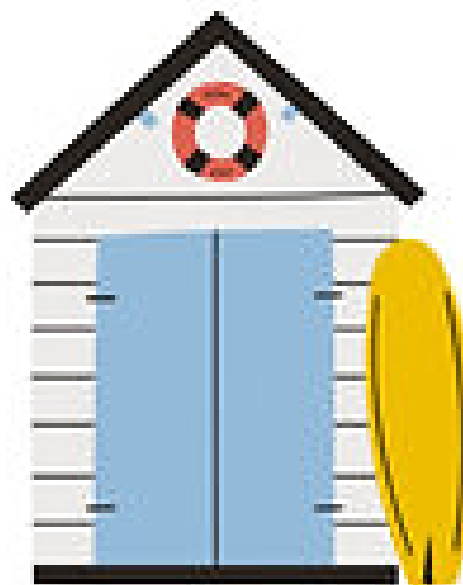
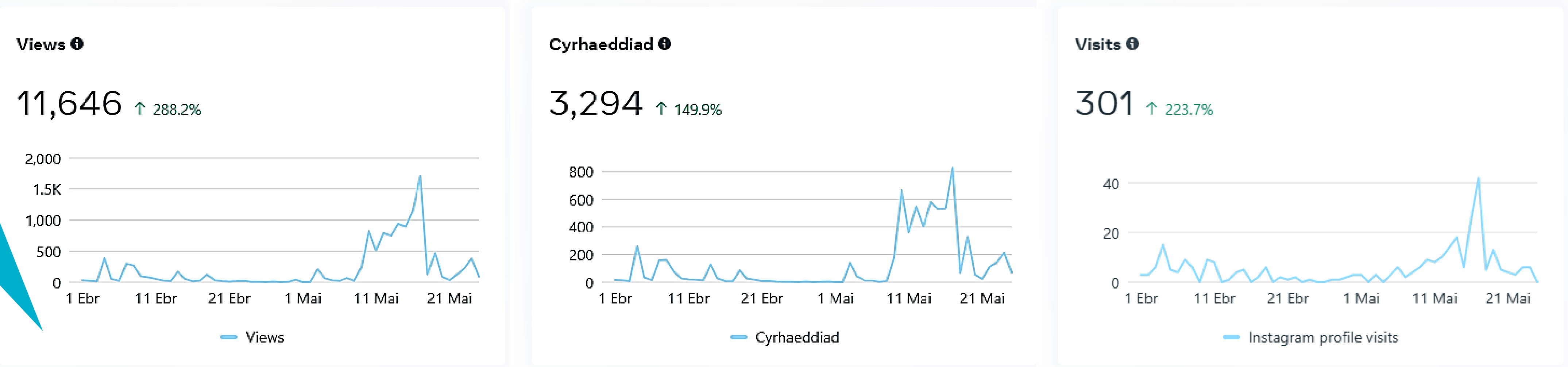
There's clear potential to grow our following on Facebook and Instagram over the coming year, while also reviewing which platforms offer the best engagement with specific audiences. At present, Facebook is performing slightly better than Instagram. Between early April and the Festival weekend, Menter Iaith Bro Morgannwg's media accounts (separate from Gŵyl Fach y Fro's dedicated channels) showed a significant uplift across all Meta insights indicators.

To enhance visibility and responsiveness during the Festival weekend, a dedicated social media coordinator was appointed to manage the Gŵyl Fach y Fro account—supporting live promotion and interaction with our digital community.

Facebook Results



Instagram Results



SOCIAL MEDIA/cont.

Campaign schedule

This year’s digital campaign was rolled out across Menter’s Facebook and Instagram platforms, with most content also featured on the dedicated Gŵyl Fach y Fro account.

Targeted posts and promotional materials were strategically scheduled to build momentum and spark engagement in the run-up to the Festival—showcasing key moments, performer highlights, school involvement, and timely announcements.

- April 7 “Welcome to Barry” 40-second video advert featuring highlights from 2024
- April 10–11 Photo stories from podcast workshops at Ysgol Gwaun y Nant and Ysgol Iolo Morganwg
- April 12 Final call to apply for a stall
- April 16 Beach Stage promotional video (17,211 views, 13,619 reach)
- May 3 Lo-Fi Jones “piece to camera” promoting collaboration with Kitsch N Sync
- May 8 Announcement of full line-up and weather forecast
- May 9 Celebratory post marking 10 years of Gŵyl Fach y Fro
- May 10 Updated listings: Beach Stage, Gwynfor Wharf, and stallholders
- May 11 Promotional video featuring stallholders
- May 12 Timetable graphic for Beach Stage and Gwynfor Wharf performances
- May 13 Morning: Video for Buzzard’s camera; Evening: stallholder spotlight
- May 14 Morning: General band promo video; Afternoon: Tara Bandito “piece to camera”; Evening: Barry Island arrival info
- May 16 Acknowledgment of sponsors
- May 17 Final thank-you to attendees and partners

Partners

This year’s event was made possible thanks to the generous support of our key sponsors. Our Main Partner, Cardiff and Vale College, and Main Sponsor, Barry Town Council, played a central role in helping the Festival flourish.

Additional support for the Festival’s artistic programme came from the Vale of Glamorgan Council, The National Lottery, The Arts Council of Wales, and The Welsh Government—each demonstrating a strong and ongoing commitment to nurturing Welsh



PARTNERS/cont.

Festival opening

This year's Festival opened with a simple ceremony, attended by Councillor Dennis Clarke, Mayor of Barry Town Council. The occasion also included a special moment as Geraint Evans, Chair of Governors at Cardiff and Vale College, was invited to cut a commemorative cake in honour of Gŵyl Fach y Fro's tenth anniversary.



Principal of Cardiff and Vale College, Sharon James-Evans, said:

"We believe in partnership in order to foster opportunities and benefit the area. By collaborating with Gŵyl Fach y Fro we hope to provide a welcoming atmosphere that appeals not only to the Welsh language community but also to those who wish to engage with the Welsh language for the first time."



Councillor Bronwen Brooks, Leader of the Council and Chair of the Culture Committee said:

"I am proud that Barry Town Council is supporting Gŵyl Fach y Fro this year. This is a key event in our town's annual calendar which celebrates all things Welsh and brings more visitors to Barry Island. Thanks to the support of the Council and other partners, it remains free to attend."



STORIES

Singing challenge with a favourite artist

Several local schools embraced the musical spirit of Gŵyl Fach y Fro this year, taking up the challenge to learn "Drw'r Nos" by Tara Bandito and "Barti Ddu" by Bwncath in advance of the artists' live performances. Children sang proudly from the audience. Ysgol Iolo Morganwg went the extra mile—practising dance moves and arriving in pirate costume.

Both artists were delighted, giving heartfelt shout-outs to the schools during their sets. The scene captured what Gŵyl Fach y Fro does best: sparking creativity, building connections, and inspiring communities in the lead-up to—and during—the Festival itself.



Ysgol Bro Morgannwg - Les Misérables

This year's Festival featured a moving performance by a community choir representing the majority of Welsh-medium schools in the Vale, under the direction of Catrin Williams, Head of Music at Vale of Ysgol Uwchradd Bro Morgannwg.

At the heart of the programme were stirring highlights from Les Misérables, performed by talented soloists and the school's own choir. They were joined by more than 100 children from primary schools across the Vale, who came together to sing iconic anthems from the celebrated musical.

The response from both the audience and the performers was remarkable—an unforgettable showcase of musical talent, collaboration, and emotional impact.

Initiatives like this embody the inclusive spirit of Gŵyl Fach y Fro and will continue into 2026 and beyond. They strengthen confidence in the Welsh language, spark imagination, and inspire engagement from across the community.



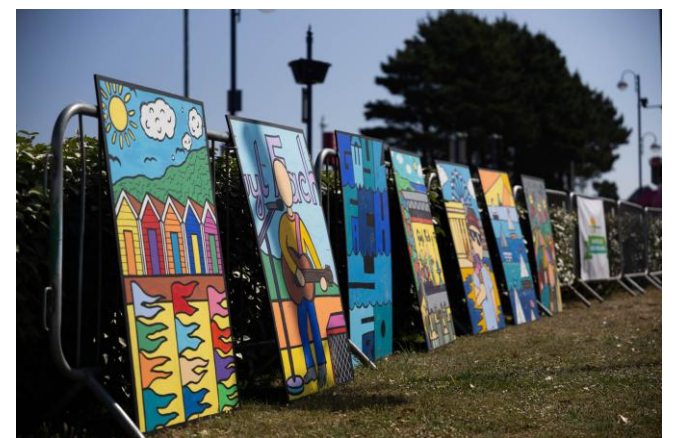
DIOLCH

Presenters and contributors

Our sincere thanks to Angharad Rhiannon for leading Llwyfan y Traeth (as well as her regular items referring to the Festival on her programme on Bro Radio). In the Glanfa Gwynfor area Rhys Angell Jones, Gwenllian Grigg and Bethan Knox led skilfully; and our thanks also go to Owain Rhys and the Sparklettes for bringing colour and fun to the middle of the crowd.

Thank you to all the volunteers for helping throughout the day, the staff of all the schools for their support, staff of Menter Iaith Bro Morgannwg and Menter Caerdydd for their enthusiasm and for working beyond their normal duties, to the Vale of Glamorgan Council for their willingness to share stall structures, to Mei Lewis for capturing the day with his camera, to 2Can Productions for putting together all the technical and safety elements ensuring that everyone could enjoy themselves throughout the Festival.

And a HUGE DIOLCH to everyone who joined us on Barry Island.



“Da iawn Menter Bro am drefnu gŵyl lwyddiannus arall eleni! Diolch yn fawr i chi gyd! O’dd hi’n ddiwrnod gwych!!”

Helen Mai Glanville on Facebook.

“It was fantastic as always. Big thumbs up and love to whole team for organising such a beautiful event”. Kuldeep Singh, catering.

“Mi roedd yn ddiwrnod gwych ac felly llongyfarchiadau enfawr”.

Rhys Angell Jones, Head Ysgol Bro Morgannwg.

“Y Band a finnau wedi mwynhau yn arw!”.

Gai Toms, musician

“Roedd yr ŵyl yn llawer o hwyl eleni! Roedd y nifer a ddaeth yn llawer gwell na'r llynedd ac roeddem yn teimlo'n wirioneddol fel bod y plant wedi ymgysylltu”.

Sian, Do Re Mi

Conclusion

As we look ahead to next year, our ambition is clear: to build on the success of this year's Festival. We will take time to reflect on every element—from the artistic programme to exploring ways communities can engage confidently and inclusively in the lead-up to the event. We will do so through constructive and creative dialogue with our partners and stakeholders.

Our goal? To host the biggest party yet—a vibrant, unforgettable celebration of the Welsh language in the heart of the Vale of Glamorgan.



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