



Ein cyf/Our ref WAQ78224

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Dear Janet,

I write in reference to WAQ78224 asking for information regarding funding to the National Eisteddfod 2019.

The National Eisteddfod has received a total of £795,500 which includes £603,000 core grant, and a further £192,500 for specific projects for the development of the Eisteddfod through the Welsh Government's Grant Scheme to promote and facilitate the use of the Welsh language. The targets agreed will be reported upon in line with usual monitoring processes.

### **Targets agreed for the 2019-20 Core Grant**

1. Organise and host a national festival that presents the Welsh language and culture in an inclusive, constructive, accessible and welcoming way for people of all ages and backgrounds.
2. Through the Eisteddfod's activities, increase the use of Welsh among:

#### **Families**

- Undertaking outreach activities in schools, and creating an education pack for KS2 which will include information for the family.
- Develop a new 'Children's Village' area on the Eisteddfod field aiming to hold at least 48 activities with opportunities for children to play, create, and discover.

#### **Young people**

- Conduct a review of music activities on the Eisteddfod Maes and Maes B

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

- Hold activities that promote the Welsh music scene in the counties of Conwy, Ceredigion and Gwynedd aimed at young people aged 13-17, and encourage them to create music, organise gigs and listen to Welsh music.
- Develop a Maes B Café for 13-17 year olds and hold at least 52 activities during the Eisteddfod week.
- Develop a Music Project for girls with 2 days of workshops to offer new opportunities and increase their engagement with the Welsh language through music. One to be held in Cardiff jointly with Clwb Ifor Bach and one in Aberystwyth (with a gig at night) in association with Arad Goch and Clwb Ifor Bach.
- Stage a Battle of the Bands competition in order to nurture new bands and increase the involvement of young people in the Welsh language through the music scene with final round held during Eisteddfod week.

### **New Welsh speakers**

- Provide a dedicated centre for learners on the Eisteddfod Maes, offering a full program with approximately 50 activities for learners during the week. Encourage the audience to venture out to experience what is accessible and relevant to learners in other locations around the Maes.
  - Produce and provide promotional materials for new Welsh speakers.
  - Attract new speakers to take part in Eisteddfod activities including artistic programs, social activities, competitions, and volunteering.
3. Collaborate with organisations to promote equality and inclusion in Eisteddfod activities, providing opportunities for new audiences to participate in order to increase their use of Welsh.
  4. Further develop the activities and opportunities offered by the Eisteddfod, including new projects such as Mas ar y Maes (LGBT program), Encore (a program of classical / jazz music), Science Village, #drastigarlabic (environmental) and well-being issues (to include mental health issues, dementia, loneliness, accessibility etc.), building on the successes of the Cardiff Eisteddfod in order to strengthen the Eisteddfod's appeal to new audiences. Prioritize the needs of disabled visitors, working towards ensuring that the project and festival is accessible to all, in partnership with relevant organisations.
  5. During the Eisteddfod week, conduct research to identify the impact of the Eisteddfod on attendees of different ages, in order to establish the value, and use this evidence to build and develop.
  6. Look more widely at the opportunities and international partnerships, creating a long-term high-profile strategy to reach out through our artistic offer aimed at raising awareness of Welsh culture and the Welsh language.

### **Targets agreed for extra funding for the National Eisteddfod to support preparatory work in respect of the 2019 Eisteddfod.**

1. **Pentre Plant (“Children’s Village”)** Further enhance the experience for families on the field. The aim is to commission a program of activities that will offer something that will appeal to local families who have not been to the Eisteddfod before or for a number of years. It will open the door for them to see Welsh as a living Language that exists outside the classroom.
2. **Commission an opening concert.** To build on the success of the 2018 Eisteddfod’s “Hwn Yw Fy Mrawd” (“This is My Brother”) show, and to create a Welsh-language

show of the highest quality that will be able to travel to Ireland after the performance in Llanrwst.

3. **Y Lle Celf (“the visual art gallery”)**. To create resources for children so that families can enjoy Y Lle Celf together.
4. **Instagrammable Activities**. To create a new striking new item that the public will be able to take pictures of and share on social media. This will build on the success of the large “Eisteddfod” words on the maes.
5. **Antur Arlunydd (“An Artist’s Adventure”)**. To commission a company to create a show/game for all ages that will have been inspired by the Mabinogi.
6. **To develop visual themes for new areas on the Maes**. The Eisteddfod has improved this significantly over the last 5 years. This is partly in response to a Task and Finish report for the Eisteddfod that recommended they try to improve visitor experience.
7. **Study of the 2018 Eisteddfod’s economic and linguistic benefits**. To commission Research to analyse the economic and linguistic effects of the Eisteddfod and to produce the conclusions in a report.
8. **Procure technical equipment**. To procure technical equipment for preparing images and resources. This will mean there will be no need to hire or commission work from others, and will decrease costs in the long term.
9. **Feasibility study for moving the 2019 Eisteddfod maes and to procure Emergency Management Services**. To commission a study to suggest a range of options for the location of the 2019 Eisteddfod in Llanrwst.

Yours sincerely,



**Eluned Morgan AC/AM**

Gweinidog y Gymraeg a Chysylltiadau Rhyngwladol  
Minister for International Relations and the Welsh Language