



Agenda

Regeneration, Events & Museum Committee – Monday 27th October 2025 @ 5pm (via Zoom)

1. Welcome and apologies.

2. Declarations of interest.

To receive disclosures of personal interests from members:

Note: *Members are requested to identify the item number and subject matter to which their interest relates and to signify the nature of the personal interest; and where Members withdraw from the meeting as a consequence of the disclosure of a personal interest, they must notify the Chair when they leave.*

3. Well-being of Future Generations (Wales) Act 2015

To note the Well Being of Future Generations (Wales) Act 2015 imposes a duty on public bodies including the Town Council to carry out sustainable development in accordance with the sustainable development principle and to act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

4. Chief Executive's Report. (pages 1-38)
- 4.1 Brass Band Festival Report / Evaluation
 - 4.2 Morfydd Owen Festival Report / Evaluation
 - 4.3 Choirs Festival Update / Summer 2026 Dates
 - 4.4 Draft Budget – 2026/27

Committee Members

Councillor L. Davies
Councillor J. Brencher
Councillor C. Morgan
Councillor H. Fychan
Councillor M. Powell
Councillor E. Griffiths

Councillor S. Presse
Councillor A. Kabid
Councillor L. Tomkinson
Councillor C. Thomas
Councillor L. Lewis
Councillor C. Lises



Chief Executive/Town Clerk
21st October 2025

***The zoom link for the meeting is available on request by emailing
info@pontypriddtowncouncil.gov.uk***

Please Note

If there are any specific details you wish to raise regarding, for example, background information or require additional detail, it would greatly assist if you could contact the office in advance so that the information and answers can be made available at the Meeting.



CYNGOR TREF
PONTYPRIDD
TOWN COUNCIL

Chief Executive's Report

Regeneration, Events and Museum – 27th October 2025

1. Brass Band Festival Report / Evaluation (pages 3-21)

Members are invited to review the Brass Band Festival report prepared by Cllr Lisles alongside the Social Evaluation Report prepared by the Chief Executive and based on our new social evaluation reporting tool.

Later in this meeting Members will be invited to consider the draft budget which includes funding for external community events and it is hoped that this report will assist Members in deciding whether to include funding for a festival in 2026.

DECISION REQUIRED:

To note the report and consider/agree the recommendations in the evaluation report.

2. Morfydd Owen Festival Report / Evaluation (pages 22-36)

Members are invited to review the Morfydd Owen Festival report prepared by CF and the social evaluation report prepared by the Chief Executive and based on that report and using our new social evaluation reporting tool.

This report will assist Members in their decision making regarding potential funding for a festival in 2026 which will be included in the draft budget for 2026/27.

DECISION REQUIRED:

To note the report and consider/agree the recommendations in the evaluation report.

3. Choirs Festival Update / Summer 2026 Dates

Members are asked to note that active conversations are ongoing to bring a new Choirs Festival to Pontypridd in May 2026. Further meetings are planned in the coming weeks to draw together various local choirs and to set up an organising committee.

The following dates are currently under consideration for a series of (Tymor Yr Haf) Summer Events in 2026:

May 16-17	Choirs Festival
June 13-20	Parti Ponty / Ponty Eisteddfod
July 24-25	Bandstand Centenary Celebrations
August	TC Music Event @ Museum
Sept 4-6	Brass Band Festival

These events will form the cornerstone of the Summer series and funding support should be considered and enhanced for these events.

Our own events in the Museum and in the community – which proved very popular this year – should be considered and funding will be required in the budget (see later item).

DECISION REQUIRED:

To note the report.

4. Draft Budget 2026/27 (pages 37-38)

Members will be aware that in October/November each year the draft budget for the following financial year is considered.

The Chief Executive will take Members through a draft budget (see attached) for consideration by this Committee and for recommendation to Policy & Finance Committee in November.

DECISION REQUIRED:

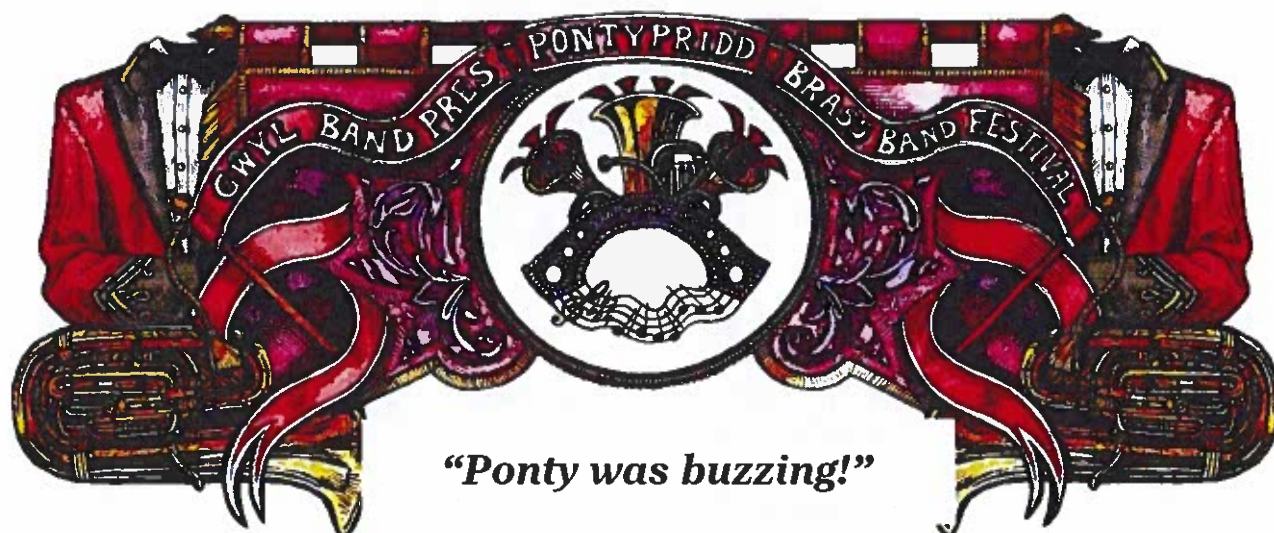
To agree a draft budget for recommendation to the Policy & Finance Committee.



Pontypridd Brass Band Festival Report



Chair Julian Boyce. Secretary Dr. Tim Pickles. Treasurer Cllr Cathy Lises.



This brief report tells the story of the inaugural Pontypridd Brass Band Festival, we hope that you enjoy reading it!

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The Festival Map:



The above map shows all the venues used throughout the Festival. The organising team are deeply grateful to local artist Becky Davies for her input into designing the Festival logo and all the publicity for the event which was used across social media, posters, programmes and merchandise.

Aims:

Following on from the 'best ever' National Eisteddfod held in Pontypridd in 2024, the purpose of the Festival was to continue the development of a greater musical focus within Pontypridd in the following ways;

- Promote and increase the popularity of brass music by showcasing bands of all standards and abilities from the South Wales area and further afield
- Encourage people of all ages, backgrounds and cultures to engage with brass band music by becoming a player or a follower
- Encourage young musicians to participate by providing an environment within which to perform free from judgment and competition
- Provide opportunities for learning and development through workshops
- Mark the 120th anniversary of the first time Mae Hen Wlad Fy Nhadau was sung at a Rugby match by commissioning the composition of a fanfare to the anthem for brass to be performed at the Festival
- Encourage public appreciation and understanding of brass band music, and to stimulate interest in the art of the brass band for the benefit of the public generally, especially in the locality of Pontypridd, by the presentation of concerts, performances, and other activities both before and during the festival period.

These aims reflect pillars two, four and five of the Pontypridd Town Council Forward Development Plan by bringing people together, fostering youth music development, enhancing the cultural life of the town and increasing visitors and therefore trade to the town.

The Festival in Numbers:

- 1 Learner's Workshop and Concert
- 1 Blast the Brass engagement session
- 1 Cerddoriaeth y Cymoedd exhibition in the museum
- 1 new piece of music composed
- 8 hours plus of music
- 9 bands performed
- 12 Concerts and Events in total
- 27 percent increase on footfall in the town centre
- 36 Volunteers participated
- £454.10 raised for the Town Mayor's charities
- 1200 attendees at events

Footfall:

The footfall analysis below shows that there was a 27% increase in footfall between May 24 and May 25 (VE Day anniversary events were also held in the park this May). Festival Day - Saturday 17th May was the busiest day in the town centre in the whole month with 1pm being the busiest hour.

Rhondda Cynon Taf

May 2025 vs. May 2024

Selected Month

248,348

Selected Period

VS Compared Month

195,620

27.0%

Compared Period

VS Previous Month

250,245

-0.8%

Previous Month

Peak Hour

1,752

Sat 17/05/2025 - 13:00

Busiest Day

12,369

Sat 17/05/2025

Footfall by month

Footfall by sensor

Cluster	Selected Period	Compared period	% Variance
Pontypridd	248,348	195,620	27.0%
Pontypridd 110 Taff St	68,089	53,978	26.1%
Pontypridd 56 Taff St	59,132	66,394	-10.9%
Pontypridd 72 Taff St	98,093	64,928	51.1%
Pontypridd Mill St	23,034	10,320	123.2%
Total	248,348	195,620	27.0%

Footfall by month

Average footfall by day

Day Name	Selected Period	Compared period	% Variance
Monday	6,010	4,246	41.6%
Tuesday	7,225	6,033	19.8%
Wednesday	9,036	7,617	18.6%
Thursday	8,004	6,642	20.5%
Friday	9,744	7,598	28.2%
Saturday	10,883	8,850	23.0%
Sunday	4,028	2,610	54.3%

Average footfall by hour

Last 12 months

Month Year	Selected Period	Compared period	% Variance	YTD	YTD PY	% YTD PY
May 2025	248,348	195,620	27.0%	1,184,092	846,735	39.8%
Apr 2025	250,245	162,186	54.3%	935,744	651,115	43.7%
Mar 2025	239,079	156,570	52.7%	685,499	488,929	40.2%
Feb 2025	216,559	136,003	59.2%	446,420	332,359	34.3%
Jan 2025	229,861	196,356	17.1%	229,861	196,356	17.1%

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Event attendees:

The table below summarises recorded or best estimated attendance at each event or venue.

Event	Number participating
Siglo Section Concert – Clwb y Bont	23
Brassed Off film night – Clwb y Bont	9
BTM Flash Mob – Pontypridd Market	50
Learner's Workshop – St. Catherine's	21 children and young people
Learner's Concert with The Band of the Prince of Wales – St. Catherine's	67
City of Cardff M2 – Mill Street	170
Crosskeys and Mid Rhondda -Ynysangharad War Memorial Park – Bandstand – (total figure)	450
Blast the Brass – Pontypridd Museum	189
Cathays Brass – Clwb y Bont	87
Parc and Dare – Clwb y Bont	63
PITBrass An Evening with Bond – Pontypridd Museum	71
TOTAL	1,200

Evaluation:

After the event, an evaluation form was made available via the QR code on the drinks mats and LinkTree. 61 people chose to respond. Geneva Instruments kindly sponsored the evaluation by providing three vouchers for money off a new instrument of £1000, £500 and £250. The £1000 voucher was won by the family of a child who participated in the Learner's workshop.

The full analysis is available in a separate document however, here are a few key points;

- 85% were aware of the programme before attending
- 60% of respondents performed at the Festival
- 50% of the respondents visited Pontypridd rarely or this was their first visit
- For future events, 85% would like to see more free performances

The chart below shows which events the respondents attended. Bare in mind respondents could record all events attended;

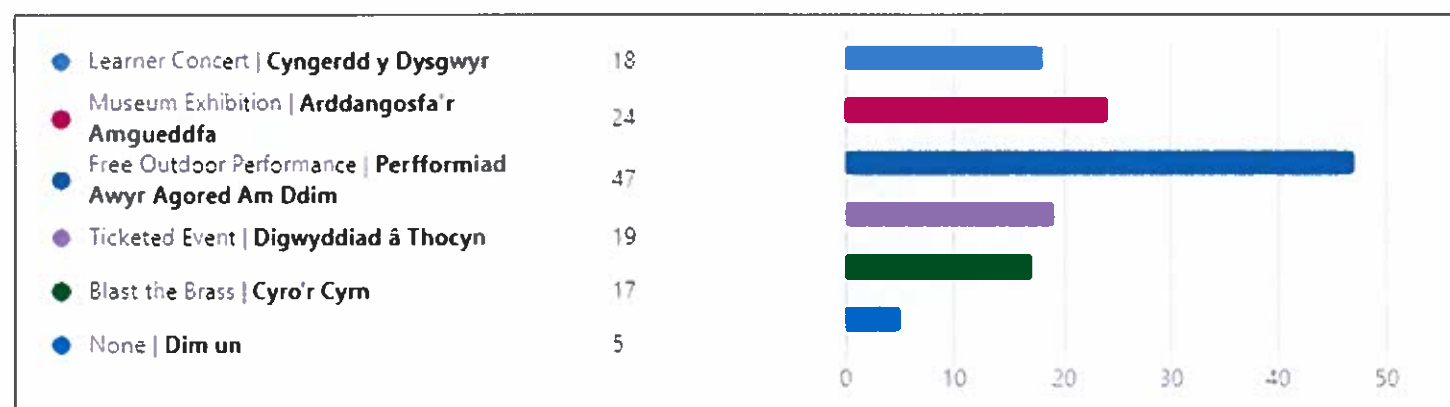


Photo Montage One – Around the Town:



Evaluation Comments:

48 out of 61 respondents provided a comment in respect of either open-ended question. Nineteen respondents, nearly 40% included a negative comment or gave a suggestion for improvement for next time. Of the remaining comments, eight gave a brief positive response such as;

“Superb event and everyone was smiling”

“Excellent day would love to see it again”

“Great idea and brilliant mix of events”

Negative/Improvement Suggestions:

Comments centered on organisational matters such as parking, volunteers identification, amount or type of advertising, card payments, poster design and pre-festival communications, as well as specific points made about available space at Blast the Brass event and PITBrass concert in the Museum, microphone quality at the Bandstand, amount of use of the Bandstand and the suggestion of having a bar! Whilst making these points, it can be noted that in many cases praise was also given about the Festival overall;

“It was a shame the event clashed with Eurovision!”

“More information on parking options for performers would be welcome.”

“A map of south Wales showing the location of the participating bands.”

“Ability to pay on card for merch and to donate towards to event.”

“It was a lovely day, thank you for organising. The music at the learners concert was amazing but a bit hard for my youngest. My sons enjoyed the learners event a lot. Maybe a chance to practice one or two in advance? “

“I think the event was brilliant, there was a good balance of things going on and I really enjoyed being part of the event. Everything was well organised & planned the only thing I could see was something to distinguish the volunteers from people who had bought T-shirts (I know the main staff had high vis). Something like a lanyard with event volunteer on the front & all the emergency contact numbers on the back for lost children etc would be good. It was a fantastic day and my daughter and myself thoroughly enjoyed being part of it, thank you and well done

👍 Blast the Brass was also fab, there were so many people coming to have a go, it was great!!!”

“Comments and observations- not criticism! We couldn't hear the conductor on the mic. Thought the day was lovely and what lovely weather to sit and listen to brass bands. Lovely to see a mix of ages in bands (the 12 year old in Mid Rhondda brass band was amazing!) Let's bring different generations together more often! I think more advertising would be beneficial especially if you are not on social media or a Ponty resident. I was talking about it on the bus home and a couple of people said they wished they'd known about it. The friend who joined me lives in Pontypridd only came because I told her about it. I thought it was an excellent event and the more live music we can see, the better.”

“Whist the event could only be considered an unprecedented success, it would have been better if the bandstand had been in use throughout the day, potentially with the bands marching from the top of the park down to the bandstand, with the next band beginning their march as the previous band was vacating the bandstand. If the main focus was at the bandstand then there would be the potential to have food vendors in the park contributing to the cost of the festival. It would also be fantastic if it could be extended over a weekend rather than just the Saturday too.”

“Thank you for organising this. We loved it! A few more bands in the bandstand would be good along with a bar (keeps people there longer!) and sort out the microphone problem.”

"This is a fantastic event, my husband and I attended from Caerphilly. Unfortunately could only attend the evening concert, however we will definitely attend next year and spread the word! I cannot praise PITBrass highly enough. Their conductor and the ensemble were just fantastic. I did feel that the audience were too close to the musicians, due to the venue being in the museum and we were one of the first to arrive and sat in the front row, as requested, however it would not deter me from going back next year. I appreciate that venues are potentially a problem for the Festival organisers. It was a joy to listen to such talented musicians, who so obviously enjoyed what they were doing. It is refreshing to have a festival which is not a 'food and drinks' festival, as this is, to my mind, and over subscribed theme. Well done Pontypridd for bucking the trend and delivering something which is worth travelling to Pontypridd for. I will be looking out for other events later in the year."

"I thought it was brilliantly well organised and brought a great buzz to the town! Maybe things like the learners concert could have been advertised more, as it was such a special event, but other than that I thought it was a fantastic day! I didn't visit the museum as I wasn't sure where it was, so it might have been nice to see Events and Geneva at the Bandstand. I loved the learners concert the most, their programme of music and standard of playing was outstanding. And so good to see this kind of opportunity offered to our younger generation players. A Brilliant addition to the festival!"

"I walk through the park every day but didn't see any posters up advertising it. Don't use social media so not aware of any digital advertising. It was great to see the bandstand being used but liked the idea of playing in the club. More pub venues would be good to take brass music to new audiences and encourage bands to play more entertaining programmes. More bands would be nice but great achievement for the first event."

"While the artwork on the poster was outstanding, the writing of the events was quite small. Blast the Brass was amazing but the space to try instruments was narrow. While I appreciate there were vendors there, I wonder if a different set up might work better. I think on that particular day, a bucket collection for your festival would have been more beneficial. I am sure the mayor would not mind for 1 day!"

"Fantastic event. As an organiser for one of the bands that played, I would say we received too much information and emails from the organisers. In my opinion, resulting in some information getting lost. Think in future these should be much more concise, i.e. 1 email with invitation, 1 with confirmation of venue and time, 1 with final details. This should be plenty."

Positive comments:

Respondents reflected on the effect that the Festival might have had on the local economy, the pleasure of hearing bands play on the Bandstand, the quality of the event organisation and helpfulness of the volunteers, the overall atmosphere at the Festival, the range of performances in the programme and gave praise to specific performances and activities such as the Learner's workshop and concert as well as gave suggestions for activities to be included in the Festival for next year;

"A fantastic event to bring music back to the park."

"Well organised and helpful organisers at the events I attended."

**"All events were excellent. Outside events obviously helped by the weather!!
All performances were good and varied. Thoroughly enjoyed!"**

**"Had a brilliant time, thank you so much for your hard work,
long may Pontypridd Brass Band Festival continue!"**

...cont ➔

Photo Montage Two – The Bandstand:



"Great to be part of the first Festival. So well received by the public who are at the heart of what we do as brass bands."

"Really enjoyed listening and playing on the band stand but Parc and Dare in the evening were amazing! Brilliant atmosphere and lots of fun being had by all. They played exactly the right type of music for the crowd. Thoroughly enjoyed."

"Well planned and executed. Relaxed and friendly. Would be fab to have a single mass band gathered in park for one joint song (pre prepared ...but first time on mass)."

"I attended the festival as a volunteer. It was superbly organised with a range of events throughout the day. I especially liked the encouragement given to young players at the workshop and the giving of age related prizes at each performance. Hoping for an evening bigger event next year. Would be lovely to have a parade through the town and perhaps a massed event."

"I thought it was superbly organised and was a good mix of traditional brass bands and the more contemporary outfits such as PITBrass and Cathays brass. I felt such Hiraeth for the good old days in Ponty when we used to have brass bands on a Sunday in the park. It was such a proud feeling seeing my home town come alive with brass bands something which has been my life and my families life forever! I thought it was impeccably organised and all the volunteers in their t shirts were so friendly and helpful. It was a really good balance of traditional brass bands, military, and the contemporary outfits which add appeal to the younger generation who may not have originally considered a brass instrument to be 'cool'. More emphasis on these groups in the future could be key to getting brass back into our schools properly. Perhaps inviting the RCT youth brass band to do a warm up set in the park prior to a big name 'cool' band such as 'Band press Llareggub' (they played the Lido last year to great success). Much like the hype that was created in the primaries last year for the Eisteddfod, perhaps a team could do some outreach in the primaries with the plastic instruments which could also form part of a concert in the event. I also feel that extending the event to cater for an entertainment contest in the Muni would be awesome, if it was marketed well the footfall into Ponty could increase as it did for the Eisteddfod, this event could culminate with a concert in the Muni by none other than the prestige of our local.. Ish Cory. They would obviously pull in a big crowd as would Mnozil Brass. And yes I appreciate we're talking big money here for these names!! Further to this, doing a Brass Band event in Ponty there could be some representation from 'The Salvation Army' who were always so synonymous with Pontypridd experience of brass bands, Christmas outside Nat West Bank! Thanks again for organising an awesome event. Ponty was buzzing yesterday, it was great. Imagine if this became a Ponty institution, much like Brecon & Jazz!! "

"PIT Brass: Answer excellent evening's entertainment. It was wonderful to enjoy something in Pontypridd which was for all ages. More events like these please to promote our town, Much better than a night in the pub. Looking forward to the rest of Tymor yr Haf and next year's BB festival."

"Went to see Siglo Section and PIT Brass. Brilliant events. Talented musicians and good atmosphere. It's great to see events like this in Pontypridd. We have plenty of top class venues, outdoors and in. We should be capitalising on all our town has to offer."

"Attended the James Bond theme evening concert with PITBrass, fantastic. Will definitely support future events. Will look to see what else is on over the summer. Thank you for the hard work put in by the organisers, the Town Council & all the performers. Look forward to seeing you in the near future."

...cont →

Photo Montage Three – Blast the Brass:



To finish off this section, two comments about the Learner's workshop and concert specifically, one from a young player;

"Ah what a fabulous fantastic day. Mother of a learner and I was absolutely blown away with the concert they performed with the Prince of Wales band! Spectacular. To learn six or so songs within an hour and a half was mind boggling to me. And then to perform with them too what a spectacular experience. Hoping this happens again next year, grandparents from Devon and Ceredigion traveled to watch Grandson and they thoroughly enjoyed. They have already asked if they can visit again same time next year for another chance to watch grandson and the Prince of Wales perform. The videos I took of the day will be cherished. What a fantastic way to encourage children into playing music. What a pleasure and a privilege for my son to be able to play with the Band of the Prince of Wales. I won't forget that and I'm sure my son won't either. Only solidifies his love and passion of music. Cannot sing your praises high enough!!!"

"It was an amazing experience for a young percussionist to have the opportunity to play in such an amazing church and with the Prince of Wales Band. I learnt there are more opportunities to play in the future and enjoyed listening to a band member talking about what he does day to day as part of being a musician in the Army. The blast the brass event was really enjoyable to see the upgraded instruments from new and be able to have the opportunity to play a range of brass instruments was perfect for me. The whole event was so inclusive for young and aspiring brass band players and a great introduction for the community to learn all about brass bands. To have experienced brass bands and tutors to be able to offer advice and guidance was invaluable. More events to support, motivate and involve young players would be invaluable to promote the continuation of players and new members to banding."

Learning shared:

Two items used for advertising/promotion have now been adopted by Pontypridd Town Council having discovered how beneficial they were; LinkTree and use of the RCT Leisure for Life App for advertising.

Tweak List:

Following discussion, we are of the view that nothing went 'wrong' that was in need of correction but there were some things which could be 'tweaked' for the benefit of all;

- Have banner advertising across Taff Street and on park gates – ask BID to sponsor this?
- Improve microphone/speaker coverage at Bandstand.
- Amend text size on programme posters etc, bigger text, smaller edging graphics.
- Amend bucket collections to include the bands (for eg busking / park run) as well as Mayor's charities.
- Amend use of space at Museum for Blast the Brass (potential for bigger drums downstairs?)
- Consider size of band and amount of percussion for any band playing at Pontypridd museum and adjust distance from band to audience back further, reduce to 90 ish seats.
- Create a map of where all the bands practice in South Wales – ask SEWBBA to help?
- Source a different ticketing system that costs less other than Eventbrite.
- Provide 'filming taking place' signs at each venue.
- Provide lanyards for key staff members, eg photographers.
- Provide bottled water more obviously at each venue for the bands.
- Appoint specific volunteers to introduce the bands, hand out prizes, take photos, sell merchandise etc.
- Request to borrow PTC payment machine to take payments at venues where able.
- Amend t-shirt sizes to have more smaller ones for children.
- Following booking of each band, follow-up by phone to go through any specifics before sending final detailed email of arrangements for the day, including disabled parking availability.
- Address PSPO issue by informing bands in advance and increasing signage at the Bandstand.
- Sort out double VAT issue in some way.

Photo Montage Four – An Evening with Bond:



Outcome analysis: Did the Festival achieve its first year aims?

Promote and increase the popularity of brass music by showcasing bands of all standards and abilities – *a full programme of music took place across the town from 10am until 10pm as well as a Fringe performance as a warm up the previous Sunday.*

Encourage people of all ages, backgrounds and cultures to engage with brass band music – *Blast the Brass was very popular with nearly 200 visitors dropping in.*

Encourage young musicians to participate by providing an environment within which to perform free from judgment and competition / Provide opportunities for learning and development through workshops – *Learner's Workshop and Concert with The Band of the Prince of Wales went down well with participants and audience members. Young musicians were found within each performing band and PITBrass.*

Mark the 120th anniversary of the first time Mae Hen Wlad Fy Nhadau was sung at a Rugby match by commissioning the composition of a fanfare – *Dave Collins wrote a fantastic Fanfare which was appreciated by both bands and audiences. This is this freely available to all via Ty Cerdd.*

Encourage public appreciation and understanding of brass band music, stimulate interest in the art of the brass band, by the presentation of concerts, performances, and other activities – *The positive feedback demonstrates how the variety of performances and events were appreciated.*

Pillars two, four and five of the Pontypridd Town Council Forward Development Plan;
bringing people together – *9 bands performed and attendance was 1200 across the Festival*
fostering youth music development – *as previously noted above*
enhancing the cultural life of the town – *the town was 'buzzing'*
and, increasing visitors and trade to the town – *footfall up by 27% on same time last year with Festival day being the busiest in the whole month.*

Next Year - Aspirations:

The first year of the Festival was designed to prove that such an event could be run in Pontypridd and would be popular. As such, the scale was limited. There is potential to develop;

Ideas for next year...

- Band march/walk down Taff Street to provide a good start to the day
- Celebrate 100 years of the Bandstand in Ynysangharad War Memorial Park as the focus
- Composition competition - create a new piece of music in celebration of the centenary
- Consider METROPulence as an offering in the programme of events
- Consider 'massed bands' event at the new plaza

Bandstand – details:

- Ask RCT to sponsor & work in partnership for this element of the Festival
- Have at least three bands interspersed with learner bands play on the Bandstand
- Have a bar (run by local businesses), with temporary lift of the PSPO and stalls at the Bandstand area to include; Geneva, Ev-entZ, Friends of RCT Music Service fundraiser, local bands engagement etc
- Provide teas and coffees etc at Calon Taf as a fundraiser for a local charity group or Friends of RCT Music Service

Other Ideas:

- Quiz night – bands vs bands
- Talk from a well respected brass band leader 'My Life in Brass' or similar?
- Consider scratch band -somewhere?
- Consider a stamp card for attending every location? (However there are issues with capacity)
- Do a raffle like Bandamonium do on the day for Festival funds (check licensing)

Thank You!

To everyone who made the Festival happen!



Founding Patrons:

Catrin Collier
Stephen Broom ARAM
Phil Thomas – Bragdy Twt Lol

Partners & Sponsors:

Pontypridd Town Council
Ty Cerdd – Arts Council
The Blakemore Foundation
Bragdy Twt Lol – The Treforest
Brewery Treforest Ind Estate
Pontypridd Market Quarter
Geneva Instruments
Tesco's Upper Boat Community
Champion – Sharon Elward

Invited Guests:

PTC Mayor Cllr. Des Paul &
Mrs Anoma Paul & RCTCBC
Mayor Cllr. Sheryl Evans

Musicians and Banders:

Alun Hughes
Austin Davies
Craig Roberts
Phil Morris
Robert Childs

Aeddan Williams - RCT Music
Service
Carolyn Jones – Secretary
SEWBBA
Stephen 'Fly' Harris Ev-entz -
Newport
Tim Phipps PG Sound –
Treforest Ind Estate
Performing Rights Society
Roger Argente - Royal Welsh
College of Music and Drama

Art, Merchandise & Publicity:

Cllr. Angela Karadog
B Lises
Becky Davies
Jeanneanne Fitzpatrick &
Rhiannon Art
Justin Hoare - Re-Inspire
TShirts Treforest Ind Estate

Very Special Helpers:

Lynn Taylor & St. John's
Ambulance team
Michael Saleh– Careers
Connect University of South
Wales

Volunteers:

Cathy Lises - Event Manager
Jason Cale - Safeguarding
Officer & Learner's Events &
Blast the Brass
B Lises - Lost Child Officer
Catherine Showell - Drum
Major
Dave Collins - Fanfare
Composer & Drum Sgt
Zoe Grist - Photos & Film
Lloyd Barnaby - Blast the Brass
& Flashmob
Loz Collier - Learner's Events
& Blast the Brass

Site Mangers:

Carol Hindley
Lyndon Walker
Nigel Blackamore
Cllr. Simon Pritchard

Stewards:

Adrian Dumphy
Alisha Atwood
Dave Boundford
Esther Sowerby
Lisa Pritchard
Cllr. Mike Powell
Shobika Subashkaran
Trish Tazzini Lloyd

Van Crew:

David Parker
Kym Hodson
Mike Oliver

Museum Team:

Claire Morgan
Deborah Moyle
Hannah Okon
Karys Lloyd
Keryl Martin
Tiffany Tredaway
Tony Graham

Bucketeers:

Cllr. Angela Karadog
Anna Murray
Janet Young
Mark Bushnell
Mike Dunk

Advertisers and Recorders:

Mark Rogers – Sounds of the
Valleys & GTFM
Iwan Fox - 4Bars Rest

Venues:

Aled Humphires - Calon Taf
Rev Charlotte Rushton -St.
Catherine's Church
Claire Broadway- The Salad
Bar
Gaynor & Steve Wood - Sugar
and Spice Toy Shop
Jeanette Sweet - Clwb y Bont
Jeff Baxter - Mill Street Quarter
Nigel Blackamore - Pontypridd
Museum

Advisers:

James Payne - Pontypridd BID
Rhondra Cynon Taff County
Borough Council:
Ian Woodland & Event
Advisory Safety Group
Bethan Walters - Licensing
Elaine Howells - BOPA
Darren Notley - Town Centre
Brent Barnett - Ynysangharad
Park & Lido team

& the organisers of: Ironbridge
Gorge Brass Band Festival
Persore Brass Festival
Bandamonium Devon!

Social Value Evaluation Report: Pontypridd Brass Band Festival 2025

This report evaluates the social value of the inaugural Pontypridd Brass Band Festival using the Town Council's Social Value Evaluation Tool (Projects). The assessment supports Councillors in deciding whether to include funding for the Festival in the Council's 2026/27 budget.

1. Project Summary

- Date: 17–18 May 2025
- Venues: Bandstand, Museum, Clwb y Bont, St Catherine's, Market Quarter, Mill Street
- Attendance: c.1,200 attendees
- Volunteers: 36
- Bands: 9 (local and regional)
- Footfall increase: +27% in town centre (vs May 2024)
- Funds raised: £454.10 for Mayor's charities

2. Evaluation Against Social Value Criteria

Category	Evidence from Report	Score (0–3)	Commentary
Cost to Council	Town Council provided core funding (£2.5k) with match from Ty Cerdd, Geneva Instruments, Tesco, Blakemore Foundation (<50% PTC contribution).	2.5	Good value given strong match funding and volunteer input.
External Resource	Partnership with Ty Cerdd, local businesses, RCTCBC and volunteers.	3	Strong external partnerships and in-kind support.
Residents Impacted	Approx. 1,200 attendees, +27% footfall in town centre.	2.5	Medium–large reach for a first-year event.
Demographic Reach	Inclusive and intergenerational	3	Broad and inclusive reach.

	participation; free/low-cost for attendees.		
Volunteer Impact	36 volunteers across event management, safeguarding, and stewarding. Largely run by volunteer committee with support from TC.	3	High engagement and community ownership.
Visibility & Perception	Extensive positive feedback and coverage; strong civic pride; added to Tymor Yr Haf season.	3	Excellent community visibility and reputation.
Partnering Tier	Community-led and volunteer-driven with third sector support.	3	Exemplary community leadership model.
Strategic Fit	Aligns with Forward Plan Pillars 2, 4, 5.	3	Strong strategic alignment with multiple pillars.
Well-being Goals	Supports A More Equal Wales, A Healthier Wales, Vibrant Culture.	3	Meaningful contribution to multiple goals.
Delivery Risk	Minor operational issues; mitigation planned for 2026.	2	Manageable risks; low fragility.

Total Score: 27 / 30

Rating: Very High Value

Suggested Action: Strongly consider continuation and expansion for 2026.

3. Key Impacts Identified

- Community Impact: Unified residents and revitalised the town centre atmosphere.
- Youth Development: Engaged young musicians via Learner's Workshop and Concert.
- Economic Impact: Increased local trade and visitor attendance to town centre.
- Civic Profile: Enhanced perception of Town Council as cultural leader.

- Partnership Growth: Strengthened relationships with Ty Cerdd, RCTCBC, BID, and local traders.

4. Lessons Learned / Recommendations (from Festival Report)

- Improve sound coverage and volunteer identification.
- Broaden advertising beyond social media.
- Explore sponsorship for banners and additional amenities.
- Consider multi-day format or massed performance for 2026.
- Focus 2026 event on the Bandstand's 100th anniversary.

5. Recommendation to Councillors

That Pontypridd Town Council:

1. Notes the high social value achieved by the inaugural Festival (27/30, Very High Value).
2. Approves continued funding and support for the 2026 Brass Band Festival, subject to an enhanced delivery plan.
3. Invites organisers to present a 2026 proposal to the Events and Community Committee.

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Gŵyl Morfydd Festival 2025 – Report

Overview

The Gŵyl Morfydd Festival 2025 was a resounding success, welcoming approximately 400 visitors to the museum across the festival weekend. Organised in partnership with Pontypridd Town Council, the festival celebrated the life and legacy of Morfydd Owen through a rich programme of cultural and community events, workshops, performances, and exhibitions. The festival not only showcased local talent but also fostered meaningful partnerships and community engagement, with high levels of attendance and positive public feedback.

Key Events and Highlights

1. Lampshade Parade

- **Attendance:** Approx. 340 schoolchildren, with hundreds of additional members of the public spectating.
- **Workshops:** Delivered by Hannah Hitchins from Growing Space Pontypridd, who worked with four local schools to support pupils in creating Morfydd-inspired lampshade headpieces.
- **Performance:** Citrus Arts returned to the festival with an aerial performance that thoroughly engaged the attending children.



2. 'Remembering Morfydd'

- **Attendance:** 85
- **Speakers/Performers:** Dr Rhian Davies (leading Morfydd Owen expert), Jessica Robinson (Cardiff Singer of the World finalist), and pianist Rhiannon Pritchard.
- **Accessibility:** Live British Sign Language (BSL) translation was provided.
- **Attendance:** The event was at full capacity, with all seats filled and additional standing room utilised on the upper level.



3. RCT Writing Squad

- **Attendance:** 15
- **Activity:** A creative writing session based on Dr Rhian Davies' book, forming part of RCT's youth arts programme.
- **Partnership:** The group held their monthly session at the museum as a one-off festival special.



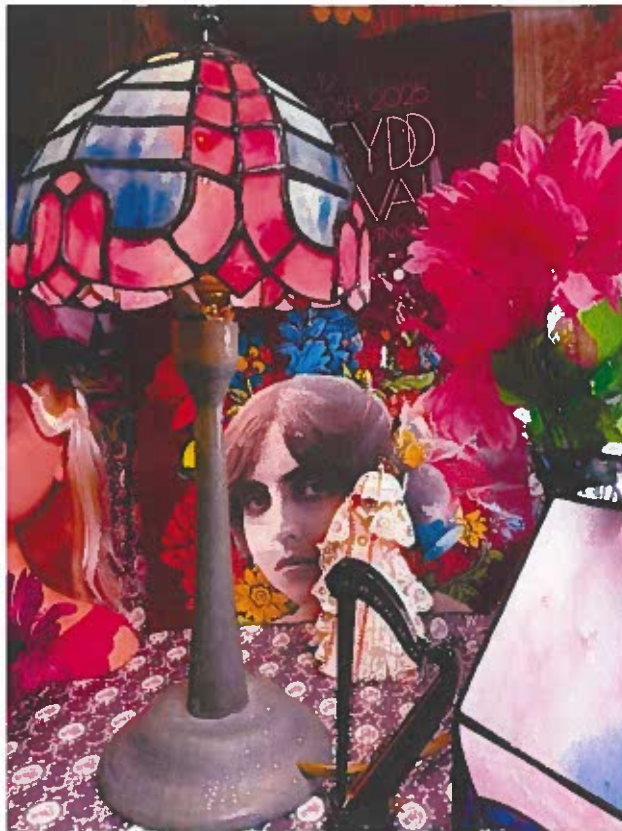
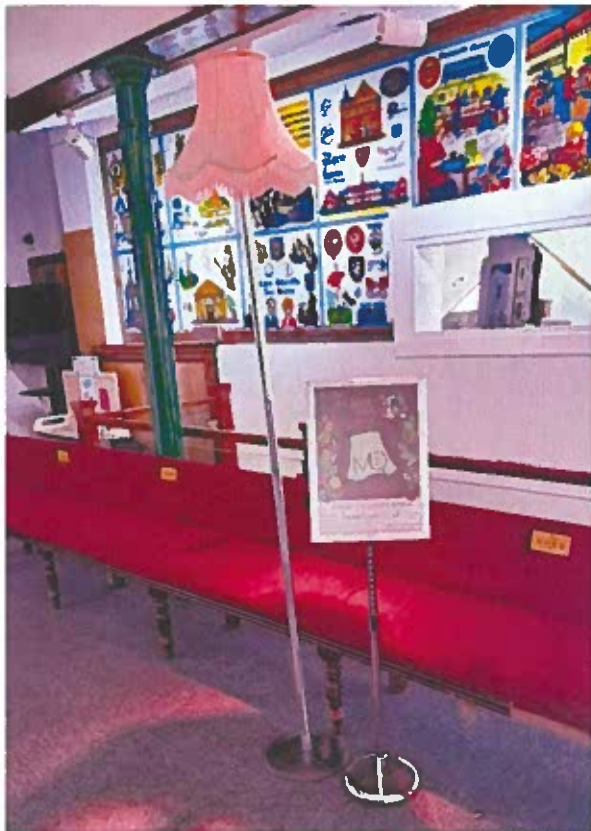
4. VRi Performances

- **Artists:** Welsh chamber-folk trio .
- **Sessions:** Two performances were delivered:
 - 102 attendees. A relaxed, informal, child-friendly session, which was well attended and popular with families.
 - 91 attendees. A formal performance, at full capacity, receiving a standing ovation.



5. Lampshade Trail

- **In Partnership With:** Your Pontypridd BID.
- **Structure:** 48 participants followed a trail through 8 locations across Pontypridd, collecting stickers at each stop. The museum served as both the starting and finishing point.
- **Prizes:** Three £10 vouchers for participating businesses, funded by the BID.



6. USW Fashion Display

- **Participants:** Two fashion students from the University of South Wales.
- **Activity:** Students created Morfydd-inspired paper dresses live at the museum on the Friday of the festival.
- **New Partnership:** This marks the beginning of what is hoped to be an ongoing collaboration with the USW Fashion Department.



7. Arts and Crafts

- **Attendees:** 14
- **Activity:** Morfydd Owen-inspired crafts for children including creating a mini lampshade hat, a golden butterfly and a mask.



This year also marked a notable change in operations, as the museum opened on a Sunday—an exception to our usual schedule. This extension enabled us to prolong the duration of the Lampshade Trail, allowing more families to participate over the weekend. Additionally, it provided the opportunity to offer a dedicated arts and crafts session for children.

Budget Overview

The festival received a core grant of £5,000 from Pontypridd Town Council. The funding was allocated as follows:

Expenditure	Cost
Dr Rhian Davies	£705
Jessica Robinson	£250
Rhiannon Pritchard	£250
VRi	£900
USW Fashion Students	£200
Citrus Arts	£1,500
Piano Hire and Tuning	£775

Expenditure	Cost
BSL Translator	£200
Green Room Lunch	£60
Contribution to marketing, posters, photography	£160
Total	£5,000

Shop Takings

On the Saturday of the festival we took just under £190. This compared to an average Saturday where we would expect to take around £10-£30 is very encouraging. This is not as much as last year's Morfydd Owen Festival which is likely down to people already having a copy of Dr Rhian Davies' book.

Initial Lessons Learned and Recommendations

1. Parade Logistics

- The transition from Pontypridd Library to Taff Street showed marked improvement this year, and with additional planning, the arrival at Mill Street can be further enhanced to ensure a seamless conclusion to the parade.
- **Recommendation:** Consider cordoning off a specific area for the end of the parade and distributing PTC marshals more evenly to improve crowd control and flow.

2. Musical Representation of Morfydd Owen

- Although VRi incorporated some of Morfydd Owen's compositions into their set, there is scope for a more focused performance entirely dedicated to her music.
- **Recommendation:** Plan and commission a dedicated, accessible musical event centred exclusively on Morfydd Owen's work for next year's programme. External funding may be required.

3. Marketing and Promotion

- Due to the late confirmation of Arts Council of Wales funding (only four weeks prior to the event), several elements of the programme were finalised at short notice.
- **Recommendation:** Aim to confirm the core programme earlier where possible. However, future planning must also account for potential delays in funding announcements.
- There are still a lot of people who aren't aware of the festival.
- **Future discussion:** Is there more we can do to promote the festival?
- We ordered too many posters and not enough flyers.
- **Ways forward:** Most shops did not want A3 posters as they were too big, but they were happy to take flyers. We also gave out flyers along Taff Street and at each participating venue.

- Given the number of events taking place, the festival programme was very full, which made it challenging for some people to read and navigate on the printed flyer. As the flyer is intended to serve as a brief overview, we deliberately kept the information concise and directed audiences to the website for full event details.
- **Improvements:** While we aimed to include only essential information on the flyer, we recognise the need to further improve clarity and readability in future.

The Wider Festival

Gymanfa Ganu

We hosted a Gymanfa Ganu at Capel y Bont, extending an open invitation to the community to take part in the singing of well-known traditional Welsh hymns, including *Mae Hen Wlad Fy Nhadau*, *Calon Lân*, and *Cwm Rhondda*. The event also featured the teaching and performance of Morfydd Owen's first published hymn tune, *Trefforest*. We were delighted to welcome soprano Kathy Macauley, who performed two of Morfydd's vocal pieces, alongside acclaimed organist Jeff Howard. The event was hosted by Cath Woolridge and was made possible through support from the Arts Council of Wales and our partnership with Menter Iaith. Approximately 110 in attendance.



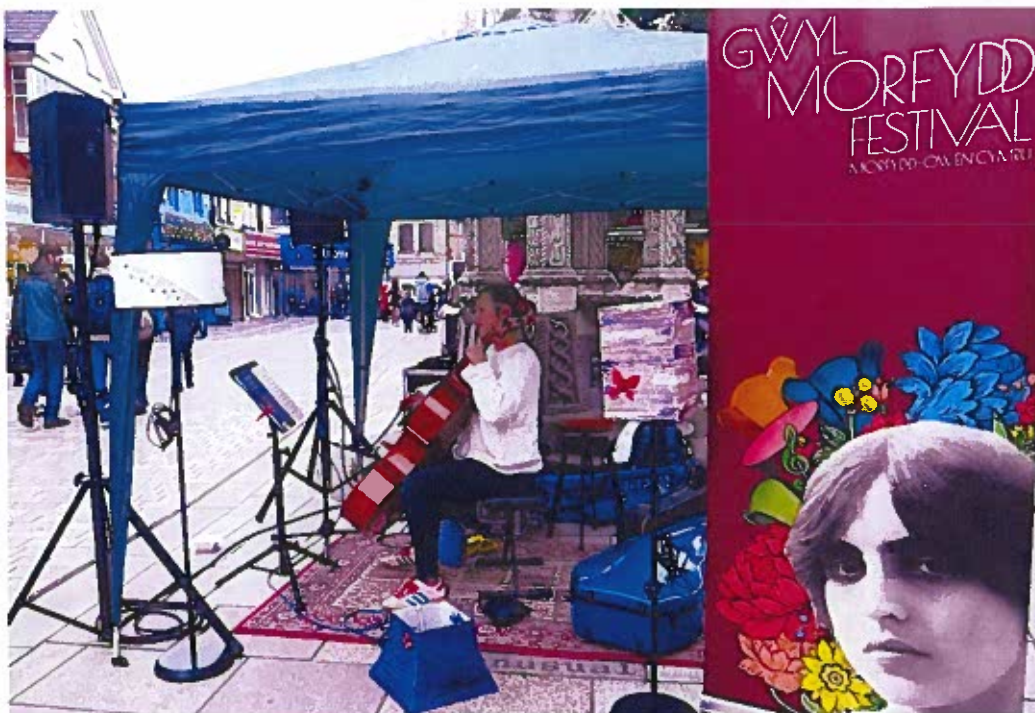
Children's Art and Music sessions

Thanks to our partnership with Growing Space Pontypridd, we were able to deliver three fully booked workshops for children and their families: *My Friend Morfydd and Her Hats* (a storytelling session), a drumming circle (music), and the *Morfydd Art Workshop* (arts and crafts). These sessions were held at two locations—The Wildzone in Ynysangharad Park and Canolfan Calon Taf—and provided engaging, creative opportunities for families to connect with Morfydd's story through play and participation



Park Run & Street Music

As part of our commitment to bringing live music into the heart of the community, we arranged for two musicians to perform during Saturday's Parkrun, alongside five additional musicians and two choirs who performed throughout the day at key public locations, including the Fountain on Taff Street and the Mill Street Quarter. These performances were possible thanks to ACW funding.



Amy Wadge

It has been a pleasure to work with Amy Wadge over the past few months. Her involvement brought significant depth to the festival, and her personal and professional journey shares many parallels with that of Morfydd Owen—both being highly talented composers and songwriters whose contributions have often gone under-recognised. Amy was incredibly generous with her time and expertise. She led a masterclass for 30 local high school students, which included a Q&A session on the music industry and a practical songwriting workshop. The following evening, she delivered a similar session for working musicians from Rhondda Cynon Taf and the wider South Wales region. Amy then performed three consecutive, sold-out shows at Y Muni and has generously donated her performance fee back to the festival. We look forward to continuing our partnership with Amy Wadge, as well as with Y Muni and the Awen Trust, in future editions of the festival.





Conclusion

With over 30 events across the festival week, Gŵyl Morfydd Festival 2025 achieved its aims of celebrating the cultural heritage of Morfydd Owen while delivering a high-quality, inclusive, and engaging festival for the community. With strong attendance figures, effective partnerships, and positive feedback, the event has further established itself as a valuable fixture in the Pontypridd cultural calendar. Lessons identified from this year's event provide a clear framework for development and growth in 2026.

Social Value Evaluation Report: Gŵyl Morfydd Festival 2025

This report evaluates the social value of the Gŵyl Morfydd Festival 2025 using the Town Council's Social Value Evaluation Tool (Projects). The assessment supports Councillors in deciding whether to provide continued funding for the 2026 festival and include potential funding in the draft 2026/27 budget currently being considered. Members should also refer to the report prepared by CF.

1. Project Summary

- Dates: 10-13 October 2025
- Core grant (PTC): £5,000
- Attendance: Approx. 400 at the museum + hundreds more at town events
- Key events: Lampshade Parade, 'Remembering Morfydd' concert, VRi performances, BID-supported Lampshade Trail, workshops, and Gymanfa Ganu
- Partnerships: Pontypridd Town Council, Arts Council Wales, Your Pontypridd BID, Growing Space, USW Fashion Dept., Menter Iaith, Awen Trust
- Volunteers: Approx. 25 supporting staff and community helpers
- Outcomes: High attendance, cultural enrichment, inter-generational participation, and national-level artistic collaborations

2. Evaluation Against Social Value Criteria

Category	Evidence from Report	Score (0–3)	Commentary
Cost to Council	£5,000 core grant supported by ACW and BID funding; artists donated time/fees.	2.5	Good leverage of external funding and resources for modest council investment.
External Resource	Strong input from Arts Council Wales, BID, Menter Iaith, Growing Space, USW and Awen Trust.	3	High level of external expertise and funding partnership.

Residents Impacted	Approx. 400 visitors to museum and 800–1,000 town-wide engagement.	2.5	Strong reach across community and regional audience.
Demographic Reach	Inclusive – 340 schoolchildren, families, older audiences, bilingual and BSL access.	3	Excellent cross-demographic participation.
Volunteer Impact	Approx. 25 volunteers plus school/community participation.	2.5	Good engagement; could further formalise roles.
Visibility & Perception	Positive feedback; visible parade, trail, and business engagement. Excellent profile for events across a number of locations including the Museum.	3	Raised Pontypridd's profile as a cultural destination.
Partnering Tier	Collaboration with community, arts, academic and public partners.	3	Exemplary multi-sector partnership.
Strategic Fit	Aligns with Forward Plan Pillars 2, 4, and 5.	3	Strong alignment with council priorities.
Well-being Goals	Supports Vibrant Culture, Cohesive Communities, and Healthier Wales goals.	3	Strong contribution to national well-being aims.

Delivery Risk	Minor logistical/marketing issues due to late funding confirmation.	2	Low overall risk; clear lessons for improvement.
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Total Score: 27.5 / 30

Rating: Very High Value

Suggested Action: Strongly support continuation for 2026.

3. Key Impacts Identified

- Cultural Impact: Elevated the profile of Morfydd Owen and Pontypridd's heritage.
- Community Participation: Engaged 340+ school children and hundreds of residents.
- Economic Benefit: Boosted museum shop income and town centre footfall.
- Education & Skills: Delivered workshops and masterclasses for students and musicians.
- Visibility: Enhanced Pontypridd's standing as a creative and cultural hub.

4. Lessons Learned / Recommendations

- Improve marketing lead-in and balance poster/flyer distribution.
- Enhance logistics planning for parade and crowd control.
- Commission a dedicated Morfydd Owen concert as 2026 centrepiece.
- Broaden volunteer and school involvement through structured support.
- Continue and expand partnership with Amy Wadge, Y Muni and Awen Trust.

5. Recommendation to Councillors

That Pontypridd Town Council:

1. Notes the high social value achieved by the Gŵyl Morfydd Festival 2025 (27.5/30, Very High Value).
2. Approves continued funding and support for the 2026 Festival (if requested), with emphasis on marketing, accessibility, and logistics.
3. Invites organisers to present a 2026 outline proposal to the Regeneration, Events and Museum Committee.

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Draft Regeneration, Events & Museum Committee Budget (2026-27)

Museum (Regeneration)		Budget 25-26	Actual (end Sep)	Forecast	Variance	Proposed Budget	
15	Rates	0.00		0.00	0.00	0	Rateable value £1
16	Water Rates	3,000.00		3,000.00	0.00	3000	
17	Gas	13,000.00	2,400.69	10,000.00	3,000.00	10000	
18	Electricity	22,000.00	6,697.00	18,000.00	4,000.00	18000	
19	Building Maintenance	7,500.00	1,017.75	7,500.00	0.00	7500	
20	Shop Stock	3,000.00	2,535.57	3,000.00	0.00	3000	
21	Volunteer Training/Expenses	500.00		500.00	0.00	500	
22	Exhibitions	5,000.00	162.96	5,000.00	0.00	5000	
23	Community Engagement/Events	2,000.00	1,054.79	2,000.00	0.00	2000	
24	Conservation	2,000.00	2,141.65	2,141.65	-141.65	2000	
25	Collections	500.00	616.51	616.51	-116.51	500	
26	Subscriptions	750.00	815.82	750.00	0.00	750	
27	Service Contracts	4,000.00	2,497.72	3,000.00	1,000.00	4000	
28	Publicity/Translation	1,000.00	690.00	1,000.00	0.00	1000	
168	Shop Admin	400.00	181.81	400.00	0.00	400	
177	Art Sales	150.00		0.00	150.00		
SUB TOTAL		64,800.00	20,812.27	56,908.16	7,891.84	57,650.00	

Events/Projects (Regeneration)		Budget 25-26	Actual	Forecast	Variance	Proposed Budget	
63	Summer Events/Activities	17,500.00	11,517.37	12,000.00	5,500.00	17500	
64	St Davids Day	1,000.00		1,000.00	0.00	1000	
65	Remembrance Events	3,200.00		3,200.00	0.00	3400	Inflation
66	Christmas 25 Events (inc Switch On)	15,000.00		15,000.00	0.00	20000	No RCT grant in 27
67	Christmas Grotto	3,000.00		3,000.00	0.00	3000	
68	Christmas Trees	5,000.00		5,000.00	0.00	5500	Inflation
69	Christmas/Schools (carols/cards)	300.00		300.00	0.00	300	
70	Christmas Lights Purchase			0.00	0.00		Earmarked reserves
71	Christmas Lights - Set Up	24,000.00		24,000.00	0.00	25000	Increase - inflation
72	Small Grants Scheme	3,000.00	982.99	3,000.00	0.00	3000	
73	International Womens Day	500.00		500.00	0.00	500	
74	Ponty in Bloom	10,000.00	5,924.00	10,000.00	0.00	10000	BID ?
75	Bulbs in wards	500.00		500.00	0.00	500	
76	Foodbank	5,000.00	1,300.00	5,000.00	0.00	5000	
77	Charity Quiz	500.00			500.00		
79	Community Cuppa	250.00		250.00	0.00	250	
80	Cuppa with a Copper	500.00			500.00		

81	Halloween	500.00		500.00		0.00	500	
83	Dig for Victory	662.50	300.27	750.00		-87.50	500	
84	Monday Meet Up	500.00	240.72	500.00		0.00	500	
85	Engineering Award	150.00	150.00	150.00		0.00	150	
86	Ponty & Proud	200.00	70.00	200.00		0.00	200	
87	PR/Media Contract	10,500.00	650.00	5,000.00		5,500.00	5000	Reduced
88	General Community Events (Int)	2,000.00	22.85	2,000.00		0.00	5000	Request from HW
115	Canal Preservation Group	1,500.00		1,500.00		0.00	1500	
161	Comm Gps (Ext)	15,000.00	12,000.00	15,000.00		0.00	17500	See Note 1 below
169	Ponty Arts Trail (USW)	800.00	650.00	650.00		150.00	800	
248	Dementia Program	2,000.00	1,252.37	1,500.00			1000	
	SUB TOTAL	123,062.50	35,060.57	110,500.00		12,062.50	127,600.00	

Note 1 - Rhyd FD (1k), Morfydd Fest (5k), Rhyd Jazz (500), Brass Band Fest (5k tbc), Parti Ponty/Eisteddfod (4k), Choirs Festival (2k tbc)

	Museum Community Rooms (Regenerati	Budget	Actual	Forecast	Variance	Proposed Budget
101	Maintenance	500.00	88.32	500.00	0.00	500
102	General Expenses	500.00		500.00	0.00	500
	SUB TOTAL	1,000.00	88.32	1,000.00	0.00	1,000.00

Income

12	Museum Shop	2000	2045.27	2500	2500
13	Museum Donations	250	268.65	300	500
14	Museum - Other Income (inc grants)	10000	12000	12000	10000
100	Museum Community Rooms	10000	3420	8000	7500
160	Museum Office Rent	5500	1250	3000	3500 BID