



# Agenda

## Regeneration, Events & Museum Committee – Tuesday 10<sup>th</sup> February 2026 @ 5pm (via Zoom)

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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 1-11)
- 4.1 Choirs Festival – Update
  - 4.2 Morfydd Owen Festival – Funding Request
  - 4.3 Brass Band Festival – Update

## Committee Members

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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  
3<sup>rd</sup> February 2026

***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.



# Chief Executive's Report

## Regeneration, Events and Museum – 10<sup>th</sup> February 2026

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### 1. Choirs Festival - Update (pages 3-5)

Members will be aware that a decision to provide funding for this festival was deferred from the last meeting in January. There were concerns about the level of work that would fall upon CH and Town Council staff due to the lack of input from community organisers in the run up to the last request. The Leader and the Chief Executive agreed to meet with organisers to discuss the matter.

Having now met with the organisers the level of confidence has increased significantly. There is a group of 4 individuals who have agreed to work with CH to organise this festival and an updated and streamlined proposal is attached for Member's consideration. Members will already have seen the social value report which considers this a festival that should be supported particularly now that the organisation has been agreed and improved.

#### **DECISION REQUIRED:**

To note the report and confirm the level of funding being offered for the festival.

### 2. Morfydd Owen Festival – Funding Request (pages 6-11)

Members will be aware that the Town Council has supported this festival for the last 2 years. The festival is being organised again in October 2026. The report detailing the funding request prepared by CF is attached for Member's consideration.

In addition, Members may recall that a social value report was prepared following the last festival and a copy is attached for member's consideration confirming its high value and recommending future support.

## **DECISION REQUIRED:**

To note the report(s) and confirm the level of support to be offered.

### **3. Brass Band Festival – Update**

Members are asked to agree – in addition to the £5k financial support agreed previously – additional ‘in kind’ support in the amount of £1460 as follows (the italics/red text is taken from Cllr Lisles’ email):

- (i) Posters / Flyers / Laminated Band Performance sheets - £100*
- (ii) Exhibition Boards - Pontypridd Museum (as per 2025) - £160*
- (iii) PTC Van Team - collecting & delivering/returning drum kits - setting up gazebos on the day etc - £200*
- (iv) Assistant Clerk - meetings and work prior to event (inc final printing and prep – lower than last year as much paperwork already in place and planning meetings held so requirement less) - £400*
- (v) Public Liability - £500 - can this be included in the PTC policy for the year, as was done last year this would be a great help? (There is no additional cost to PTC for this).*
- (vi) Vouchers for Composers of Bandstand Anniversary Celebration piece & METROpulence (2 X £50) thank you from PTC Mayor Budget = £100 (I fully understand that as the event is in September, it might not be possible to agree this item before June time maybe?)*

The Chief Executive, having discussed this internally, is happy to agree items (i)-(iv). Item (v) is being confirmed and assuming there is no additional cost this can be agreed. Item (vi) cannot be agreed until the new Mayor is elected in May.

## **DECISION REQUIRED:**

To confirm which items (if any) will be agreed as further ‘in kind’ support.

## Choirs Festival Proposal – 16<sup>th</sup> May 2026

### Background

The Festival Committee, which is made up of approximately 10 local organisations, has held 4 meetings and has established a working group to organise the first festival of its kind in the area, at various locations in Pontypridd. The organising committee is made up of representatives from Pontypridd Town Council, Rhondda Cynon Taf County Borough Council and three local choir leaders.

As it is the first festival of its kind in the town it has been decided that it should take place on one day the 16 May. This date has been chosen to miss other festivals and events planned for Pontypridd and to kick off the Town Council's Tymor Yr Haf programme of events through the summer months.

The festival will consist of inclusive workshops for new and more experienced singers, pop up outdoor and indoor performances and a coming together of all the choirs in Y Muni in the evening

The festival has a Facebook page and has put a call out for choirs in other local areas to be involved to make the festival vibrant, inclusive and intergenerational.

The aim is to create a festival that can grow each year and fill Pontypridd with uplifting singing for all to enjoy during the festival weekend attracting people of all ages from the local areas and beyond.

Various workshops at the festival will allow many participants to see what is involved in being part of a choir, which will hopefully lead to more local choir members making any future festival bigger and better. The workshops will feature activities for new singers and will also focus on the inclusive ethos of the festival.

We are hoping that Pontypridd Museum can be the home of the festival with information leaflets and events being held here throughout the festival

### Draft Budget

Financial support is sought from the Town Council to run the first choir's festival, and it will be the first event of their Tymor Yr Haf programme.

Day/Time	Event	Cost
<b>Expenditure</b>		
Saturday daytime	Workshop @ Museum – room hire 2 hours – no charge	£0
	Workshop @ Museum – facilitator x 2	£300

	Choirs at promotional spaces/YMA/Museum/Clwb Y Bont – 12 choirs (£50 per choir)	£600
	RCTCBC licence for amplified music at outdoor event (approx. cost)	???
	Choir at Yma room hire	£50
	Choir at Clwb Y Bont room hire	£0
	Choir at Museum room hire	£0
	Wet weather contingency @ Storyville room hire	£60
	Bandstand (no charge) 2 choirs for the bandstand area £50 per choir	£100
Saturday evening	Muni concert – 12 choirs – no payment required for choirs to attend	£0
	3 facilitators at the Muni	£450
	Muni hire	£850
	PRS(4.2% of income/CC (2.5% of income)	£35
	<b>Total Cost</b>	<b>£2455.00</b>
<b>Income</b>		
	Anticipated income from the Muni ticket sales 150 tickets @ £3 per ticket	£450
	<b>Total Income</b>	<b>£450</b>

In the first year of the festival the organising committee are requesting the full funding from the Town Council as they are unsure of what the success rate would be from other sources. The profit e.g. income from ticket sales, that is made will be given back to the Town Council. We will also need the Town Council to administer the financial accounts of the festival if agreeable.

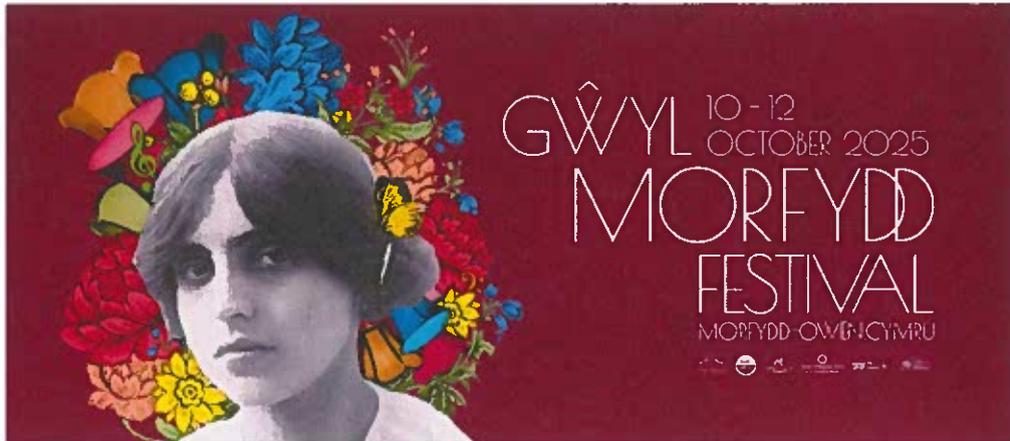
The Choir Festival committee are also asking for administrative and finance support in the organisation of the festival to ensure that all health and safety and licensing procedures are followed.

We will engage with local media and radio outlets e.g. GTFM, Ponty Pages etc to ensure that the festival will have a wide coverage of publicity, encouraging local people to attend and to get involved.

The festival committee realise that more help may be needed in the initial year as they establish their organising committee, but they hope to build on the success of the first year to grow the festival into an annual event in the Pontypridd cultural calendar. By

asking for the full amount of funding and support from the Town Council, it will secure the festival for the first year, allowing the committee to use the success of the first festival to look for funding from other sources in future years.

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Dear Tony, PTC and the Regen Committee,

We hope this letter finds you well.

We'd like to begin by sincerely thanking the town council for your continued support of Gŵyl Morfydd Festival over the past two years. Your financial contribution has played a vital role in allowing the festival to grow into a truly inclusive, community-led celebration of Morfydd Owen and Welsh music, culture and creativity.

As we look ahead to Gŵyl Morfydd Festival 2026, we are writing to kindly ask Pontypridd Town Council to continue its support and financial contribution of £5,000, which will once again allow us to deliver high-quality, accessible and meaningful activity for the town.

A few updates for you as partners of the festival. Firstly, we are delighted to share that Grammy Award-winning singer-songwriter Amy Wadge has agreed to become a patron of the festival. Amy's experience and expertise will be an enormous asset to the festival team, helping to strengthen the festival's profile while also supporting its long-term sustainability and longevity.

Another exciting development for the festival this year is a commissioned mural by Tee2Sugars. This permanent visual artwork will celebrate Morfydd's legacy while adding to the town's cultural landscape, creating a lasting public-facing legacy of the festival beyond the event weekend itself.

We will also continue working closely with Menter Iaith and Growing Space Pontypridd to ensure the festival reflects as many voices as possible — particularly grassroots community initiatives and the Welsh language community. This partnership approach remains central to the ethos of Gŵyl Morfydd.

We would like Pontypridd Town Council's funding to support the following key elements of the 2026 festival:

- **Lampshade Parade**

Funding would cover fees for Citrus Arts, alongside the return of MGH Drummers, who led last year's parade and were phenomenal. The drummers were joined by Learning Steps, an educational group for adults with learning difficulties, whose involvement was incredibly powerful and joyful. We would love to invite them back and build on last year's success.



- **Inclusive Music Workshop**

While plans are still being finalised, we hope to invite "Huw Cloggs", a local Welsh clog-dancing instructor with a wealth of knowledge of Welsh culture. Huw regularly teaches children in schools and community centres across Wales, and his inclusive, accessible approach would be a fantastic fit for the festival.

- **Morfydd Exhibition**

This is still in development, but with the 2026 festival having a stronger folk theme, we are exploring the possibility of loaning items from St Fagans National Museum, the National Museum, and private collections. The exhibition could include original wax cylinder recordings and items that have never previously been on public display, offering a rare and exciting insight into Morfydd's work and legacy.

- **Dr Rhian Davies' Lecture**

For the past two years, Pontypridd Town Council funding has enabled us to cover Dr Rhian Davies' standard lecture fee and travel expenses which has been invaluable. Her lecture has been very well attended and has provided the people

of Pontypridd with the essential opportunity to ‘get-to-know’ Morfydd. The festival is simply not possible with Rhian’s support and encouragement. In addition to her standard fee, for 2026, the festival team is applying for an additional £3,000 from Tŷ Cerdd to commission Dr Davies alongside critically acclaimed Welsh folk musician Gareth Bonello to develop a lecture-recital, focusing on Morfydd’s folk tunes – the manuscript of which sits within our collection. Together, they will uncover Morfydd’s key role in collecting, annotating, writing and preserving Welsh folk tunes — work without which the Welsh folk scene would not be what it is today. This will feature Gareth performing never-before-heard pieces, adding his own unique musical interpretation, woven into Dr Rhian’s talk.



- Festival Filming and Digital Content

Some of the funding could also go towards filming a short video trailer ahead of the festival and/or capturing footage across the weekend to create a post-festival highlights video for social media. This content helps extend the festival’s reach, promotes Pontypridd as a cultural destination, and provides valuable legacy material for future years. We will ensure Pontypridd Town Council is clearly featured and credited across all relevant digital content.

Thank you once again for your ongoing belief in the festival. We would be very happy to provide any additional information or discuss the plans further.

With best wishes and many thanks,

*Caysha Frederick and Jessica Morgan*

*Co-founders of Gŵyl Morfydd Festival*

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## 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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