



## **Menter Iaith Sir Caerffili – Application for Financial Assistance**

Ffiliffest is Menter Caerffili's annual community event which will be held on the Owain Glyndwr Playing Fields on June 8<sup>th</sup> 2024. The event is an opportunity for the whole family to enjoy and celebrate the Welsh language, local heritage and culture. During the day, local communities can enjoy a huge display of folk dancing by local children, a range of information stalls, live performances and a range of workshops. Following detailed feedback from attendees and participating organisations, we would like to improve and expand the event again this year. We would particularly like to respond to the following areas which were identified for improvement:

1. The event should remain as free entry in order to ensure that it is accessible and open to the whole community.
2. A varied programme of activities for children and young people including art and craft and sports.
3. Numerous families noted they would like to see the event continue into the evening and would welcome an extended time up until 7pm when local performers and bands could perform.
4. A larger stage/performing area to allow a range of groups and individuals to perform.
5. A wider choice of food stalls to allow more local producers to take part
6. A significant call for more publicity across the borough during the weeks leading up to the event, to allow people from across the borough to attend. In addition, residents from Caerphilly town itself noted that a more visual presence for the event was needed within the town.

We are therefore applying for funding in response to this feedback and would like to extend and enhance the event further for 2024. The project certainly supports the principles of Caerphilly Town Council as Ffiliffest has a significant social, economic and cultural impact on Caerphilly Town and on the borough as a whole and provides a unique opportunity during the year for people from all communities to access activities through the medium of Welsh or to celebrate and learn more about the language. Numerous local businesses provide services prior to the event and during the day itself. Through our consultation work, we are also able to demonstrate that as an organization we have responded to needs identified by local residents. The project offers a valuable opportunity to enhance and extend Ffiliffest as a community event.

Ffiliffest also offers opportunities for local people to gain valuable employment and volunteering opportunities during the event. The opportunities locally to volunteer, work or gain new skills through the medium of Welsh are limited, and Menter Caerffili has identified Ffiliffest as an excellent opportunity for local people to secure these opportunities. In addition, the opportunity of participating in a stimulating range of activities, experiencing local performers and food producers in addition to celebrating local heritage and the Welsh language also enhances the quality of life locally through an event which provides social, cultural and recreational opportunities.

A range of local people, organisations and businesses will benefit from the project including those noted below:

- Welsh speaking children and young people and their families

- Non-Welsh speaking parents with Welsh speaking children who will benefit from a bilingual event locally and an opportunity to meet other families in the same situation.
- Children, young people and learners who are learning Welsh
- Local artists and performers who are looking for opportunities to engage with Welsh speakers and learners
- Local businesses – an opportunity to provide and promote their services/products to a local audience.
- Voluntary organisations which work through the medium of Welsh or those wishing to engage with Welsh speakers and learners.
- Gwent Police – opportunity to engage with local residents
- Schools and colleges – an opportunity to perform and take part in activities.

In addition, Ffilifest will support the Five Year Strategy to Promote the Welsh Language in Caerphilly and will provide an opportunity for a range of organisations to work collaboratively to highlight the opportunities locally to use and learn the language.

### **Event Costs**

In order to secure the site and operate the event effectively and securely, provide an appropriate infrastructure and a range of activities and performances, the total cost of the event is now approximately £45,000.

We have already secured £20,000 of funding from the Arts Council for Wales, sponsorship and Arts Development Team at Caerphilly County Borough Council. Further funding is needed to meet the remainder of the costs.

### **Costs Applied for**

Activity and performance tpees	£1300.00
Marquees for activities and food stalls	£2200.00
Marketing signs and flyers	£440.00
Local performers and artists	£1800.00
<b>TOTAL</b>	<b>£5740.00</b>