

Awen Service Plan 2016/17 – QTR 2 Update

<i>BCBC Cultural Aims</i>	<i>5-year Commissioning Outcomes</i>	<i>Activities</i>	<i>What we've achieved Q2</i>
<p>Promote, celebrate and champion the county borough's rich cultural heritage</p>	<p>People (customers) enjoy access to and positive experiences at Bridgend's arts venues.</p>	<ul style="list-style-type: none"> • The Pavilion and Maesteg Town Hall will programme a diverse range of arts events and activities. Awen will specifically focus on encouraging new audiences at Maesteg Town Hall through a supported programme of events and marketing. • Implementation of new box office arrangements for Maesteg Town Hall to increase opening hours, accessibility and data collection. • Awen will seek to undertake a training programme for staff to improve marketing, programming and fundraising across all venues with a view to improving customer experience and increasing attendances. • Awen will look to implement a new disability and carers scheme that ensures fair access to arts performances. 	<p>New box office system has been implemented for The Grand Pavilion with imminent roll-out at Maesteg Town Hall and Bryngarw Country Park. This will enable us to map attendances out across our venues much more consistently and enable us to make better use of new technologies to market more effectively and deliver our channel shift realising efficiencies. Libraries events will also be added to this system in phase 2 of the roll-out.</p> <p>The Creative Developers Training Programme, funded by ACW to improve our skills in fundraising, marketing and programming, has started. To date 18 members of staff have attended 5 full day bespoke Awen training sessions, 3 conferences, 1 festival and 2 generic training opportunities</p>
	<p>Local cultural organisations</p>	<ul style="list-style-type: none"> • Awen will seek to actively support other local arts 	<p>Following on from the technical and programming support, Bridgend Town Council and Awen have now entered into a formal partnership agreement for</p>

	<p>are active, viable and sustainable</p>	<p>organisations in the development of programmes, promotional activities and technical support.</p> <ul style="list-style-type: none"> • Awen will work with Carnegie House to provide them with support in marketing, programming and audience development • Awen will work in partnership with Valley & Vale Community Arts for the delivery of projects in the Ogmere and Garw Valleys • Awen will provide advice and support to artists and arts organisations, both professional and amateur, in terms of grant applications, event development etc. 	<p>The delivery and management of a programme of arts activity from March 2017 onwards. Although outside of this partnership agreement it will provide benefit for BCBC by having a greater cultural programme to support its town centre initiatives.</p> <p>Awen worked in partnership with Valley & Vale Community Arts to deliver a programme of Roald Dahl projects / activities over the summer holidays.</p>
	<p>Bridgend's cultural heritage has a sustained positive impact on communities and the local economy</p>	<ul style="list-style-type: none"> • The Local & Family History Library will develop a series of events and activities to celebrate the role of culture in the communities of the County Borough • Natural heritage – Awen will work with, and support, the Bryngarw Volunteer group in the implementation of a new complete a new accessible learning trail, further enhancing the features of the Park to 	<p>Ty'r Ardd Local & Family History Library partnered with local historian Natalie Murphy, to deliver a local history exhibition at Carnegie House, attended by over 750 people over the course of a week in July. We engaged with many of these visitors including schools and the elderly living in residential care homes around the county, as they reminisced about Bridgend and their own past. This increased awareness of the online photograph collection and generated interest in the resources available at the centre, and had a positive effect on the mental wellbeing of many of the attendees as the reminisced about their lives.</p> <p>Ty'r Ardd took part in “Bridgend 500” to celebrate 500 years since Bridgend first received a market charter. Hundreds of visitors were brought in to the town to see and take part in the Tudor Fair, seeing period costume and crafts. Local history walks in partnership with Love2Walk ran throughout the</p>

		<p>attract greater visitor numbers.</p> <ul style="list-style-type: none"> • Awen will refresh the park's management plan with aim of achieving Green Flag status over the first two years of the Partnership. • Awen will initiate a programme of work that exploits the natural resources available within Bryngarw Park, and utilising skills from B Leaf / Wood B and providing further training opportunities for adults with disabilities, create opportunity for sustainable products. 	<p>day, and were attended by 90 people, many of them keen to return for the Island Farm walk scheduled in October.</p> <p>In Maesteg, walks are being developed in partnership with Communities 1st and Natural Resources Wales to look at the local industrial heritage.</p> <p>A geocaching project is being developed with Natural Resources Wales and local schools. To include local history and literary Geocaching in Maesteg. This will promote local cultural heritage, as well as be one of the many activities targeting health and wellbeing in the Llynfi Valley.</p> <p>Keep Britain Tidy Green flag status has been achieved by Bryngarw Country Park. This national award recognises the park's contribution to the environment, community and its overall management planning approach.</p>
<p>Employ culture as means of supporting and enriching formal learning</p>	<p>Children and young people have a good level of literacy and digital skills</p>	<ul style="list-style-type: none"> • Publicise and promote the successful Summer Reading Challenge • Start a series of regular 'Coding Clubs' in libraries to support digital skills for young people • A full programme of regular 'Bounce & Rhyme' sessions where babies and toddlers are introduced to rhyme, songs, books, actions and the library in a welcoming and supportive environment • Regular story times, offering children the opportunity to listen to a story and then 	<p>Over 300 children attended Roald Dahl inspired library workshops in school before the summer holidays, to create their own Revolting Rhymes. Schools visited included those in Communities 1st areas.</p> <p>The Summer Reading Challenge saw a record number of children taking part, as well as a record percentage of children completing the challenge. 2920 children started the challenge (57% girls, 43% boys), and 2090 (56% girls, 44% boys) went on to be awarded their certificate and medals during school assemblies. As ever, the support of the local schools is vital in promoting this event before the summer holidays. 166 children became library members to take part in the challenge. Over 250 of those who took part were from a Communities 1st area. Faye (4) "had lots of fun doing the Reading Challenge. It definitely encouraged her to read over the Summer". Daisy (10) - "I think that the Summer Reading Challenge is awesome because through the Summer it helps kids learn more and also it gives them a great opportunity to go back to school and be the best reader that they can be."</p>

		<p>participate in a related craft activity</p> <ul style="list-style-type: none"> • Storywalks: working with Love 2 Walk to deliver a body and mind programme to children aged 3-11 • Hold the successful annual 'Penalty Kick' reading programme for reluctant young readers • Awen staff will form a part of the steering group for the arts in education work of the South Central Education Consortia with a view to supporting Bridgend Schools to access funding and other opportunities 	<p>Roald Dahl Fun Day held at Bridgend Recreation Centre to introduce children to the stories through fun activities. 85 children attended, 13 of them from Communities 1st postcodes, and were brought to the event through support from BCBC's Parks and Recreation Dept.</p> <p>Through partnership work with Bridgend and Porthcawl Town Centres, Bridgend Indoor Market and the Rhiw shopping centre, a Roald Dahl inspired puzzle trail was devised to promote the Summer Reading Challenge. Over 200 children participated.</p> <p>The Library coding clubs in Pencoed and Y Llynfi continue to draw new members, and are attended by an average of 16 children a week (30/70 girls/boys in Pencoed, 100% boys in Y Llynfi). They are building on the knowledge of the longer-standing members by introducing new concepts such as Python.</p> <p>Pencoed Coding Club will soon start using Micro:bits. Pencoed also offer coding as an activity during school visits – developing a reputation as a place to build digital skills.</p> <p>Y Llynfi is building on their Coding Club with the development of a Minecraft Club. Minecraft introduces a wide range of concepts – among them - logic, problem solving, goal setting, science, economics and literacy. In Minecraft, players experiment, take risks and learn from their mistakes in a fun and engaging environment.</p> <p>Bounce and Rhymes continue to be successful. We have introduced a new group to Bridgend Library - who now run 3 per week, including one in Welsh through a partnership with Meithrin Cymru. All are well attended. 997 children under 5 attended library events during this quarter.</p> <p>A B&R is also being re-introduced to Betws Library.</p>
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<p>Support and develop the growth of the creative</p>	<p>People of all ages, but in particular young people</p>	<ul style="list-style-type: none"> • Provide work experience placements for Bridgend College students through the events programme in Bryngarw 	<p>Bridgend College students supported the hugely popular Halloween events in the park providing lighting, sound, stage management and acting support.</p> <p>The It's My Shout film training scheme had 88 young people from the county</p>

<p>industries and cultural sector as key contributors to the local economy</p>	<p>have access to, and can experience and develop career pathways within the creative industries</p>	<p>Park Continue to work in partnership with It's My Shout for the delivery of Bridgend Youth Theatre and the BBC Made in Wales film scheme</p> <ul style="list-style-type: none"> • Work in partnership with Arts Connect and Bridgend College on the delivery of the Forte Music project • Develop youth theatre taster sessions in the Llynfi, Garw and Ogmere valley areas • Work with It's My Shout to recruit trainees from the more deprived communities in to the creative industries training scheme 	<p>borough involved this year with 33 coming from the communities first areas</p> <p>A further tranche of ACW funded was secured through the Arts Connect partnership for the ongoing delivery of the Forte Music project with Bridgend College.</p>
	<p>People of all ages are digitally literate and are helped to secure support and employment.</p>	<ul style="list-style-type: none"> • Undertake a project supported by Digital Communities Wales to offer ICT advice and support to the housebound and elderly via Mobile Library services • Job Club to be launched at Pencoed Library in conjunction with Bridges into Work to support people seeking employment • Awen will formally launch an innovative library app, developed in conjunction with a south Wales tech start-up as a window onto the service's range of e-resources. 	<p>A Digital Skills Assistant has been employed to ensure library staff benefit from up-to-date training, advice and knowledge in order to offer a quality first-stop service to the public. The DS Assistant will also offer digital training activities and training directly to the public on topics where a need has been recognised (such as safe online shopping, online security, job searches, Govt gateway sites).</p> <p>We have developed, in partnership with Communities 1st, Digital drop-in sessions in Betws, Maesteg, Sarn, Pyle and Bridgend – dedicated time for public to receive help on a variety of platforms and with a variety of tasks such as online forms, job-seeking, technical problems, Govt sites, apps etc. Using C1st monitoring methods has enabled us to more accurately measure take-up, and identify the areas take-up has been highest. The first month (September) saw 41 people attend the sessions, 10 from C1st postcodes. "Having received help from the Library staff to use my tablet and to Skype I am now in regular touch with my son and daughter in law in New Zealand</p>

			<p>which is absolutely wonderful. It has really made a huge difference to us because now instead of just phone calls we can see them and their surrounding and really feel part of their life."</p> <p>Our partnership with Bridges Into Work continues in Pencoed Library. Two sessions a week offering one-to-one support for job seekers. Both sessions are filled each week.</p> <p>LearnDirect through ACL continues to be a successful partnership. Usage in different locations is monitored and changes periodically to ensure the widest range of people are being offered the service.485 people attended sessions during this quarter.</p> <p>An introductory session offering basic literacy, numeracy and digital support is being piloted in Betws Library in partnership with ACL and the Ton Pentre Suite. It is run when the library is closed to the public in order to offer a private and supportive environment to attendees.</p> <p>Libraries are working in partnership with The Oracle at Y Llynfi to offer help with CVs, confidence building and basic IT skills. On average 25 people are helped each month.</p>
<p>Tackling poverty by widening access and routes to participation and quality cultural experiences</p>	<p>People in the county borough's most deprived communities are accessing cultural provision and opportunities</p>	<ul style="list-style-type: none"> • Plan and deliver a 'Pop-up library' in Blaengarw Workmen's Hall and other locations to promote library services in valleys communities and/or C1st areas • Develop the library offer in Betws by scheduling regular activities for young people and raising the profile of the library in the community • Maintain a wide programme of 	<p>Communities 1st held several events in libraries over the summer. These events were connected to scheduled library events and were seen by Communities 1st as working with a key partner to jointly plan and deliver, and also helped them "to deliver engagement in a different way than in previous years" and was considered a successful partnership to be repeated in future years. These events contributed to the take-up of the SRC by children from C1st areas – at least 10% of those who participated live in a C1st postcode.</p> <p>Children's FILMCLUBs are run in Pyle, Pencoed and Aberkenfig libraries, and offer a chance for children to watch classic children's films, seasonal hits and box office favourites within their community, for free. They provide young people with an opportunity to be part of something fun, creative and</p>

		<p>activities and develop, promote and encourage new events at our community centres</p> <ul style="list-style-type: none"> • Delivery of Creative Industries Training workshops and Youth Theatre taster sessions to attract people from C1st areas 	<p>sociable. It is an international initiative that saw 96% of teachers involved say FILMCLUB helps members to understand social and emotional issues; and 80% say FILMCLUB is a very effective tool for engaging boys. Attendance varies between 10 and 64, with higher figures during the summer months or for themed events.</p> <p>Maesteg Library has continued to develop their Community Bookshelves. Offering a small variety of books to public spaces and workplaces in order to widen access to library provision, with a particular aim being to meet the needs of socially isolated or vulnerable people. The most recent inclusion being to include the Mental Health Matters Group at the Masonic Hall.</p> <p>The Grand Pavilion recorded 714 attendances from C1st post codes for the quarter. This translates to approximately 8% of attendances. The figure remains over 70% for Maesteg Town Hall but more accurate data will be available as the new Box Office system is implemented at MTH over the coming two periods.</p>
<p>Equality of opportunity and inclusivity is at the heart of cultural provision</p> <p>People at risk of being disadvantaged or disengage are social included through arts</p>		<ul style="list-style-type: none"> • Running and supporting a range of inclusive and supportive reading groups Inc. groups for adults, children, teenagers and Welsh language groups • Deliver events at Bryngarw Country Park in conjunction with Menter Iaith • Enhance welsh language programming in the arts venues, particularly Maesteg Town Hall, with a view to working closely with welsh language primary and 	<p>The Welsh language discussion and Reading Groups are ongoing.</p> <p>Bore Coffi is proving popular in Porthcawl library. The informal setting is encouraging Welsh learners to practice their new language and build up their vocabulary in a supportive environment.</p> <p>The University of South Wales Welsh language course has begun in Pencoed Library and is proving popular with participants. As the course targets beginners who'd like to interact with children through the medium of Welsh, a Welsh language Bounce and Rhyme will be developed in Pencoed Library in Spring 2017 to build on this interest.</p> <p>Maesteg Library works with Cwm Calon Centre to offer arts and crafts activities to the service users. This engagement with the service users helps</p>

	and culture	<p>secondary schools</p> <ul style="list-style-type: none"> • The Grand Pavilion will participate in National Disabled Access Day • Conduct a disabled access audit of Bryngarw Country Park in partnership with Bridgend College • The library service will enter into a partnership with the RNIB which will allow us to offer a wider range of audio books to our blind and partially-sighted customers and allow people with impaired vision to fully take part in our reading groups • Awen is committed to providing a wide range of books and e-books in the Welsh language for adults and young people at all our libraries • Delivery of Bridgend Youth Theatre Workshops for young people with autism in partnership with Arts Council of Wales 	<p>build trust in the library as a safe environment and place of welcome.</p> <p>Awen is improving access for all at Bryngarw County Park. These videos from our Facebook page are the best to describe the outcomes of the new disabled play equipment: https://www.facebook.com/prosserwaskent/videos/10154265395889442/</p> <p>Awen and Menter Iaith delivered 4 events in Bryngarw Park</p> <p>It's My Shout delivered sessions for 5 young people with autism</p>
Inspire people to develop to their full potential and through	People with disabilities learn new skills and confidence to lead and	<ul style="list-style-type: none"> • Marketing drive to raise profile of accessible opportunities / facilities within the trust e.g. induction loops; audio described performances, wheelchair accessible play 	<p>Awen held a summer celebration event at B Leaf (including Wood B Trainees) for Trainees, their friends and families to celebrate their most successful summer ever in terms of sales following a small but effective marketing campaign on social media, door-drop leaflets and improved signage within the park</p>

culture make people's lives better and more fulfilled	sustain independent lives	<p>equipment etc.</p> <ul style="list-style-type: none"> • Introduction of HYNT scheme to provide carers with free tickets to enable disabled people to have the support they need to access events • Development of training plans for trainees at Wood B/B Leaf and delivery of work skills training in partnership with Elite Supported Work Agency • Create more training opportunities/work experience taster sessions for adults with disabilities in other areas of the trust • Recruit more trainees to the existing programmes i.e. B Leaf & Wood B • Hold an open day for parents/carers • Hold an awards evening to acknowledge success of trainees 	<p>Four individuals have undertaken taster sessions within Wood B or B Leaf during this period and two are now enrolled as Trainees.</p>
	People are healthier and independent	<ul style="list-style-type: none"> • Work in partnership with local dementia groups to offer targeted library services to dementia sufferers and their families • Develop a programme of 'Healthy body, healthy mind' sessions for the elderly • Participate in developing 	<p>From the introduction of the Philosophy Circle, Pencoed Library have developed a <i>Healthy Body, Healthy Mind</i> Reading Group, a poetry circle and held a Young at Heart event. The Young at Heart event introduced exercise for the elderly, Tai Chi and natural remedies. It provided social interaction, mental stimulation and eased isolation for the 21 people who attended. Many attendees asked for follow-up events – which are being developed. "My husband and I attended a 'taster session' of different activities relating to keeping safe, healthy and happily occupied during the senior years. We are 68 and 65 respectively and found the event very helpful". "My local library</p>

		<p>Awen's Volunteering Policy with the aim of creating varied and fulfilling roles for volunteers to help to deliver innovative library services</p> <ul style="list-style-type: none"> • Booklink service continues to support the housebound by providing books for both information and entertainment. Also now providing IT support and encouragement. Supported by digital technology supplied by Digital Communities Wales. 	<p><i>has changed my life in a most surprising and unexpected fashion, which is most carefully tailored to enlighten my nature".</i></p> <p>Pyle, Pencoed and Bridgend Libraries hosted history talks by local author Dean Powell on Dr William Price. Each session attracted an older audience of between 8-12.</p> <p>Training is currently underway in order to offer a wellbeing programme for the elderly or frail. This training has been made available through working with BCBC's Sports and Active Living Team, and has covered OTAGO (falls prevention for the elderly) and Tai Chi. Once the training is completed, a pilot programme will be introduced in Spring2017, and will also include a social aspect.</p> <p>The Bryngarw Volunteers programme has seen 102 volunteer hours during this period.</p>
<p>Develop a sustainable cultural offer based on delivering relevant and value for money provision</p>	<p>Facilities and programmes are more sustainable</p>	<ul style="list-style-type: none"> • Continue to develop the e-resources offer in libraries • Deliver a "channel shift" project realising efficiencies and economies of scale by using smarter marketing technology and approaches • Develop retail opportunities at Bryngarw Park 	<p>eResource issues continue to rise, with an 18% increase over the same period in 2015.</p> <p>New box office system now in place and training to help inform channel shift is underway. Efficiencies have been realised by ceasing paid for print advertising and reducing brochure quantities which has saved £8750 per annum whilst sales have remained consistent</p> <p>The feasibility study has just been finished with findings to be considered in next quarter.</p>