



Llywodraeth Cymru  
Welsh Government

# LLANRWST Hollywood Sign



A giant Hollywood-style LLANRWST sign, which was installed in Gwydir Forest to mark the National Eisteddfod in Llanrwst, was funded by the Rural Development Programme for Conwy - Conwy Cynhalio.

The sign which has been in place since July, has proved to be extremely popular with local residents and visitors alike, was taken down last week due to its planning permit coming to an end. However, locals are now trying to push for a more permanent structure to be put in place.

The Local Action Group (LAG) approved the project idea back in January after being thought up by Iwan Glyn Williams from Ffiwsar.

"With the Eisteddfod coming to Llanrwst I wanted to come up with an idea that would try to enhance the visitor's experience which would hopefully leave a positive and memorable impact on their visit to Llanrwst" said Iwan.

"It's been great to see it on the hill since July, and I've lost count of the number of positive comments about it. I hoped the project would be a fun way of engaging with locals and visitors but didn't expect it to attract as much attention as it did, so it's great to see so many people pushing to make it a permanent attraction".

The project was supported by lots of volunteers who all pulled together to make the sign, paint it and even install the sign up in Gwydir forest.

Elen Haf Edwards, Rural Development Strategy Manager said the sign had been fantastic for the area and we are thrilled it has attracted so much interest.

"We as a LAG encourage innovative project ideas and were delighted when Iwan approached us with the idea of erecting a Hollywood-style sign. It definitely encouraged people to explore the local area, rather than just staying on the Eisteddfod Maes, and it was great to see people still visiting the area up until the day it was taken down".

The sign has been well embraced on all social media channels and shared numerous times with the help of a competition, which was ran during the Eisteddfod week.

People were encouraged to stop, take a selfie with the sign and tag #HunlunLlanrwst on Facebook, Instagram and Twitter to be in with a chance of winning £150.

This project was funded through the Rural Development LEADER programme for Conwy, Conwy Cynhaliol. For more information on the Conwy Cynhaliol, and the Rural Development Program – visit

<https://ruralconwy.org.uk/home/>  
or contact us on 01492 576673  
or  
conwylocalactiongroup@conwy.gov.uk.

If you have an innovative idea you'd like to see trialled in the rural area, please do get in touch, we'd love to hear from you.