

## Digital Reading Project – 2018 Urdd Eisteddfod

### Pilot Activity Report

<b>Project Number</b>	<b>RDP063</b>
<i>Project name</i>	Digital Reading Platform

<i>Date</i>	05.12.19	<i>Author</i>	Bethan Price
<i>Pilot Number</i>	1	<i>Subject</i>	Working in partnership to create a digital reading platform in Welsh

<i>Pilot date</i>	June 2018	<i>Pilot location</i>	Brecon and Radnor
<i>Pilot partners</i>	Urdd Gobaith Cymru Atebol		
<i>Budget</i>	£14,500		
<i>Target Audience</i>	4-11 year old school children and their parents		

#### *Outline the pilot activity*

The project collaborated at a strategic level to create a new reading platform that sought to solve two problems. The Lack of understanding of Urdd Gobaith Cymru's work in the area ahead of the Builth Wells 2018 Eisteddfod and the Lack of simple, fun, Welsh language resources for children to share with their non-Welsh speaking parents

It was decided to create a phone app to address the lack of reading resources, and to work in partnership with the Urdd to maximize the opportunity to promote the resource, with the arrival of the Urdd Eisteddfod to the local area.

Additional Rural Development Programme funding of £2,500 was applied to this project, to cover the additional cost incurred to include sign language on any films or apps that the project produced, this was requested by the One Powys Local Action Group. This addition was managed by Atebol, who produced the app. They approached the Wales Council for Deaf people to provide the signed element for the app.

#### *What are the objectives of the pilot activity?*

- Facilitating access to suitable Welsh reading resources for local children and their parents
- Raising awareness of the work of Urdd Gobaith Cymru amongst young people in the area



*How did you go about setting up the pilot activity?*

Menter Brycheiniog a Maesyfed contacted the Urdd's marketing department to offer collaboration. After a meeting, it was decided that a reading resource would best attain the goal.

*What resources were required to set up and run the activity? Did you need to rely on others for this?*

Apart from the RDP sponsorship, the Urdd needed to contribute their designer's time to ensure that the book matched their branding.

*What were the timescales of the pilot?*

The project timetable was very tight due to the RDP EOI rounds and the Urdd Eisteddfod at the end of May 2018. Funding was confirmed in January, so there were only four months to write, design and produce two books and an app and to market and distribute them.

*How was the pilot marketed?*

A number of flyers were created for distribution in schools and at the 2018 Urdd Eisteddfod. There were also events to launch the app at Rhayader and Newbridge-on-Wye schools and a launch event on the MIC stand at the Eisteddfod.

*What were the challenges of the pilot?*

The timetable - there wasn't much time to consider the application before proceeding. Also, it was difficult to gather information from schools after the Eisteddfod, ie during the summer term.

Receiving feedback - we should have built in a means of getting feedback into the pilot project.

*How did the pilot activity work in practice?*

The resource is still useful both locally and nationally. It has been received very positively by pupils, parents and teachers verbally, but there is no way of measuring continuous usage.

Working with a partner was sometimes challenging - MBAM organized the project with the support of Urdd Gobaith Cymru, but with more time to prepare the pilot, seeing the Urdd taking more ownership of the project would have been a positive feature.



*Evaluate the pilot. What went well? What could be improved?*

The pilot has led to the creation of a special resource.

Marketing and feedback could be improved. I think the pilot would have been more valuable if we had expanded the scheme to include workshops to help parents and teachers use the resource.

*If repeating this pilot activity, what would you do differently?*

If it was done again, we would devote more time to developing the marketing and also a means of receiving consumer feedback. We will also build in workshops for schools to help teachers or parents know how to use the resource.

*Is this pilot activity sustainable? If not, how could you make it more sustainable next time?*

The resource itself is sustainable - it is still available to download and copies are available in Powys schools and libraries.

If the pilot was recreated, we would like to work more closely with our partner, Urdd Gobaith Cymru, to see the platform being recreated in each area the Eisteddfod visits. The pilot has set up a template that can be used in future, as well as the infrastructure, but the Urdd at present is not able to do so due to the costs of writing and animating new books.

*If this activity were to continue, what steps would you look to take next?*

We would work with the Urdd to promote the app nationally and would encourage other areas to create a story for their own areas.

