

Setting up new Play Radnor projects

Name of pilot:	Creative Nation	Location covered: Powys
Date of initial contact:	March 2018	Anticipated start date: Summer 2018
Initial contact with:	Name(s): Rachel Maflin - PDO Sue Cox - PDO Advert sent through from PAVO about the Creative Nation Exchange Placement	Phone: Email: <i>GDPR: Need to advise that this personal data will only be used in relation to this project, will be deleted if project doesn't go ahead. Data will be kept securely until project end.</i>
Who is/will be involved?	Individuals: Rachel Maflin - PDO Sue Cox - PDO Nicola Leonard - BBC Wales	Rep's & their Organisations:
Project concept:	The opportunity to have a person from BBC Wales on a 10 day placement at Play Radnor to offer their skills and knowledge from their day job at the BBC. Also offered the opportunity for a PR employee to attend placement at BBC Wales.	
How funded?	Play Development post is funded by Arwain. BBC Wales meet the costs of their member of staff - Travel/accomodation costs etc	
Target age(s):	N/A	
Expected outcomes:	Improved communication and marketing within Play Radnor. To provide advice and practical solutions that current staff will be able to implement easily.	
Next Steps:	Play Development officers made an initial application outlining what we would like to gain form the placement and identifying the areas that would be most useful to us as an organisation. We decided not to apply for a member of our staff attending a placement at the BBC due to being such a small staff team. Once we completed this, we were visited by two of the representatives to further discuss our expectations of the project and how	



	<p>it would work.</p> <p>We were asked to produce an advert outlining who we were and what we did and how we could best be helped.</p> <p>The advert was distributed to anyone who had shown an interest at the BBC and by the end of April we had agreed on a suitable person for the placement</p>	
Staff required?	If yes, how many? What experience/qualifications? DBS?	N/A
Volunteers required?	If so, how many and any already identified? DBS?	N/A
Project Name:	Creative Nation	
Start date:	11/9/18	
Marketing plan:	N/A	
3 month review	Ceri came on placement to Play Radnor for 4 days. PDO met with her to discuss some of the background around Play Radnor and the areas in which she could help us to improve. Ceri made a list of recommendations to us identifying areas where we were weak and could improve our marketing and promotion. She also gave us some very practical tips on using facebook more effectively.	
End date:	December 2018	
Lessons learned:	A fantastic opportunity to have someone who is used to working within marketing and promotion for a large organisation. She was able to bring lots of ideas with her and was able to ensure that these ideas were scleable for our small organisation. Ceri will be returning to Play Radnor for a further six days. She is happy for us to choose the date when it will be most useful for us to have someone who can work on our marketing. Our present thought is that new building works at the Hub will be an opportunity to promote it to the local community	

This document will be used as evidence for our ARWAIN grant and may also be used to inform future grant funding applications.

