



Cronfa Amaethyddol Ewrop ar gyfer Datblygu Gwledig:
Ewrop yn Buddsoddi mewn Ardaloedd Gwledig
European Agricultural Fund for Rural Development:
Europe Investing in Rural Areas



Llywodraeth Cymru
Welsh Government



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Clean Seas Cragen



What are the projects aims?

- To deliver Visit Wales' product-led thematic Year of the Sea (leading into Year of Discovery) by creating a giant seafaring puppet.
- Join the promotion of The Wales Way by creating a very unique experience of visiting Wales.
- Create an unusual and innovative attraction to highlight coastal locations: including the Blue Flag programme and other beautiful landscapes along our epic coast.
- Show Wales' commitment to tackling plastic ocean waste and protecting marine life "do good things". Joining the global #cleanseas campaign working with the Clean Seas

- Partnership, Wales.
- Create new products around the sea monster tour and things to do for Family Explorers. Encourage increase in Scenic Explorer Couples, Older and Pre-Family Explorers.
- Encourage visitors from London and South East by targeting those demographic areas through social media, and targeting leaflets at Wales' entry points.
- Empower coastal communities to build new links with media and environmental organisations to develop new products for the future

How were these aims achieved?

Small World Theatre delivered

nine, visually exciting events pan Wales with artistic content that was inspired by environmental issues during Year of the Sea and into Year of Discovery. Small World Theatre created a 20-metre long seafaring monster from plastic ocean waste and biodegradable materials to tour along Wales' celebrated coastline.

he performance location were designed to work with The Wales Way connecting The North Wales Way to the The Coastal Way. We encourages visitors to come off the main coastal route A487 and parts of The North Wales Way to explore other experiences on smaller roads and pathways (including 870-miles of Wales Coast Path).

The tour brought economic benefit and visitor exploration; using all modes of transport and with opportunities to sample

Wales' authentic hospitality. One of our project partners was the Wales Coast Path, who were planning celebrations and promotion for the 30th anniversary of Blue Flag in Wales. They commissioned a [film of Cragen appearing in Stackpole](#).

#plasticfree; focusing stakeholders, businesses and coastal communities. Working in strong partnership, we created significant media potential and social media reach, resulting in increased visitor numbers and extending visitor times July - December 2018 adding economic benefit.

The project created memorable experiences, connecting tourism to environmental organisations.

Who was involved?

Small World Theatre's team and freelancers. Partners included: Keep Wales Tidy, Wildlife Trusts Wales, Pembrokeshire Coast National Park Authority, Wales Marine Strategic Advisory Group.

Where did you go for help and advice?

Coastguard, local authorities, Swallow Yachts.

What has been the greatest achievement so far?
Entertaining crowds in all weathers and spreading the #cleanseas environmental message.

Connecting communities across Wales through arts, culture and the Welsh language.

And the biggest challenge?

Logistics of creating a giant sea monster and managing her in extreme conditions along Wales' coastline.

Any tips for those setting up a similar project?

Work in partnership to wider the impact of the project.

What's next for your project?

The Cragen was dismantled in 2019 and the cataran she was built on was returned to its owner. The project legacy includes better awareness of plastic in our oceans and keeping our beaches clean. We recycled the materials used in her construction in family workshops at Venue Cymru. We continue to make environmental theatre.

