



Adroddiad Gwerthuso Prosiect / Project Evaluation Report

Enw'r Prosiect / Name of project: Trefriw: Legends, Fables and Folklore

Beth oedd y mater a ddyluniwyd y prosiect i fynd i'r afael ag o? / What was the issue the project was designed to address?

Trefriw is a village with an abundance of cultural heritage that has hardly been identified, investigated, explored, demonstrated or documented in any coherent way. Much in the way of legend and folklore is totally unknown to visitors, and indeed to many locals.

Trefriw, one of a small number in North Wales, has Walkers are Welcome (WAW) status:
www.walkersarewelcome.org.uk

The village has a committed voluntary group (WAW) who develop and manage a range of activities including the growing annual Walking Festival:
www.trefriwwalkingfestival.co.uk

Trefriw Trails and Trefriw Outdoors:
www.trefriwoutdoors.co.uk

In addition, Mill Races have been held in October 2016 and 2017 with a further one to be held in August 2018.

The project was to identify and research local legend and folklore, document it in ways that are accessible to the local community and visitors, to add interest and value to the 2017 Walking Festival through new walks and information, to provide art/creative sessions to produce a lasting piece of 'legend art' and to encourage people to visit and enjoy our area.

Sut oedd y prosiect yn bwriadu mynd i'r afael â hyn / [How did the project propose to tackle this?](#)

In 2017, the Year of Legend, the WAW group developed ideas around Trefriw's legends, fables and folklore, looked at ways of documenting and sharing these and linking these to the Walking Festival 2017 (19 – 21 May). Originally the idea of an app was put forward, but after further research this was not seen to be an appropriate way forward.

The WAW group was enhanced with new members offering specific skills (history, Welsh language, walk leaders, admin etc) and with the assistance of LEADER funding was able to research, develop and deliver a range of activities during 2017 that documented and shared our legends, fables and folklore within the local community and from further afield.

This included:

- *a new Legend Trail and providing information about the legends, folklore and fables associated with all of the Walking Festival walks,
- *providing new 'legend' specific activities for the Walking Festival including creating a legends rap, storytelling walks
- *developing and delivering training for 'ambassadors' who would have a more detailed knowledge of the area, myths, folklore and legend
- *a series of legend themed craft sessions delivered by a local artist providing individuals with opportunities to 'tell a legend' through different techniques
- *having a lasting piece of art work as a legacy

There was also a very positive 'spin-off' with Trefriw entering the RHS Village in Bloom for the first time, and running a Scarecrow Festival (over 80 scarecrows – many with a legend theme) that resulted in a Silver Award.

Pa wersi a ddysgwyd o gyflawni'r prosiect? A fydddech chi'n newid unrhyw beth os byddai y prosiect yn cael ei redeg eto?/ [What lessons were learnt from delivering the project? Would you change anything if the project was to be repeated?](#)

It was a challenging programme which was adapted along the way. One key idea originally was to develop an app (or similar), however, after researching this in more detail it was found not to be a cost effective activity.

The Village in Bloom/Scarecrow Festival 'spin-off' was incredibly positive and encouraged a much wider audience to take part.

There was significant demand on key individuals within the WAW group regarding the planning and delivery of the project – far more volunteer hours were accumulated than originally expected.

There was a considerable amount of work to be undertaken regarding the administration and volunteer record keeping for LEADER funding itself. Again, this was considerably more than anticipated.

The craft sessions were also popular and attracted new people to the activities.

New people joined in with planning and delivery and this has shown us that we need to further develop our

volunteer induction, training and support.

Overall it was a very positive project. However, for any future programme of this size additional planning and admin time would need to be built in.

The programme activities overall were extremely successful. The legends, fables and folklore were an integral part of the Walking Festival with many positive comments from the local community and visitors regarding the knowledge imparted.

There is a lasting legacy from the new Legends Trail and the artwork.

Beth oedd effaith y prosiect? Amlinellwch beth a gyflawnwyd, gan gynnwys unrhyw astudiaethau achos (os yn berthnasol. / [What has been the impact of the project? Please outline the achievements and include any case studies \(is appropriate\).](#)

The project has been very successful.

Attendance at the Walking Festival was improved from 2016.

	2016 Walking Festival	2017 Walking Festival
Number of walks	16	20
Number of walk places	175	220
Take-up	74%	81%
Walkers from	Records not kept	72%
Wales		23%
UK(not inc Wales)		5%
Abroad		
Walk leaders/assistants	26 +2 'back-up'	38 + 5 'back-up'
First aiders	10	14
Ambassadors trained	n/a	31

The creation of the 'rapp' which is available from the website:

www.trefriwwalkingfestival.co.uk/the-legends-legacy and the storytelling were highlights of the programme. Walkers commented on how good it was to find out more about the legends and myths of the area whilst enjoying the outdoors. The new themed activities were very popular and successful.

Comments include:

"I think it was a brilliantly run event. Thanks again for including me. I enjoyed it very much. Good wishes and congratulations once more on such a well run and popular event." Fiona (Storyteller)

"A huge thank you to everyone involved in the planning and execution of the Trefriw walking festival. As a participant for the first time it was very enjoyable. A range of walks for all abilities starting from the village hall where welcome cups of tea and coffee were available. Interesting, knowledgeable and enthusiastic leaders and walkers and the grand finale of cakes. All of this in the most beautiful countryside with stories and music! I hope to be back." Walker

"I'm not a great walker so to be able to take part in the mindfulness walk and making the rapp was an added bonus". Walker

The newly created 'Legends Trail' continues to be very popular with walkers.

Comments include:

'we've walked some of the Trefriw trails before and having the new legend one was a real surprise – loved it' Walkers

'we were in the area from the USA and heard about the festival. We're so glad we came along because we found out so much. The children loved the storytelling in the church'. Walking family

Development and delivery of the training for Ambassadors was seen as very helpful. Most walk leaders also spent additional time researching their own walk legends/myths/folklore which added to everyone's enjoyment.

Comments include:

"I'd like to say how much I enjoyed being part of the festival and leading a walk this year. The training really

helped and I personally know so much more now about local legend and have been able to tell people about it. I thought that it was a brilliant event and was really proud to be part of it.' Walk Leader

The craft sessions were well attended with art work displayed in the local café and a piece of art created by local participants as a lasting legacy.

Comments from participants include:

'I do crafts at home but it was really nice to get together with others and do things with the legends themes'

'I wish I could have gone to all the sessions but it was great to be involved'

'It's nice to think that our legends have been put together to make something lasting'

'I do hope that there'll be more sessions like this'

'it was lovely to see the pictures in the café and to see the final piece coming together'

The 'spin-off' included entering the RHS Village in Bloom competition which resulted in many residents joining in to make the village look absolutely beautiful and included a fantastic Scarecrow Festival with more than 80 scarecrows on a newly developed 'Scarecrow Trail'! All the hard work resulted in a Silver Award.

Comments included:

'I wouldn't have thought I could do anything for village in bloom but it's been great fun making scarecrows!'

'Even though the (village in bloom) judges aren't coming this way I'm certainly going to have a scarecrow!'

'I have never seen the village look so beautiful, so many people have helped to make this happen'.

'its great to see that all the hard work paid off with a Silver Award'

'it was great to see so many flowers and the scarecrows when we visited Trefriw. The children enjoyed the trail and loved the scarecrows about legends'

Sut fydd y prosiect yn gynladwy yn y dyfodol? Beth yw'r camau nesaf? / [How will the project be sustainable in the future? What are the next steps?](#)

The Walking Festival continues to be popular and will continue in 2018. Planning is well under way. This does bring additional visitors to the village and therefore assists the local economy.

The 'Legends Trail' is now incorporated within Trefriw Trails.

A book of legends, fables and folklore has been written and self-published.

There is a revamped garden group who are looking at ways to further increase the interest in keeping Trefriw 'in bloom'.

There is the possibility of continued craft sessions and initial discussions regarding an upholstery class.

A less tangible outcome is that many more people within the village know each other and stop to talk.

Local business reports that there is increased footfall during the festival and some now have people booking accommodation specifically for the festival.

Unrhyw sylwadau eraill / [Any other comments:](#)

Many residents have said how much they enjoyed last summer, how there was a very positive vibe in the village with many more people stopping to say hello and chat. People also noticed that the village seemed to be busier with more people enjoying refreshments and walking the trails.

Many thanks to LEADER (Ela and Tom) for the support and funding that enabled Trefriw to promote the Year of Legends.

