

The Urdd Eisteddfod Digital Reading Book 2018

Introduction

The Urdd Eisteddfod came to Brecon and Radnor in 2018 - the first time the Eisteddfod had visited the area in 40 years. As a result of the Eisteddfod, the Welsh-speaking community in the area was very hopeful that it would lead to more Urdd activities being held locally, especially with the appointment of a full-time Development Officer specific to the area.

Brecon and Radnor is an area with a low percentage of Welsh-speakers (18% for Powys as a whole, but generally lower across the south of the County, especially when considering Radnorshire and the east of the area.) Urdd membership is not high, especially among second language schools.

Challenge

With the Urdd Eisteddfod coming to the area in May 2018, we as the Menter (Language Initiative) and the Urdd Eisteddfod Committee were aware that the Urdd's message had not got through to the parents of the area, despite all the work of visiting schools that had been going on for about a year. As there was no strong tradition of Urdd membership in the area, and a lack of historical activity by the Urdd, it was important to try to encourage local families to visit the Urdd Eisteddfod in Brecknock and Radnor in order to build on the Eisteddfod and increase membership for the future.

At the same time, we had been looking for a suitable reading resource for use with primary-aged second language children. Many non-Welsh speaking parents had used the Magi Ann app (an RDP project in the Flintshire area) but its design was too simple to continue its use with their children in primary school.

Solution

It was decided to use the character of Mistar Urdd in a story that was simple in language, but more mature in content and design.

In order for non-Welsh speaking parents to make the most of the story, it was decided that an app was needed where the language could be changed so that the vocabulary could be understood and the story could be read aloud in Welsh.

Benefit

Two books attached to the app were published and distributed free of charge to schoolchildren, schools, libraries and to visitors to the Urdd Eisteddfod. The app was downloaded more than 200 times during Urdd Eisteddfod week. The app is still available for download.

Result

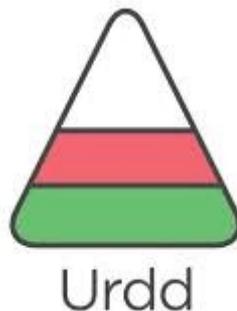
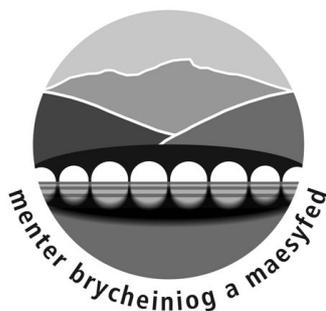
A pilot report of the work has been produced. Around 2000 local children received a free book to use along with the app at home with their families. We now have a special resource to use with young children to promote the work of Urdd Gobaith Cymru and to support them with reading in Welsh.

Feedback from schools and parents was positive and the app has been searched for over 40,000 times on iTunes, with high numbers searching for it around the time of the Urdd Eisteddfod in 2018 and 2019.

Project Contact Details

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Partners/Match Funders Logos



Project Details

Key data	Project Specifics
Delivered By:	Menter Brycheiniog a Maesyfed
Start Date:	January 2018
End Date:	March 2019
LEADER Theme:	1 – Adding value to local identify and natural and cultural resources

Financial Details

Description	Amount
Total Expenditure:	£14,550
RDP Funding:	£11,550
Match funding:	£3,000

