



Presented by Melissa Bourke

NATIONAL EISTEDDFOD





INTRODUCTION

This presentation will discuss the current National Eisteddfod in Wales, known for its celebration of the Welsh culture and language of Wales. It will analyze the economic and socio-cultural impacts on the hosting communities whilst also investigating the requirement to comply with policy and reputation of Wales concluding a clear strategy of redevelopment ideas for the future viability of National Eisteddfod.





NATIONAL EISTEDFODD

- The National Eisteddfod is a cultural family fun festival held annually in the first week of August lasting 8 days with the organisation dating as far back to 1861.
- According to William O'toole "A strategy is a long-term plan of action, encompassing all divisions of the organisation and designed to achieve organisation-wide goal" (O'Toole, 2008)

- The event's concept is to display the unique music, dance, arts and many competitions Welsh culture offers (Eisteddfod Wales, 2022).





**"We're investing in opportunities for more people to learn, use and teach Welsh, wherever they are in Wales and whatever their background."
(Miles, 2022).**

- 150,000 visitors annually but also provides the local community business opportunities due to having 250 trade stands and stalls available.
- costs £4 million each year and their local fund target being £325,000 (Eisteddfod, 2022).
- the international influence the Welsh major event has globally .
- It was announced that £600,000 was being provided to the 2022 National Eisteddfod as an investment to encourage the Welsh language throughout Wales.



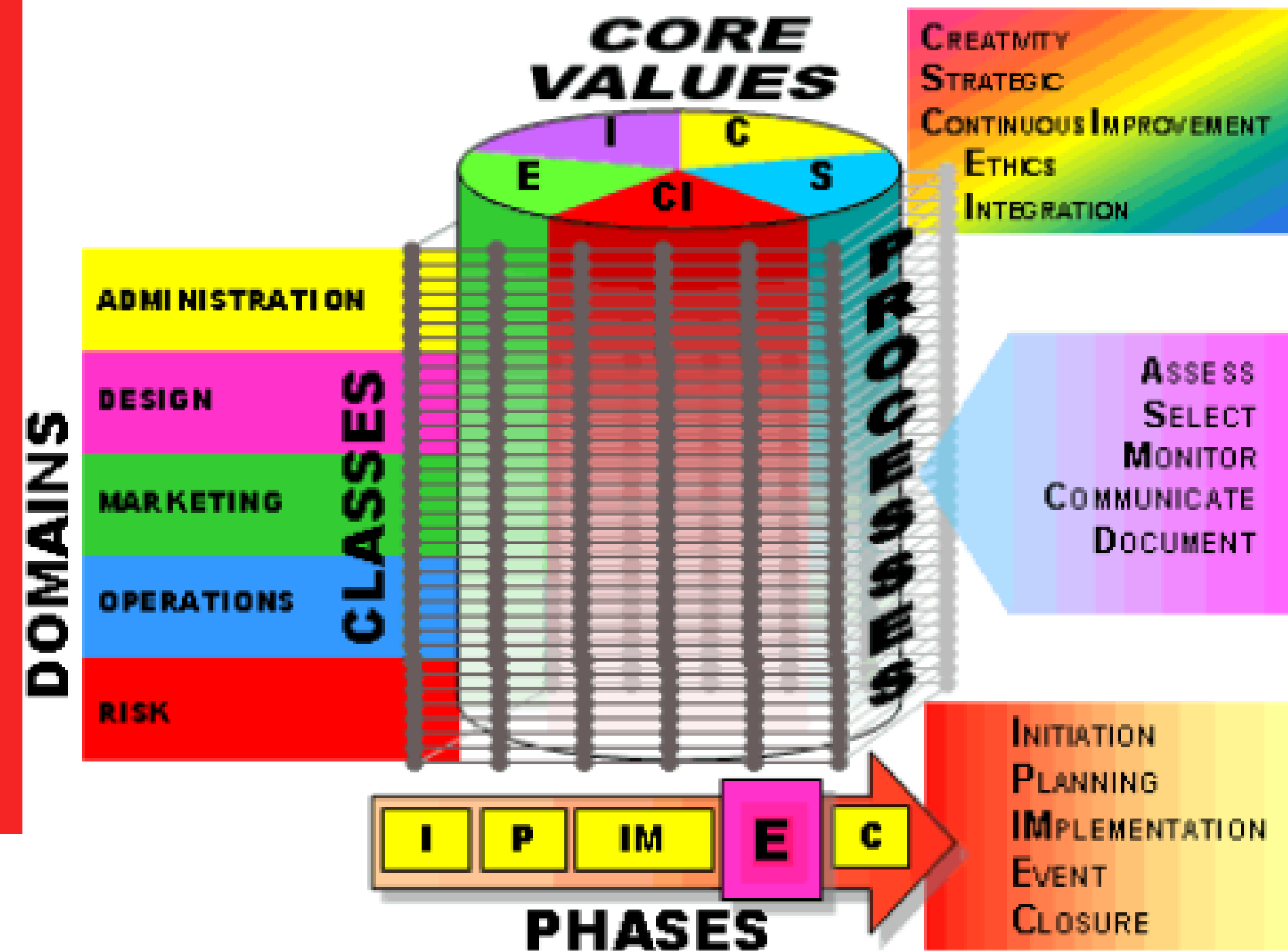


ECONOMIC IMPACT

- “Tourism is of major economic and social significance.” (Geoffrey, 2005, p1).
- Eisteddfod provides a great opportunity to showcase what an area has to offer and encourage long-term tourism to the area, hence why it is a touring festival.
- From visitor expenditure local attractions, accommodations and transport access are factors that can benefit

- In 2014 the Eisteddfod was said to “generate between six and eight million pounds annually.” (Morgan, 2014)
- 2018 & 2019 financial loss





- 'Risk' and 'Administration' are two of the five areas that create festival management.
- implemented the security department as a priority liaising with 'Administration' finance department to avoid the costs being unprecedented.
- This statement is also agreed by William O'Toole who recommends 'identify challenges' and 'budget policy' as a part of the strategy checklist (O'Toole, 2008, p4).



ECONOMIC IMPACT

- 2019 financial loss £150,000
- In response to Covid-19 the Welsh government provided financial support to help the Eisteddfod and ministers support the event concept and is important for Wales.

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Covid: Wales' National Eisteddfod postponed until 2022

🕒 26 January 2021



National Eisteddfod





SOCIO-CULTURAL IMPACTS

- The socio-cultural impact of the Eisteddfod refers to the way current perceptions change such as values, identities or communities.
- Leaving a legacy for Wales by not letting the language die out.
- Acceptance of LGBTQ+ committee in the Eisteddfod as performers such as the Cardiff Trans singer choir have performed at an Eisteddfod event.
- Chief executive of the National Eisteddfod stating the festival is “**for everyone**” (BBC News, 2022).
- Influencing future volunteering also known as social exchange theory (Getz and Stephen, 2020).

COMPLIANCE TO POLICY

- Compliance with policy is the adherence to regulations, laws, and standards.
- Getz and Stephen discussed a range of regulations to build relationships with to ensure satisfaction and safety of visitors. Such as, in security terms police to be informed, traffic with accessibility and health and safety (Getz and Stephen, 2020).
- Bowdin also stated that it is important to put policy into practice which should be a part of the planning process and organisers have a duty of care to adhere too when following regulations and legislations (Bowdin et al, 2011, p 616).



COMPLIANCE TO POLICY

- On the Eisteddfod official website, a range of policies are set out to ensure that all stakeholders are communicated of the policy environment, also advised by Getz and Stephen as an essential element of communicating policies.
- The policies include alcohol policy such as 'challenge 25' this also plays a major factor in the EMBOK domain 'Risk' as it limits alcohol related problems on site and maintains 'family fun' reputation of the current festival.



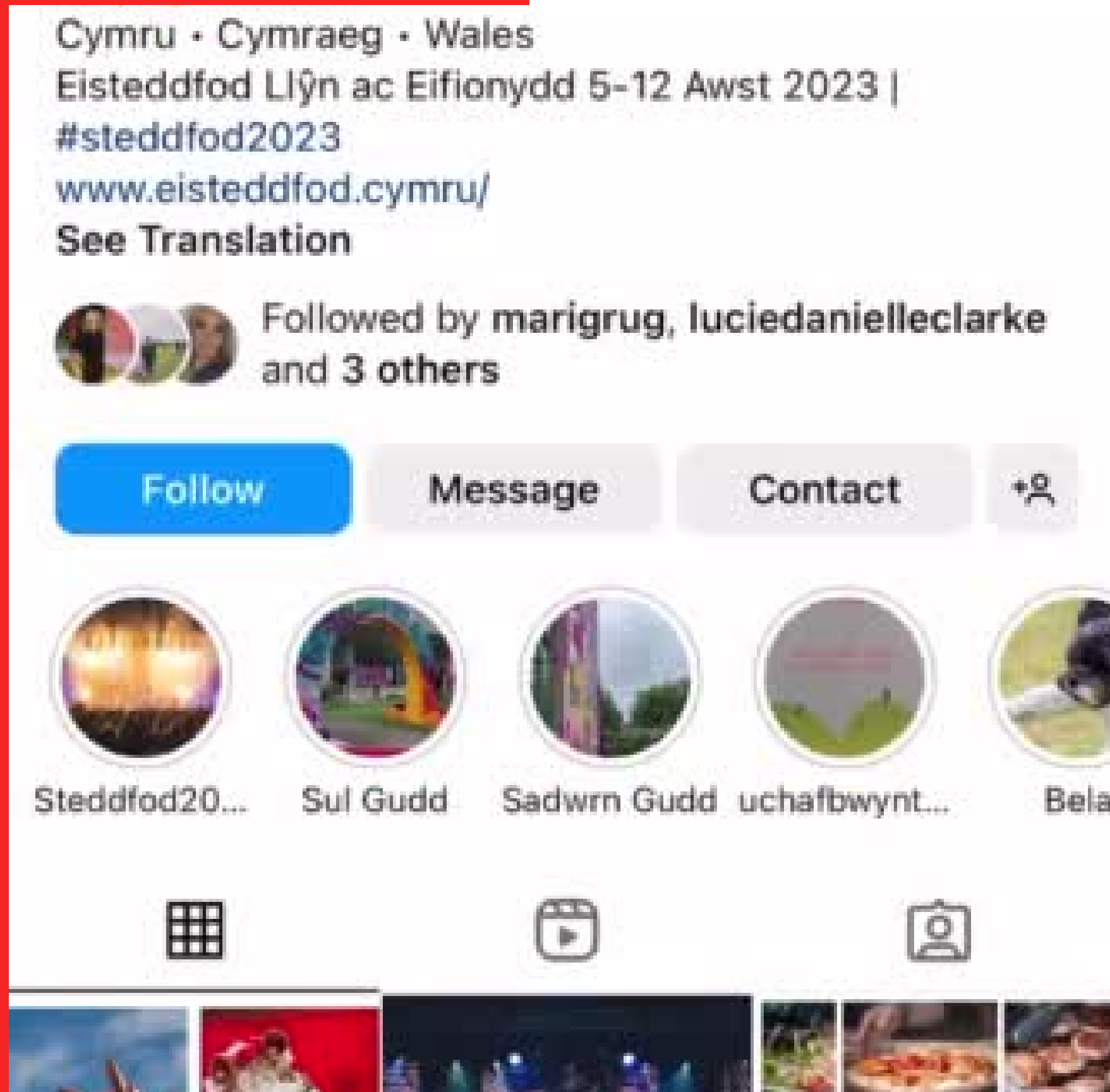


RECOMMENDATIONS

- Work in partnership with the national events strategy for Wales 2022 to 2030 following the well-being of future generations (Wales) act 2015 .
- Authenticity - 'visible Welshness' (Bernard, 2004)
- 'Moving with the times' introducing further development ideas such as involving communities such like LGBTQ+ will successfully express the Welsh national identity and cultural diversity

RECOMMENDATIONS

- The social media engagements do not reflect the visitor capacity, by only having 9,238 thousand followers on the IG account.
- ‘Marketing promotions’ and measuring the ‘efficiency of communications’ (Morgan and Ranchhod, 2009).
- There is also a social media opportunity to share celebrities that promote Wales much like recently Ryan Reynolds spoke Welsh during an awards acceptance marketing to a younger audience.



RECOMMENDATIONS

- Highlighted the financial loss in 2018 and 2019 and raises the question that without the additional financial support from government funding would it have been repeated due to current situation within UK of the cost-of-living crisis?
- Increasing local fund targets is a greater risk of causing regions unwitting to bid or invest for the event despite the economic benefits it can potentially create long term.
- A possible solution to this would be to increase government funding, encourage the use of volunteers and reduce admission fees as the event visitors trebled when the event became free, increasing expenditure on site.





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RECOMMENDATIONS

Furthermore, on investigation is the importance of security at the family fun event is crucial and liaising with security agencies for financial purposes and implementing effective risk management by giving further attention too in the planning process. Possibly with many events and festivals utilising technology, the eisteddfod could introduce an online app that can be used on site to report theft or suspicious behaviour to help communicate with event organisers and workers.





CONCLUSION

To conclude, the Eistedfodd is a positive reflection of Welshness on an international scale. By promoting Wales, its culture and language it raises the profile of each location it is held in whilst also increasing social and economic benefits however, it was difficult to conclude whether the scale had increased to a position where it needs to be supported financially furthermore by the government, as records showed the deficits prior to the covid fund. Recommendations have been granted to increase engagement via social media and to support hosting communities whilst also involving all ranges of communities to showcase the diversity in Wales this in return should increase the number of visitors and the socio-cultural benefits of hosting a major event.





THANK YOU.

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Melissa Bourke

