

A photograph of a forest path. The path is a narrow, dirt-covered trail that leads from the bottom center towards the middle of the frame. It is flanked by dense green foliage and tall, slender trees. Sunlight filters through the canopy, creating a dappled light effect on the path and the surrounding leaves. The overall color palette is dominated by various shades of green, with some warm yellow and orange tones from the sunlight.

Noddfa Nawr
A Transformative Mental Health Conference
Venue – Newprot ICC
Date – May 2026

“1 in 4 of us will suffer with mental health each year”
(MIND, 2024)

“50% of mental health problems are established by age 14”
(Mental Health Foundation, 2023)

“the suicide rate is at its highest in 25 years” (rethink.org., 2023)





Why Wales?

**A Place of Healing & Reflection
(Warren, K., 2017)**



- 1. Our Profound Sense of Hiraeth**
- 2. Outstanding Natural Beauty**
- 3. “Find your Epic” (Visit Wales, 2016)**



ICC Newport (2022)



Accessibility

Eco Friendly

Butler's Destination Lifecycle (2011)

Research Senedd (2022)

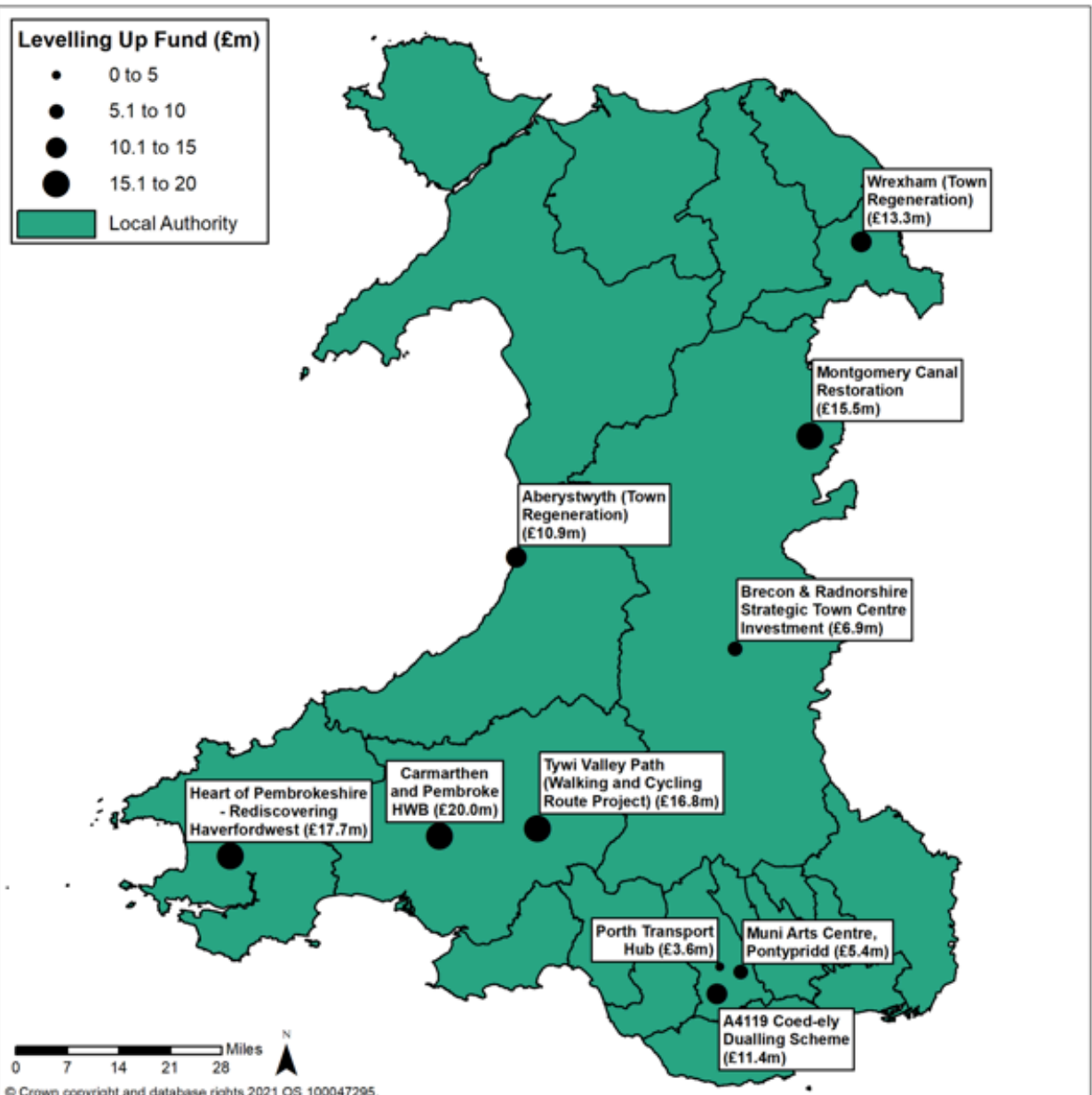


Economic & Levelling Up Impact

Partnerships stimulate the economy
and create jobs.

Shared Prosperity Fund

Events are Economic Drivers of Growth (Getz & Page, 2020)



Sustainability & The Well-being of Future Generations Act (Wales) 2015



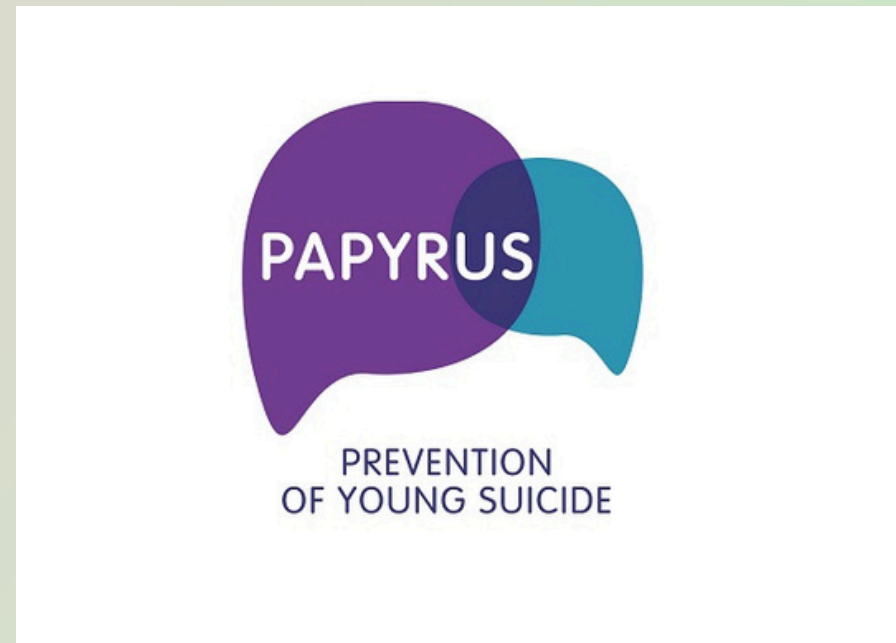
YouBenify.

Carbon Neutral
Reducing Waste
Using Digital Tools

Stakeholder Collaboration



Design Studio,
2021



Papyrus, 2025



Gov.wales

Stakeholder Engagement –
Freeman's Stakeholder Theory (1984)

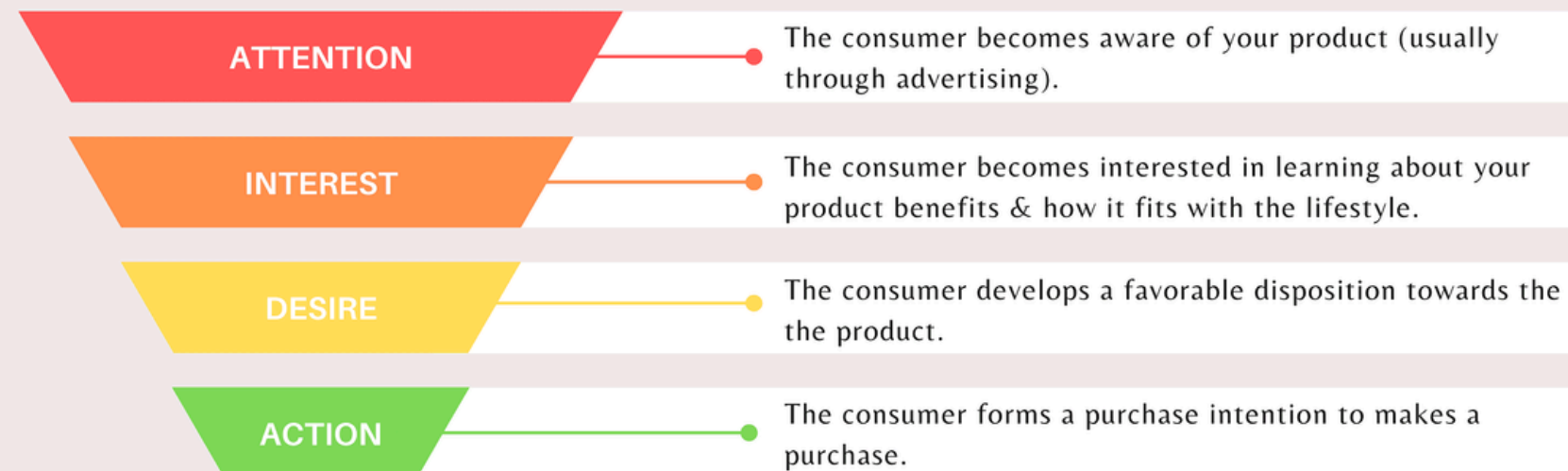
Theoretical Frameworks in Action

Goldblatt's 5 C's of Event Management Goldbatt (2002)

Doxey's Irritation Index	
Level of Irritation	Destination Responses to Tourism
Euphoria	• Sense of excitement and anticipation • Informal contact with tourists
Apathy	• More formal contact with tourists • Tourism seen as a source of income and investment
Annoyance	• Residents begin to show misgivings about tourism industry due to increasing numbers, external investment and infrastructure
Antagonism	• Irritations: expressed verbally and physically • Tourists: seen as cause of the problem

Tourism Teacher, 2022

AIDA Model



Indeed, 2022

Sponsorship & Funding

Grants from National Lottery and Shared Prosperity Fund

Sponsorships from Charities such as MIND

Corporate Partnerships with Mental Health focussed businesses.



Ticket Sales

Call to Action



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