

ARLOESI
GWYNEDD
WLEDIG

ARLOESI
MÔN

STREET PERFORMANCE ...how to guide

Tourism contributes significantly to the economy in both Gwynedd and Anglesey. It has been identified that the region's unique language, culture and heritage could be leveraged further in order to add to the variety and quality of the overall visitor experience, plus deliver specific economic value. With a more immersive and engaging experience for visitors, additional opportunities exist for businesses and for the employment, development and retention of young talented people in the area.

* Our Byw a Bod Perfformio Project...

The Byw a Bod project was first introduced by Arloesi Gwynedd Wledig in 2016 as a pilot scheme to investigate the interest levels and response to the concept of using performance art as part of an additional visitor experience. In 2017 the concept was developed further by exploring new ways of presenting the Welsh language, culture and heritage to visitors and specifically designed to complement the Visit Wales campaign 'Year of Legends'.

BYW A BOD
perfformio



Working with a group of 14 - 25 year olds and an existing local theatre company, a set of three different street theatre performances were developed under a new collaborative 'pop-up' theatre company called 'Amrant' and delivered at various venues across Gwynedd and Anglesey.



"This is a great opportunity for young people in the field of arts and performance to present Welsh language and culture to visitors."

RACHEL ROBERTS
ARLOESI GWYNEDD WLEDIG OFFICER

✓ *Future Opportunity* = for a group of individuals or community group or business, to take the 'Cultural Performance Art' concept forward with the objective of making a commercially sustainable offer through ticketed performances at existing visitor attractions in key locations.

✓ *Visitors enjoy hearing the Welsh language and having the opportunity to get immersed in the culture when visiting Gwynedd and Anglesey*

* *Language, Culture and Heritage have tangible economic value*

Gwynedd and Anglesey are producing talented young people in the arts field so there are opportunities for business models to utilise this talent and generate income...

pilot...learn...share

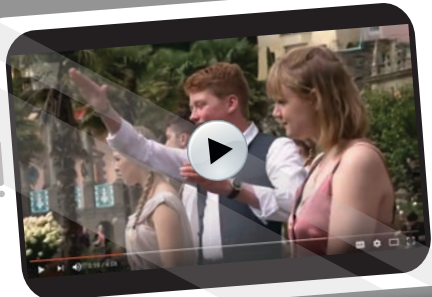


PROJECT END DATE August 2017
PROJECT MANAGER Rachel Roberts

Arloesi Gwynedd Wledig / Arloesi Môn Toolkit #007

1. Pre Production
Check List

- Pick a venue that will both engage your audience and link with the concept. An environment that will fully immerse the audience in the experience being created.
- Particularly iconic or scenic locations help spread the 'word of mouth' engagement with social media posts.
- Get noticed with careful programming - make the performance times work with the intended audience's typical 'visitor' schedule as well as connecting with 'local' interest and audiences.
- Make sure that you have easy and functional ticket purchasing format / tech set up.



Watch our film about our street theatre performances

Casting Call... 2.

- Make sure you have a range of people with the required skills to deliver the concept and assign responsibility for tasks such as location booking, equipment hire, finances, marketing, etc.

For the Byw a Bod Performing project the following roles were assigned:

DEVISING & PERFORMING

(x8 people worked in this area)

MARKETING & PROMOTION

(x1 person)

PROJECT MANAGEMENT & ADMIN

(x1 person)

TECHNICAL & FILMING

(x1 person)

- Make sure any licences, permissions and insurance are organised and in place - particular venues may have specific requirements.
- If you plan to sell snacks or alcoholic drinks as a way to increase your takings, this may also require specific licences / permissions.
- Work out the financials. Look at the main set up and running costs as well as revenue streams such as ticket sales and possibly food and drink sales. If you want to apply for funding then having budgets planned out will make the application process much easier.

3. Performance Ready...

- Building awareness and excitement about your new pop up theatre is key to success. Get the word out using printed material like posters and flyers, and digital formats such as social media and a website.
- One of the best forms of advertising is word of mouth, so get friends to tell their friends about the theatre's launch and upcoming performances.
- Ensure people in your local community know about your performances.
- This website lists marketing and PR opportunities and tactics...
<https://soldoutrun.com/theatre-marketing-tactics/>



for more information on this project please visit

www.arloesigwyneddwlledig.cymru

f @ArloesiGwyneddWledig

t @ArloesiGwynedd

www.arloesimon.cymru

f @ArloesiMon

t @ArloesiMon

Tip 1:

The response from the media was very good - S4C's Heno programme came to film the Amrant performance in Portmeirion. This explained to the audience what the main aim of the Byw a Bod performing project was.



Tip 2:

Plan for all weathers. Expect the unexpected and make it part of the entertainment!

Tip 3:

Make the theme run right through every element of what you do from the branding to the performance to the PR to the popcorn selection! Make sure people leave smiling, not thinking they should have done something else!