



# EMPOWERING THROUGH BROADCASTING

Final Report



# EMPOWERING THROUGH BROADCASTING

## Prosiect Fory (The Tomorrow Project)

*We have to ensure the means of life, and the means of community. But what will then,  
by these means, be lived, we cannot know or say.*

*[Raymond Williams, Culture and Society, 1987]*

### 1 INTRODUCTION

Radio Beca is a vehicle for stimulating, enabling and supporting the communities within the three counties of west Wales to empower them to think, to act and to create their own futures. The **Empowering Through Broadcasting** project was set up to intensify Radio Beca's implementation of this principle thus further deepening the understanding of the potential of social broadcasting as a powerful means of creating and sustaining community.

The Welsh word "Darlledu" (Broadcasting) is an old word with its roots embedded in a pre-technological world. It means 'to reach/share widely'. The dynamic of reaching out is not restricted to one medium only. 'Darlledu' is reaching out by means of any medium/suitable media outlets available and re-opening the word to its breadth of potential is at the heart of the vision of the **Empowering Through Broadcasting** project.

The focus of the process of reaching out and sharing is the collaborative question of learning together - the initial question which, when discussed together (listening as well as expressing), stimulates the release of the educational and creative dynamic within the participants individually and as a group.

The role of **Empowering Through Broadcasting** is (1) throwing the 'pebble' - the opening question to a wide range of social 'pools' and (2) watching, noting and interpreting the length and breadth of the resulting waves of energy, imagination and activity spreading and spreading.

As this report shows, the waves of broadcasting created by **Empowering Through Broadcasting** have not only been diverse and widespread but also revealing.

Ffoto hyrwyddo'r prosiect



**Wynebu'r dyfodol?**

**Facing the Future?**

## 2 THE ORIGINAL METHODOLOGY

**Empowering Through Broadcasting's** initial aim - by means of the County Instigators – was to create a network of local discussion and broadcasting groups. Using the principle of Cascade Learning, the second aim of the project was that individuals from within those groups would extend the network by creating and leading their own groups.

In keeping with the practice at the time, the expectation was that the groups would meet in a place (formal or informal) which offered them a practical and comfortable setting.

But while the project was just beginning the process of training the first Instigators the Covid-19 crisis came to interfere fundamentally with the inherent social assumptions.

## 3 MODIFYING THE METHODOLOGY

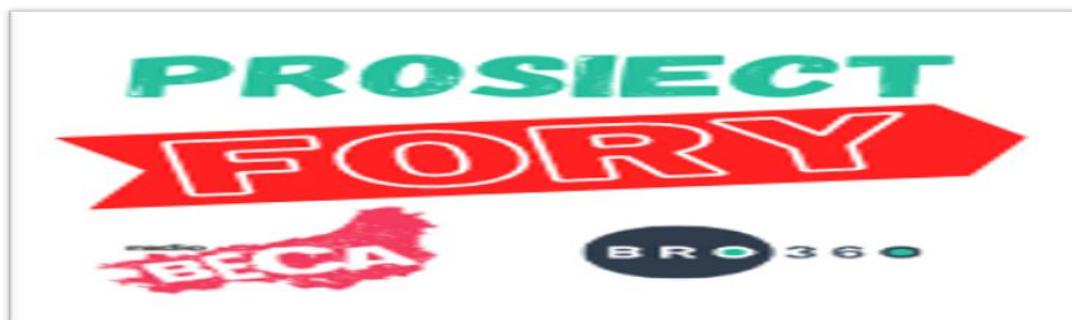
Under the auspices of the pandemic, the project's training sessions became research and development sessions. The aims then became (1) to question and try to analyse the unique social situation that existed at that particular time in the communities of the three counties, and (2) seek to identify ways of modifying the first objectives in order to take advantage of the state of stasis created by the pandemic.

This discussion led the way for the team to see how stagnant social interaction had become - the era of the impossibility of maintaining the age-old buzz of action - and as an opportunity for the communities to look objectively at themselves, thereby rekindling their fears and their hopes, frustrations and aspirations. That is, this was a unique opportunity for the communities to (1) look critically-appreciatively back and (2) try to identify future challenges and opportunities.

By means of the above questioning, discussions and analysing, **Empowering Through Broadcasting** evolved into **Prosiect Fory**.

The research and re-defining activity recognised that the aim of the project is to...

- **start to re-establish the norm within society of negotiation and questioning**
- **drive and condition change by empowering people and society**
- **'broadcast' needs/potential at grass roots level widely and purposefully**



## 4 PROSIECT FORY METHODOLOGY

By adapting the concept of 'local groups' the team of Instigators set up discussion groups across the three counties. To this end, we used the Zoom resource, the main medium of engagement during the period of the pandemic.

The focus of the project was to identify **“what kind of society do we want to live in after the crisis?”**

In order to provide structure and discipline to enable the local discussion groups to fulfill this aim three questions were laid out, to be discussed in the order of their setting, and all in the context of 'our society', namely ...

- (1) Where were we / What was the position before the virus intervened?**
- (2) What is the worst thing that can happen when the crisis has ended?**
- (3) What is the best that can happen? What opportunities does the intervention make possible?**

With the permission of the participants, each session was recorded - a resource which proved invaluable to the Instigators when preparing the written analyses of the responses to the three questions above.

Zoom was also used as a resource for the Instigators in their weekly team meeting. Central to their discussion was the detailed and in-depth analysis of the responses.

## 5 TIMETABLE OF ACTIVITY

Following the training period, the research and the re-defining **Prosiect Fory** began the work of directly contacting people in May, 2020 and ending in June, 2021;

Although a number of discussions took place during this time, the majority were held during June, 2020 and January, 2021.

As the intensity of the discussions increased so did the awareness of the Instigators in terms of .....

- the significance and importance of the insights that the conversations revealed
- the need to start broadcasting (sharing with other communities) some of the main themes
- the possibility of responding creatively to the needs and potential of these themes
- the intensification of the exercise on our understanding of the process of engaging real people within real communities, and so ...
- the potential to develop new practices in appropriate principles and methodologies for 'community consultation'

By February/March, 2021 it became apparent that time and energy needed to be devoted to giving due attention to the above needs and potential. The results of the questioning and analysis carried out are included in this report.

Towards the end of this period, as society's relationship with the Covid-19 virus began to change, the team focused on the task of responding creatively to tensions manifested by the plenitude of the grassroots conversations, namely desire and ability within communities to recapture the social reins.

## 6 OUTPUTS

A total of 43 Prosiect Fory discussions were held. The table below shows the total of participants and a breakdown of the demographic by county.

County	Sessions	Participants	Female	Male	Age:16+	30 +	40 +	50 +	60 +	70 +
Ceredigion	14	114	53	61	24%	11%	31%	19%	23%	7%
Carms	19	88	52	36	50%	16%	11%	3%	6%	7%
Pembs	10	50	28	22	26%	34%	17%	17%	6%	-

The number of participants within the groups varied greatly – from 3 or 4 (fairly usual in Carmarthenshire) to 8 or 9 (not unusual in Ceredigion)

The **Prosiect Fory** Instigators were encouraged to bring together varied groups. Their success in this respect is reflected by the fact that participants' employment status includes...

- Farmers
- Freelance workers
- The unemployed
- Business owners
- People working in the Media
- Youth Workers
- Young musicians
- A Minister
- A Lorry driver
- A Scientist
- Health Workers
- Artists
- Teachers / Lecturers
- School / Higher Education students
- Officers from the Local Authority
- A BT engineer
- Agricultural Business Officers

A number of discussions were created under the banner of social organisations (eg community choirs / Merched y Wawr / Young Farmers' Clubs). But the bulk of the conversations were open in terms of their social context with their participants - though often as part of their relationships with the above organisations etc - contributed to the discussion based on their concern for and on behalf of their community and in their relationship with the rest of the world.

In terms of language, the majority of participants were fluent Welsh speakers. But 5 sessions were held where people who were either unable or confident in the language contributed to the discussions. Following a one-day conference held at Theatr Felin-fach some years ago, Radio Beca has broadcast and published a range of methods of leading and conducting meetings through the medium of Welsh while meaningfully engaging non-Welsh speakers. By using the appropriate methods the **Project Fory** meetings have become meaningful and inclusive.

## 7. OUTCOMES – THE DIFFERENCE THE PROJECT IS MAKING

By means of collective questioning, discussion and analysis the **Prosiect Fory** team understood that the actions of the project were .....

- bringing people together to discuss with and to listen to, each other
- motivate and enable people to question and to collectively question



Owain Dafydd hosting one of the Prosiect Fory discussion groups.

## 8 OUTCOMES – THE DIFFERENCE QUESTIONING AND COLLECTIVE QUESTIONING IS MAKING

Questioning and collective questioning within a safe space encourages and enables them to....

- EXPRESS their frustrations / fears and anxieties / perceptions and perspectives / aspirations
- IDENTIFY their needs and weaknesses / resources (assets, capabilities and strengths to build on) / potential / what's important to the community / ideas / things that need to change / need improvement / need to do better
- IDENTIFY THEIR OWN ABILITIES to act / to create change / to make y difference / to think and collectively think creatively.
- IDENTIFY AS A GROUP / their relationship with each other / skills and strenghts / interests / priorities
- IDENTIFY AS A GROUP the extent of their personal committment / the nature of their community and society in which they live.



Beti George hosting a weminar DISCUSSING TOMORROW TODAY with some of the Prosiect Fory Instigators.

<https://www.facebook.com/111861777251486/videos/1587809634739422>



## **9 OUTCOMES – THE CHANGES FOR THE BETTER THAT THE DISCUSSIONS HAVE HIGHLIGHTED AND STRENGTHENED**

The discussions provide strong evidence that the time of the crisis has prompted people to re-appreciate **the importance of the local place**. They are also witness to the growth of a **positive attitude towards what we ourselves are capable of achieving**.

The opportunity to articulate and then discuss these themes served **to strengthen their grasp of the social imagination**.

## **10 OUTCOMES – MAKING A DIFFERENCE / LOCAL PARTICIPATION**

As well as the ability for the conversations to effect a positive difference within the individuals and the dynamics of the discussion group, there is evidence that **Proseict Fory's** process of collective questioning has the ability to affect a direct difference on society itself. Here are some examples ...

### ***Example 1***

PROSIECT FORY DISCUSSION – CWMANN / CARDIGAN / WHITLAND

QUESTION: In light of the pandemic what should our priorities be in reagrd to re-starting or starting afresh?

RESULT OF COLLECTIVE QUESTIONING (1): The Regional Officers of Merched y Wawr (Western Region) to discuss the question and share with each branch within the region.

RESULT OF COLLECTIVE QUESTIONING (2): A drive for local leaders to think creatively / discover motivation and energy anew.

### ***Example 2***

PROSIECT FORY DISCUSSION – NEWPORT / GWAUN VALLEY / FISHGUARD / LLANGRANNOG / CAERWEDROS / CARDIGAN / LLANGADOG / TRELECH / CWMANN / LLANDEILO

QUESTION: What to do about the growing problem of houses being bought for holiday homes / being converted into airbnb?

FOLLOW-UP QUESTIONS: Worried that the problem is going to get worse as a result of the pandemic. / Affordable housing problems (rent + purchase) will get worse for young people / Side effect of (1) outward migration of young people and (2) inward migration of older people / Side effect (2) of language and culture / viability local economy / pressure on health and social services.

RESULT OF THE COLLECTIVE QUESTIONING 1: Share the questioning with Community Councils and to suggest that they bring pressure to bear on local

authorities and the Welsh Government to act in the interests of protecting and strengthening coastal and rural communities. .

RESULT OF COLLECTIVE QUESTIONING 2: The weight of **Prosiect Fory's** discussion resulting in a news article on Golwg 360

### **Example 3**

PROSIECT FORY DISCUSSION - LLANDYSUL

QUESTION: What is a Community / Town Council

FOLLOW-UP QUESTIONS: What are their purpose? / What powers do they have? / What is their remit? / their ability to make a difference?

RESULT OF COLLECTIVE QUESTIONING 1: **Prosiect Fory** participants continuing the discussion.

RESULT OF COLLECTIVE QUESTIONING 2: Two Prosiect Fory discussion group members becoming community councillors.

## **10 OUTCOMES – MAKING A DIFFERENCE: GWNEUD GWAHANIAETH: BREADTH OF ACTIVITY**

By means of balanced sessions and comprehensive and analysis on the part of the Instigatroes, **Prosiect Fory** has created a number of activities to make a difference across the three western counties of ...

### **10.1 THE LEGACY OF THE EISTEDDFOD**

Use the postponement of the Eisteddfod in Tregaron in 2021 as an opportunity to raise a discussion about how to ensure that the National Eisteddfod's visit to rural communities leaves a real legacy in terms of the supportive environment of language and culture.

Local discussion sessions created and ideas adopted for local and national officials at the National Eisteddfod to ponder.

## 10.2 HOLIADUR BLWYDDYN DDIWYLLIANNOL

### 65% o fudiadau heb gynlluniau i ail-ddechrau

#### 70 o fudiadau wedi rhannu eu gobeithion a'u pryderon yn holiadur Prosiect Fory

Mewn ymateb i holiadur Prosiect Fory, dywedodd 35% o'r mudiadau na fydden nhw'n aildechrau yn yr hydref, a doedd 30% arall 'heb benderfynu'.

Roedd 70 o fudiadau o bob cwr o Gymru wedi ymateb i'r holiadur yn ystod mis Medi – mis a fyddai, yn dreiddodiadol, yn ddechrau'r Flwyddyn Ddiwylliannol Newydd. Roedd y mudiadau hynny'n amrywio o gorau, canghennau MYW, sgowliaid, CFF, eglwysi, clybiau cinio, clybiau chwaraeon, cymdeithasau hanes a llenyddiaeth, mentrau cymdeithasol a mwy.

Fa gododd pwysigrwydd mudiadau droeon yn sgysiaid Prosiect Fory – sgysiaid sydd wedi'u cynnal dros y misoedd diwethaf mewn sawl cymdogaeth. Er bod pobol yn awyddus i beidio â mynd yn ôl i fel oedd pethau, mae'r awydd i ailgydio yn y pethau hynny sy'n rhoi blas ar fywyd, ac sy'n rhoi cyfleoedd i ni gymdeithasu, yn parhau.

**Lleoliadau'n broblem**  
Y peth mwyaf oedd yn rhwystro'r clybiau rhag ailymgynnull oedd bod 'dim modd cwrrd yn ein lleoliad arferol' – naill ai oherwydd bod y lleoliadau'n anaddas, neu oherwydd nad oedd yr adeiladau hynny wedi agor eto.

Er y pryderon, roedd yna oibaith hefyd. Roedd dros hanner y mudiadau'n awyddus i ailymgynnull, naill ai ar ôl cael canllawiau clir (gan lywodraeth neu gan swyddfa ganolog eu mudiad) neu ar ôl iddyn nhw feddwl am ffyrdd newydd o gwrrd yn ddiogel.

**Effaith bositif ar gapeli**  
Roedd rhai eglwysi a chapeli'n rhannu sylw diddorol iawn, yn cydnabod bod cael eu gorfodi i greu myfyrdodau digidol (yn hytrach na phregethau) ar y Sul, a chynnal gwasanaethau ar Zoom (yn lle yn y capel) wedi arwain at gymrydd yn nifer y bobol sy'n gwyllo, gwrando a chymryd rhan. Mae'r cyfnod wedi bod o fudd annisgwyl i ambell gymdeithas!

Fa rannodd sawl un syniadau am ffyrdd o barhau i gwrrd, ond gwneud hynny'n ddiogel gan leihau'r ddibyniaeth ar adeiladau. Roedd hynny'n cynnwys cynnal gweithgareddau yn yr awyr agored, gan ddilyn y cyfarwyddiadau 2 fetr, neu gynnal gweithgareddau yn ddigidol, e.e. trwy Zoom.


**Rhai o'r syniadau am weithgareddau diogel i'w cynnal**

- > Cwis, neu bingo ar Zoom > Helfa drysor ar-lein > Recordio cân ar wahân a'i rhyddhau fel côr
- > Taith gerdded try'r fro > Te pnawn mewn gardd neu barc > Cynnal cystadlaethau a derbyn cynigion trwy Whatsapp/Messenger

Pwy yw Prosiect Fory? Mae'r fenter yn bartneriaeth rhwng Radio Beca a Bro360. Nod y ddau yw rhoi grym i bobol siaipio cymdeithas trwy ysgogi trafodaeth am syniadau, a galluogi darlledu'r syniadau hynny er mwyn eu rhannu'n eang.

MANYLION PELLACH: Lowri Jones 07792 031786 / Euros Lewis 07813 173155

Mae Prosiect Fory yn rhan o gynllun Radio Beca : Ymbaerw trwy Ddarlledu a arlennu'r a chefnogaeth...



### THE QUESTIONNAIRE

In conjunction with Golwg 360 and Bro360 a survey was conducted of the hopes and concerns of sustaining Welsh language organisations and societies (August / September, 2020) - on the eve of the new cultural year [See story above]

## 10.3 IDENTIFYING GOOD PRACTICE IN ENCOURAGING PARTICIPANTS TO ENGAGE IN SOCIAL DISCUSSION ....

### 10.3.1 METHODS

- discover the doorway / way in
- find / Identify the first name of (leader / organiser of social events
- identify potential participants:
- the initial conversation

- share the aims and ownership from the outset
- share/transfer the work of coming together
- the snowball effect:
- potential participants identifying potential participants

### **10.3.2 PARTICIPANTS: THE BARRIERS FOR COMING TOGETHER**

- Practical:
- difficulty connecting / getting a response
- time constraints / suitable date for all
- Indifference
- No interest / 'no time'
- Lack of confidence / Discouraged:
- 'Welsh not good enough'
- 'Don't want to broadcast' (complete misunderstanding / deliberate misinterpretation)
- Out of practice of discussing issues  
Used to collaborating perhaps but discussing issues a challenge (out of their comfort zone) / the social norm).
- Looking to the future in the middle of a dark period challenging
- Disillusionment of working on Social Development projects which more often than not come to nothing / change nothing.
- Fundamental challenges::
- Coming together / choosing the right way in
- Gaining confidence of potential participants / Relationships (lack of recognition of Radio Beca / Project Fory)
- Have the confidence to intervene

## **10.4 COMING TOGETHER**

In the wake of tensions over communities' ability to regain their social vibrancy as pandemic restrictions loosened - a tension that emerged in all conversations - the Project Fory Instigators created a clever and simple guide to motivate and enable community leaders not only to bring society together again but to take advantage of the interruption of historical patterns to redesign and create new patterns of mutual meeting and collaboration appropriate to the needs and potential of the society today.

This activity was developed in conjunction with Merched y Wawr (All Wales), the Welsh Eisteddfod Association, Young Farmers' Clubs Wales.

The DOD YNGHYD (Come Together) booklet was given a live launch outside Talgarreg Village Hall on Thursday 8 July, 2021.

2,000 hard copies were printed and distributed amongst community leaders through the partnership channels noted above.



Dod Ynghyd  
(tefrynl).pdf

## 11 PROGRESSION / NEXT STEPS

- 11.1 Create a comprehensive report which will record and analyse all the discussion in detail (on-going)
- 11.2 Share the findings (collectively with participants who wish to continue the discussion)
- 11.3 Investigate the possibility of developing a POPETH FAN HYN (Everything Here) app - an app that identifies participants' concerns and interests regarding the environment of supporting the Welsh language in western counties and to broadcast (inform) them about relevant events and developments [Radio Beca in association with Bro360]

---

## Prosiect Fory Instigators

Ceredigion:	Heledd Gwyndaf
Carmarthenshire:	Manon Haf Williams
Pembrokeshire:	Owain Dafydd
Administration:	Eileen Curry Melinda Williams
Bro360 Adviser:	Lowri Jones
Radio Beca Adviser:	Euros Lewis

