

wales and its people - past and present



Recent research has confirmed what many of us hear from our visitors daily: they love Wales's myths and legends, its Celtic roots, its traditions and its long history – and they want background knowledge about the culture and how the people live.

A Sense of Place is as much about people as it is about landscape. All around us we can see how individuals and communities have lived and influenced how we live today. Visitors can experience it at our museums and heritage parks; it is interwoven into the tales of the Mabinogion – myths and legends passed on from generation to generation and only written down in the 13th century.

The magic of Wales is rich and real, and the people of Wales have a real sense of what is important in life. We have strong views and a genuine sense of humour, and a warm Welsh welcome is always heartfelt. Wales is a flexible destination and we can help visitors to ensure they enjoy their experience in their own individual way.

Today and tomorrow also play a part. Cardiff Bay, one of Europe's most ambitious waterfront developments, epitomises a new, self-confident, forward looking spirit. As do the scores

of modern Welsh men and women who grace international stages, concert halls and silver screens as well as athletic tracks and sports stadiums - household names such as Anthony Hopkins, Katherine Jenkins, Bryn Terfel, Catherine Zeta Jones, Tom Jones, Shirley Bassey, Charlotte Church, Ryan Giggs and Tanni Grey Thompson.

There is so much richness here: a deep seated Celtic Christian heritage; the distinctive identity of the South Wales Valleys; the time-honoured traditions of rural life; the arts and crafts of the countryside; Wales's fascinating maritime history; progressive urban centre and multi-cultural Cardiff, Europe's youngest capital. All are allied to a strong Sense of Place.

Gather information

Research and gathering information about your locality is the vital starting point for understanding and promoting Sense of Place using Wales and its people – past and present. Your local library or Tourist Information Centre will be good starting points for this information. Try wherever you can to put your name on a mailing list so that your information will be updated regularly, and use the wallet at the back

of this section to keep your information leaflets. To understand the way in which the Welsh Assembly Government are utilising Sense of Place to market the wider Wales brand contact us on 029 2047 5303.

The next pages contain space to jot down the findings of your research, with key subject areas to focus your mind. You can photocopy these sheets before writing on them so that you have spare copies to input up-to date information monthly, quarterly or annually.

With each of the events or topics, consider asking for posters or leaflets that you can display or distribute to your guests/ customers. Who knows, in return these companies or event organisers might agree to promote your business.

wales and its people - my contacts and information details

• **Agricultural shows and sheepdog trials**

EVENT

Date.....
Event.....
Location.....
Price.....
Description.....

EVENT

Date.....
Event.....
Location.....
Price.....
Description.....

EVENT

Date.....
Event.....
Location.....
Price.....
Description.....

• **Craft workshops**

WORKSHOP

Name of proprietor / artist.....
Contact Telephone no:.....
E-mail:.....
Address of workshop.....
Details of opening dates / times / special arrangements:
.....
.....
Type of work.....
.....

WORKSHOP

Name of proprietor / artist.....
Contact Telephone no:.....
E-mail:.....
Address of workshop.....
Details of opening dates / times / special arrangements:
.....
.....
Type of work.....
.....

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• **Working farms that welcome visitors**

FARM

Name of proprietor / farmer.....
Contact Telephone no:.....
E-mail:.....
Address of farm.....
Details of opening dates / times / special arrangements:
.....
.....

FARM

Name of proprietor / farmer.....
Contact Telephone no:.....
E-mail:.....
Address of farm.....
Details of opening dates / times / special arrangements:
.....
.....

• **Exhibitions, events and entertainment at local community centres and venues**

COMMUNITY EVENT

Details of Exhibition / event / entertainment:.....
.....
Dates:.....
Contact details:.....
.....
Admission / ticket price:.....
Location.....

COMMUNITY EVENT

Details of Exhibition / event / entertainment:.....
.....
Dates:.....
Contact details:.....
.....
Admission / ticket price:.....
Location.....

COMMUNITY EVENT

Details of Exhibition / event / entertainment:.....
.....
Dates:.....
Contact details:.....
.....
Admission / ticket price:.....
Location.....



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• **Festivals, cultural events and eisteddfodau**

FESTIVALS / CULTURAL EVENT
 Details of festival / cultural event.....

 Dates:.....
 Contact details:.....

 Admission / ticket price:.....
 Location.....

FESTIVALS / CULTURAL EVENT
 Details of festival / cultural event.....

 Dates:.....
 Contact details:.....

 Admission / ticket price:.....
 Location.....

FESTIVALS / CULTURAL EVENT
 Details of festival / cultural event.....

 Dates:.....
 Contact details:.....

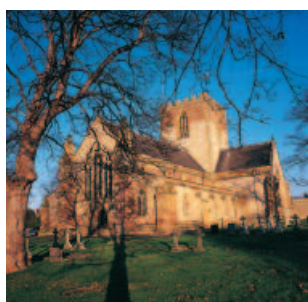
 Admission / ticket price:.....
 Location.....

• **Churches and chapels that welcome visitors to their services / special festivals or celebrations**

CHURCH / CHAPEL
 Church / chapel name.....
 Location.....
 Contact details.....
 Other information including regular service times and dates, special festivals or celebrations.....

CHURCH / CHAPEL
 Church / chapel name.....
 Location.....
 Contact details.....
 Other information including regular service times and dates, special festivals or celebrations.....

CHURCH / CHAPEL
 Church / chapel name.....
 Location.....
 Contact details.....
 Other information including regular service times and dates, special festivals or celebrations.....



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• **Folk evenings**

FOLK EVENING / EVENT
Location / Venue:.....
Contact details:.....
.....
Dates and times.....
.....
Further details.....
.....

FOLK EVENING / EVENT
Location / Venue:.....
Contact details:.....
.....
Dates and times.....
.....
Further details.....
.....

• **Good local pubs that have a strong Welsh or local atmosphere**

PUB / INN
Name:.....
Location:.....
Proprietor's name(s):.....
Contact details:.....
Additional notes e.g. Do they serve Welsh ale / serve Welsh food? Have folk evenings or live musicians / host poetry slams etc:.....
.....
.....

PUB / INN
Name:.....
Location:.....
Proprietor's name(s):.....
Contact details:.....
Additional notes e.g. Do they serve Welsh ale / serve Welsh food? Have folk evenings or live musicians / host poetry slams etc:.....
.....
.....

PUB / INN
Name:.....
Location:.....
Proprietor's name(s):.....
Contact details:.....
Additional notes e.g. Do they serve Welsh ale / serve Welsh food? Have folk evenings or live musicians / host poetry slams etc:.....
.....
.....





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• **Male and mixed voice choir rehearsals and performances**

CHOIR
 Choir name:.....
 Contact name.....
 Contact details.....
 Rehearsal / performance venue.....
 Dates times of regular rehearsals or of performance.....

 About the choir.....

CHOIR
 Choir name:.....
 Contact name.....
 Contact details.....
 Rehearsal / performance venue.....
 Dates times of regular rehearsals or of performance.....

 About the choir.....

• **Market days, market halls, farmers markets and good local shops selling typical local produce, local antiques and memorabilia auctions.**

MARKET / SHOP / AUCTION
 Dates and times of opening:.....

 Location:.....
 Type of produce sold.....
 Contact details.....
 Additional information.....

MARKET / SHOP / AUCTION
 Dates and times of opening:.....

 Location:.....
 Type of produce sold.....
 Contact details.....
 Additional information.....

MARKET / SHOP / AUCTION
 Dates and times of opening:.....

 Location:.....
 Type of produce sold.....
 Contact details.....
 Additional information.....

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• **Sporting events**

SPORTING EVENT

Details of event.....
.....
Date(s):.....
Contact details:.....
.....
Admission / ticket price:.....
Location.....



SPORTING EVENT

Details of event.....
.....
Date(s):.....
Contact details:.....
.....
Admission / ticket price:.....
Location.....

• **Events at theatres and arts centres and galleries**

THEATRE / ARTS CENTRE / GALLERY

Details of Theatre / event / exhibition / activity.....
.....
Dates:.....
Contact details:.....
.....
Admission / ticket price:.....
Location.....

THEATRE / ARTS CENTRE / GALLERY

Details of Theatre / event / exhibition / activity.....
.....
Dates:.....
Contact details:.....
.....
Admission / ticket price:.....
Location.....

THEATRE / ARTS CENTRE / GALLERY

Details of Theatre / event / exhibition / activity.....
.....
Dates:.....
Contact details:.....
.....
Admission / ticket price:.....
Location.....





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- **People / companies involved in a specifically local trade that might welcome visitors e.g. Fish markets, coracle makers, harp makers, distillers, mead manufacturers, lighthouses, cheese makers.**

LOCAL TRADITIONAL BUSINESS

Name of proprietor.....
Contact Telephone no:.....
Email:.....
Business premises address.....
Details of opening dates / times / special arrangements:.....
.....
Type of work.....
.....

LOCAL TRADITIONAL BUSINESS

Name of proprietor.....
Contact Telephone no:.....
Email:.....
Business premises address.....
Details of opening dates / times / special arrangements:.....
.....
Type of work.....
.....

- **Local museums, folk, industrial and rural heritage centres**

MUSEUM / HERITAGE CENTRE

Contact / curator:.....
Contact Telephone no:.....
Location / address.....
Details of opening dates / times / special arrangements:.....
.....
Type of museum / heritage centre.....

MUSEUM / HERITAGE CENTRE

Contact / curator:.....
Contact Telephone no:.....
Location / address.....
Details of opening dates / times / special arrangements:.....
.....
Type of museum / heritage centre.....

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• **Re-enactment societies and their events**

SOCIETY
Society name.....
Contact name.....
Contact details.....
Rehearsal / performance venue / Event.....
Dates and times of re-enactment events.....
.....
About the society.....
.....

SOCIETY
Society name.....
Contact name.....
Contact details.....
Rehearsal / performance venue / Event.....
Dates and times of re-enactment events.....
.....
About the society.....
.....

• **Historic monuments, sites and historic houses open to the public**

HISTORIC MONUMENT / SITE / HISTORIC HOUSE
Contact / curator/ Custodian:.....
Contact Telephone no:.....
Location / address.....
Details of opening dates / times / special arrangements:.....
.....
Type of monument / site / historic house.....
Special points of interest such as association with local legend, ghost, specific point of note or person in History.....
.....
.....

HISTORIC MONUMENT / SITE / HISTORIC HOUSE
Contact / curator/ Custodian:.....
Contact Telephone no:.....
Location / address.....
Details of opening dates / times / special arrangements:.....
.....
Type of monument / site / historic house.....
Special points of interest such as association with local legend, ghost, specific point of note or person in History.....
.....
.....



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• **Locals of note – past and present:**

LOCAL HEROES/ FAMOUS PEOPLE

Name.....
 Famous for.....
 Associated local landmarks such as birthplace, grave, home, monument,
 stature.....

 Associated legends, local stories, sayings, superstitions.....

LOCAL HEROES/ FAMOUS PEOPLE

Name.....
 Famous for.....
 Associated local landmarks such as birthplace, grave, home, monument,
 stature.....

 Associated legends, local stories, sayings, superstitions.....



LOCAL HEROES/ FAMOUS PEOPLE

Name.....
 Famous for.....
 Associated local landmarks such as birthplace, grave, home, monument,
 stature.....

 Associated legends, local stories, sayings, superstitions.....

• **Local landmarks**

LANDMARK

Name of landmark:.....
 Location:.....
 Important or noted because:.....

LANDMARK

Name of landmark:.....
 Location:.....
 Important or noted because:.....

LANDMARK

Name of landmark:.....
 Location:.....
 Important or noted because:.....

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• **Key historic events in the locality**

HISTORIC EVENT / KEY HISTORIC PERIOD
Event or period date:.....
What is of significance:.....
Historical / local people linked to the event:.....
Local legends / stories or areas of interest connected to this period:.....
.....

HISTORIC EVENT / KEY HISTORIC PERIOD
Event or period date:.....
What is of significance:.....
Historical / local people linked to the event:.....
Local legends / stories or areas of interest connected to this period:.....
.....

HISTORIC EVENT / KEY HISTORIC PERIOD
Event or period date:.....
What is of significance:.....
Historical / local people linked to the event:.....
Local legends / stories or areas of interest connected to this period:.....
.....

HISTORIC EVENT / KEY HISTORIC PERIOD
Event or period date:.....
What is of significance:.....
Historical / local people linked to the event:.....
Local legends / stories or areas of interest connected to this period:.....
.....

HISTORIC EVENT / KEY HISTORIC PERIOD
Event or period date:.....
What is of significance:.....
Historical / local people linked to the event:.....
Local legends / stories or areas of interest connected to this period:.....
.....

HISTORIC EVENT / KEY HISTORIC PERIOD
Event or period date:.....
What is of significance:.....
Historical / local people linked to the event:.....
Local legends / stories or areas of interest connected to this period:.....
.....





useful contacts for wales and its people

Visit Wales

Brunel House, 2 Fitzalan Road,
Cardiff CF24 0UY
Tel: 029 2047 5303
Email:
tourism.industryadvice@wales.gsi.gov.uk
Website: www.wales.gov.uk/tourism

Supporting the development of tourism businesses in Wales and marketing the Wales product nationally and internationally. Specialist advice, marketing opportunities and investment support are available.

Visitwales.com

www.visitwales.com

A useful resource for finding out about things to do and places to visit in Wales.

Arts Council of Wales

Holst House, 9 Museum Place,
Cardiff CF10 3NX
Tel: 029 20376500
Email: information@ccc-acw.org.uk
Website: www.ccc-acw.org.uk

The Arts Council of Wales's Axis database holds details and images of the work of over 400 artists currently living and working in Wales.

Balchder Bro – Pride of Place

WCVA, 14 Wynnstey Road,
Colwyn Bay LL29 8NB
Tel: 01492 539806
Email: mabowain@wcva.co.uk

The Balchder Bro initiative is a grant scheme that helps local groups to investigate, explain and care for their local landmarks, landscape, traditions and culture. It should encourage people to value what makes their place especially distinctive and it helps to build up a picture of aspects of local heritage. There may very well be a group active in your region who could help you find out about more about the people based heritage and history of your area, or at least point you in other useful directions.

CADW: Welsh Historic Monuments

Welsh Assembly Government, Cathay's
Park, Cardiff CF10 3NQ
Tel: 029 20500200
Email: cadw@wales.gsi.gov.uk
Website:
www.cadw.wales.gov.uk/whatis/intro.htm

This organisation is responsible for the conservation, presentation and promotion of the built heritage of Wales on behalf of the Welsh Assembly Government. Cadw defines built heritage as the physical remains of people's activities within the Welsh landscape. The remains include an immense variety of sites, monuments,

architectural ruins and historic buildings. Archaeological sites span more than 250,000 years, from caves occupied in early prehistory, right through to industrial works of the Victorian period. The definition of historic buildings includes a vast array of structures from the humblest rural cottage to the grandest country house, as well as bridges, watermills, lighthouses, farm buildings and even early telephone boxes. Events and activities are often presented as part of the historical experience for visitors to the site; contact Cadw for more details of their sites and monuments in your areas and the activities planned for the forthcoming year.

Church Tourism Network Wales

4 Church View Close, Llandough,
Penarth CF64 2NN
Tel: 029 20710014
Email: Johnw@ctnw.fsnet.co.uk

CTNW was incorporated in August 2001 to further the dissemination of information and encourage interest in the churches of Wales – both from a Christian and historic viewpoint as well as sites of visitor interest. They regularly organise guided tours, church open days, talks on the history of local churches and so on. Contact them for information on Churches of historic note in your area and events they may have planned in your locality.

Civic Trust for Wales

Third Floor, Empire House, Mount
Stuart Square, Cardiff CF10 5FN
Tel: 029 2048 4606
Email: mail@civictrustinwales.co.uk
Website: www.civictrustwales.co.uk

The Civic Trust for Wales promotes civic pride as a means to improving the quality of life for all in the places where we live and work, and encourages community action, good design, sustainable development and respect for the built environment amongst people of all ages. Contact them for information about the history of the built environment in your area and other sources of information about the history and future of your area.

Ffynnon Gwerin

Tel: 01248 421071
Mobile: 07879 681292
Email: ffynnon-gwerin@lineone.net
Website:
www.bangoreb.co.uk/ffynnongwerin

This is a traditional music network that arranges entertainment for a range of functions and events. Its extensive network of contacts ranges from local amateur performers to some of the world's best performers of the Celtic traditional music of Wales. Its website gives details, including dates and venues, of several concerts taking place throughout the year in Gwynedd and Anglesey.

Festivals of Wales

PO Box 20, Conwy, LL32 8ZQ
Tel: 01492 573760
Email:
Kay@festivalsowales.freemove.co.uk
Website: www.festivalsowales.org.uk

For information on the wide range of festivals being held across Wales.

True Taste

Plas Glyndwr, Kingsway,
Cardiff CF10 3AH
Tel: 0845 010 3300 (Eng)
Tel: 0845 010 4400 (Cym)
Website: www.walesthetruetaste.com

Helping you to make the most of Welsh food whether you are a farmer, producer / processor, wholesaler or retailer looking to develop your business, in the hospitality business or a consumer looking to source good Welsh food. Contact them to find out more about producers of Welsh food in your area.

Merched y Wawr Centre

Stryd yr Efail, Aberystwyth SY23 1JH
Tel: 01970 611661
Website: www.merchedywawr.co.uk

Merched y Wawr is a Welsh language organisation open to women of all ages. It extends a warm welcome to women who are learning the language. Groups normally meet once a month and activities include cooking, crafts, dining, travel, sport, lectures, charitable work, singing and quizzes. It is currently

undertaking an oral history project to record and chronicle the lives of women who have lived during the period 1920 – 1960. This will provide a permanent record of women's experiences of health and family life, work, leisure, volunteering and politics. The local groups are an excellent source of information about the Welsh language culture and heritage of an area, local recipes, traditions and customs as well.

National Eisteddfod

40 Parc Ty Glas, Llanishen,
Cardiff CF14 5DU
Tel: 029 20763777
Website: www.eisteddfod.org.uk

The National Eisteddfod, the largest and oldest celebration of Welsh culture, visits a different area of Wales annually during the first week of August. It has 170,000 visitors and involves 6,000 competitors. Each year, Welsh people from all over the world return to Wales to take part in a special welcoming ceremony staged in the Eisteddfod Pavilion on the Thursday of Eisteddfod week. It organises regional and local preliminary Eisteddfods, of which one will be near you – usually during the spring and early summer months.

National Federation of Women's Institutes

19 Cathedral Road, Cardiff CF11 9HA
Tel: 029 20221712
Website: www.womens-institute.co.uk

The organisation offers opportunities for all women in Wales, to participate in community life, cultural projects and public campaigns.

National Museums and Galleries of Wales

Cathays Park, Cardiff CF10 3NP
Tel: 029 20397951
Website: www.museumwales.ac.uk

These include the National Museum and Gallery, Cardiff; the Museum of Welsh Life, St Fagans; the Welsh Industrial and Maritime Collections; the Welsh Slate Museum, Llanberis; the Roman Legionary Museum, Caerleon; Segontium Roman Museum,

Caernarfon; Turner House Gallery, Penarth; the Museum of the Welsh Woollen Industry, Drefach Felindre; and (in partnership with NMGW) Big Pit Museum of the Coal Industry, Blaenafon.

The National Library of Wales

Aberystwyth, Ceredigion SY23 3BU
Tel: 01970 632800
Email: holi@llgc.org.uk
Website: www.llgc.org.uk

The National Library is one of the great libraries of the world. Since 1911 it has enjoyed the right to collect, free of charge, a copy of every printed work published in Britain and Ireland. In addition it holds a huge collection of works about Wales and the other Celtic countries: books and pamphlets, magazines and newspapers, microforms, ephemera, and a wealth of electronic material.

The Library is not only a library. It has thousands of manuscripts and archives, pictures and photographs, maps, sound recordings and moving images, available for all adults to consult in the building, and exhibitions are arranged throughout the year, as well as lectures and other events.



Developing your business & promoting Wales

National Trust Wales

Trinity Square, Llandudno, LL30 2DE
Tel: 01492 860123
Website: www.nationaltrust.org.uk

The National Trust protects and opens to the public over 300 historic houses and gardens and 49 industrial monuments and mills. The charity also looks after forests, beaches, farmland, moorland, islands, archaeological remains, castles, nature reserves and villages – for ever, for everyone.

Contact them for details of their properties in your area and for a list of annual events at those properties.

Tŷ Cerdd

Wales Millennium Centre, Bute Place, Cardiff, CF10 5AL
Tel: 02920 635640
Email: info@wmic.org
Website: www.tycerdd.org

Tŷ Cerdd (Music Centre Wales) is a one-stop music information service network, bringing 'a world of music to Wales and the music of Wales to the world'. Contact them for details of choirs and brass bands in your area that may invite visitors to their rehearsals and also for local music events.

Regional Tourism Partnerships

Mid Wales

Tŷ Glyndwr, Machynlleth, Powys SY20 8WW
Tel: 01654 704220
Website: www.tpmw.co.uk
Website: www.gomidwales.co.uk

North Wales

Unit 25, St Asaph Business Park, LL17 0KJ
Tel: 01745 589020
Website: www.tpnw.org

South West Wales

The Coach House, Aberglasney Gardens, Llangathen, Carmarthenshire, SA32 8QH
Tel: 01558 669019
Website: www.swwtp.co.uk

South East Wales

Office C108, University of Wales Institute, Cardiff (UWIC), Colchester Avenue, Penylan, Cardiff CF23 9XR
Tel: 029 2041 7194
Website: www.capitalregiontourism.org

Speak to your Regional Tourism Partnership about specific marketing campaigns and initiatives in your area, events and visitor-focused activities.

Wales Craft Council Ltd

Henfaes Lane Industrial Estate, Henfaes Lane, Welshpool SY48 7BE
Tel: 01938 555313
Email: crefft.cymru@btinternet.com
Website: www.walescraftcouncil.co.uk

This is a membership organisation dedicated to marketing and promoting crafts, gifts and textiles from Wales, especially those of members. Datacrefft is a comprehensive list of artists and producers of Welsh crafts, so ask them for details of makers and workshops in your region.

trac

PO Box 45, Cowbridge, CF71 7ZT
Tel: 029 20 318863
Email: trac@trac-cymru.org
Website: www.trac-cymru.org

trac is Wales's first Folk Development Agency; its role to promote and develop the music and dance traditions of Wales - both within Wales and beyond. The organisation came about through a shared belief in the unique qualities of traditional cultures, an awareness of their continuing relevance to the present, and a passion for sharing what music traditions have to offer.

With support from the Arts Council of Wales, trac provides an information service, a free magazine, and this website listing performers, events and contacts.

On a local level, trac works in partnership with local authorities and development groups to run projects in schools and communities. Nationally, it organises training sessions for experienced musicians, and forums to discuss issues which matter to the folk world and on an international platform, trac arranges exchanges for young musicians, and represents Welsh traditional music in European networks.

Ask trac about folk musicians in your area, folk events in your area and on suitable folk music to play on your premises.

BBC – Wales Society and Culture

www.bbc.co.uk/wales/about/

Provides information about myths, Celts, genealogy, comings and goings, dates and customs, media in Wales, Welsh language and history.

