

Well-being Objective	CULTURE, HERITAGE & WELSH LANGUAGE - Recognising and celebrating RCT's past, present and future				
Priority	An RCT where culture and heritage is vibrant and difference is celebrated in strong communities that enhance well-being				
Delivery actions	Milestones/sub actions	Delivery date	Responsible officer	Progress to Date	Overall progress on Action Qtr 2 2024/25
a) Building on the legacy of the Eisteddfod to benefit our communities and businesses.					
Support National Eisteddfod Officers to make the 2024 Eisteddfod in RCT an inclusive event which leaves a lasting legacy in the County Borough	Working with staff from across Council Services to deliver the Community Workstream action plan that supports engagement and delivery of the RCT Eisteddfod in 2024 including RCT wide events programme.	Sep-24	Nicola Lewis/ Scott Thomas/ Chris Richards /Scott Treeby	Complete	<ul style="list-style-type: none"><li>• 187,000 people attended the Eisteddfod in Ynysangharad Park in Pontypridd 2024.</li><li>• Ynysangharad War Memorial Park and Pontypridd itself was a unique setting for the NE, with several logistical hurdles to overcome with the NE not having a blueprint for this urban stye of a festival.</li><li>• A number of officers worked the event and were able to engage with residents and visitors, and it's fair to say the feedback was very positive with both expressing how pleasant the park was looking and how vast the site was with many saying, "I've never been to this side of the park".</li><li>• It's fair to say the atmosphere in and around the MAES was electric, from the park and ride to surrounding towns, RCT proved we can put on a warm welcome for everyone, and it is hoped we have left a lasting impression of visitors to encourage return visits for years to come.</li><li>• Working alongside the National Eisteddfod we were able to take the lead in operating a very successful park and ride service, enabling us to accommodate more visitors to the town without impacting on daily users and residents, over our dedicated sites we accommodated on average 1,150 vehicles daily totalling on over 9,000 vehicles and roughly 42.7k eisteddfod attendees over the eight days of the Eisteddfod. (actual figures 9,275 cars in total, 42,726 vehicles over the eight days)</li><li>• However, with close partnership work between RCT and the NE we were able to support in the delivery of the event to the success it is being held as, officers are already being contacted by other Local Authorities who are hosting and wishing to put a bid in for the NE to understand how we pulled this off.</li><li>• Many of our attractions across the borough saw an increase in visitors compared to the same time in 2023, with Rhondda Heritage Park for example seeing a 46% increase in ticket sales for the Black Gold Tours, with many more just visiting the museum and on site café. 64% of visitors used the exclusive Eisteddfod offer to access a discounted tour.</li><li>• The National Lido of Wales situated withing Ynysangharad War Memorial Park and for this purpose on the MAES as part of the Eisteddfod, welcomed 5448 eisteddfod attendees to take a dip.</li><li>• The Blueberry Hotel and Llechwen Hall, had a 90% occupancy compared to 70% in 2023 and Lanelay Hall had a 85% occupancy rate with last minute bookings for additional nights, from people attending the Eisteddfod. The Rhondda Heritage Park Hotel were expecting a 100% occupancy during the week of the Eisteddfod, however their main booker taking 90% of their beds, cancelled their booking last minute, which resulted in a lower than anticipated occupancy. Final update Eisteddfod report to go to Cabinet in November 2024.</li></ul> <a href="#">Press Release - RCT Eisteddfod was a huge success!</a>

Delivery actions	Milestones/sub actions	Delivery date	Responsible officer	Progress to Date	Overall progress on Action Qtr 2 2024/25
Support National Eisteddfod Officers to make the 2024 Eisteddfod in RCT an inclusive event which leaves a lasting legacy in the County Borough	Community Workstream group to develop a plan that supports and measures the legacy of RCT's Eisteddfod in 2024	Oct-24	Nicola Lewis/ Scott Thomas	On Target	Initial development of a draft action plan being undertaken in line with priorities/themes outlined in the WL Promotion Strategy Action Plan. A draft will submitted to Cabinet in Q3.
	Identify opportunities for RCT creatives to showcase their work at Pentref RCT and the wider Maes.	Jun-24	Adrian Williams	Complete	Worked with Eisteddfod Officers and creative communities within RCT to provide showcasing opportunities <a href="#">Exciting Eisteddfod mural showcases Rhondda Cynon Taf!</a>
	RCT Theatres' to produce 'Cysgu 'da Mikey' (translation of Frank Vickery's 'Sleeping with Mikey') to be showcase at the Eisteddfod Genedlaethol 2024.	Aug-24	Adrian Williams	Complete	Cysgu 'da Mickey' produced and presented as part of the 2024 Eisteddfod <a href="#">Cysgu 'da Mickey - Written by Frank Vickery</a>
INTEGRATION - this work will be complemented by further actions under our Wellbeing Objective Culture, Heritage & Welsh Language Priority 2 a) Protecting and promoting the history of RCT for future generations through education, conservation and commemoration.					
INTEGRATION - this work will be complemented by further actions under our Wellbeing Objective Nature & the Environment Priority 1 a) Protecting, supporting and working with nature to tackle both the Climate and Nature emergencies					
<b>b) Continuing to grow the use of the Welsh language so that it thrives in our homes, communities and work.</b>					
Promote and encourage Welsh Language education and community learning	Deliver the Strategic Priorities within the Welsh in Education Strategic Plan and evaluate impact for academic year 23/24. Complete and submit the Year 2 action plan to Welsh Government	Sep-24	Gaynor Davies	Complete	The WESP Year 2 Annual Review Report for the year 2023-24 shows that positive progress is being made across a number of our WESP outcomes whilst also highlighting some of the challenges being faced The report was submitted to Welsh Government on 31 July 2024 and we await their feedback. The detailed report will be shared with Education and Inclusion Scrutiny committee later in this financial year. <a href="#">Celebrating Welsh Language Learning in Rhondda Cynon Taf</a>
	Continue to seek to stimulate the market to increase the delivery of Welsh medium play opportunities	Mar-25	Mandy Perry	On Target	An additional open access play provision was commissioned to run in Ynyswen Welsh School commencing September 2024 to meet demand in the area.
	Provide opportunities for young people to socialise through the medium of Welsh outside of the school environment, as part of the YEPS programme and in partnership with commissioned organisations	Mar-25	Bedwyr Harries	On Target	Menter Iaith contracts are ongoing. YEPS have also offered opportunities for young people to socialise through the medium of Welsh by co-ordinating joint trips for the Welsh medium school. 150 young people were also given the opportunity to attend the National Eisteddfod in Pontypridd <a href="#">Language learning is thriving at Tonyrefail Community School</a>
	Continue to recruit Welsh Approved childcare providers and actively encourage the take up of Welsh medium Flying Start childcare	Mar-25	Mandy Perry	On Target	Flying Start Colleagues have recently met with 21st Century Schools Childcare Development Team and Muddiad Meithrin to share information on areas where there is demand for additional Welsh medium childcare provision ( Upper Rhondda and Pontypridd areas.) Colleagues are also continuing to work with CM Glynrhedyn to enable them to becoming registered as a Flying Start approved provider.
	Continue to monitor the compliance of commissioned providers of childcare with the Welsh Language Standards, providing support where non compliance is identified	Mar-25	Mandy Perry	On Target	A service wide protocol for convening meetings in line with Welsh Language Standard 27 has been completed and extended to cover Community Well-being & Resilience Service training activities. 42 Welsh language compliance monitoring visits took place in Q2 and the remainder will take place in Q3. The visits will then be undertaken on an annual basis and ongoing support provided as required.
Improve promotion of the Welsh Language and compliance with the Welsh Language Standards across the Council	Develop and implement a recruitment policy encouraging applicants with Welsh Language skills to apply for vacancies with the Council	Mar-25	Steffan Gealy/ Deb Hughes	Complete	Although completed, effective monitoring of impact will need to be established.

Delivery actions	Milestones/sub actions	Delivery date	Responsible officer	Progress to Date	Overall progress on Action Qtr 2 2024/25
<b>c) Recognising and improving our awareness of diversity in our communities so that we strengthen community cohesion and better meet needs of our residents of all backgrounds.</b>					
Increase our communication and engagement reach to ensure that all residents of all backgrounds have the opportunity to engage and have a voice in their communities and Council work.	Explore how we can further develop communication and engagement with hard to reach residents.	Mar-25	Bryn Jeffries	On Target	Work is underway to meet regularly with the Equalities Team to analyse the most up to date information on groups and hard to reach residents.
	Update stakeholder database with new 'seldom heard' or 'harder to reach' stakeholders once engagement and communication routes have been established.	Mar-25	Bryn Jeffries	On Target	The stakeholder database has been reviewed and refreshed to remove contacts deemed outdated or inactive, whilst new contacts have been added following engagement on projects such as the Involvement Strategy, Corporate Plan and Strategic Equality Plan.
Engage communities through effective participation and collaboration, and further development of Neighbourhood Networks, to build resilience and fulfil their potential.	Work collaboratively to widen reach, for example, through utilising existing networks such as the Neighbourhood Networks and consideration of RCT Residents Survey results to formulate potential collaborative co-production opportunities with our communities.	Jul-24	Adrian Williams/ Nick Kelland/ Syd Dennis	Complete	Two Artists in Service appointed and starting work during October '24. Arts Service representatives attend the relevant Neighbourhood Network events and they will feedback relevant information to the Library Service.
<b>d) Engaging with communities to jointly develop activities within our theatres, museums and other creative spaces through an accessible and inclusive approach that embraces all cultures.</b>					
Engage communities through effective participation and collaboration, and further development of neighbourhood networks, to build resilience and fulfil their potential.	Develop a Community Engagement Plan in relation to the Treorchy Cultural Hub.	Mar-25	Adrian Williams	On Target	Artists in Service appointed and starting work during October '24. Learnings captured during March '25 will inform the Community Engagement Strategy.
<b>e) Developing stronger cross sector partnerships that value the positive impacts of culture and heritage including on health and well-being, skills, work and community life.</b>					
Deliver a comprehensive Adult Community Learning Programme that meets the needs of our customers and the outcomes of external funding providers	Expand the programme of volunteering opportunities on offer through Canolfan Calon Taf and grant funded programmes within Community Services	Sep-24	Andy Phillips/Aled Humphreys/Eira Cook	Complete	We are continuing our work with the Friends of YAWMP and looking to develop training for them to promote what they do and encourage more volunteers to join them. The national Eisteddfod provided a number of opportunities to engage with voluntary groups and the bandstand provided a backdrop for a wide variety of performances. Volunteering opportunities sourced by the Work and Skills Employer Liaison Team are also advertised on a weekly basis, most recently opportunities have been across a range of support groups, including supporting individuals with diabetes, brain injuries and recovering from stroke.
	Ensure an appropriate online/ digital system operates for the activities available from the Calon Taf Centre	Sep-24	Aled Humphreys/ Tracey Youde	Target Missed	The website is near completion now and two staff members have undertaken IT training to enable them to update the site with new photographs, articles, videos and information about upcoming events in the centre. We are developing a page on the site specifically for room hire. The centre is also active on social media platforms where the venue and upcoming activities are promoted.
<b>f) Developing Intergenerational Projects to promote learning and shared skills, encouraging intergenerational friendships and helping to reduce loneliness.</b>					
Continue to support RCT to become an age-friendly community and a sustainable food place.	Create opportunities to raise awareness of and engage those living with Dementia, as part of the wider CTM Dementia Work programme.	Mar-25	Syd Dennis	On Target	Development of a bespoke CTM Dementia training package for community use is in development and this work has been progressed with the establishment of a task and finish group with representation from across the region including crucially lived experience including from both carers and those living with a diagnosis perspectives. Testing of the new package will commence during Q3 & 4, with a final package produced for use across CTM by March 2025. CDT Staff completed Dementia Aware Plus training on 27/9/24
<i>INTEGRATION - this work will be complemented by further actions under our Wellbeing Objective People and Communities, Priority 2 a) Helping our residents to keep healthy, active and well; fulfilling their potential and strengthening local communities through opportunities to participate in learning, leisure, physical and creative activities that are accessible to all.</i>					



Delivery actions	Milestones/sub actions	Delivery date	Responsible officer	Progress to Date	Overall progress on Action Qtr 2 2024/25
<b>g) Working with a range of public, private and third sector partners to consider the cultural offer across our Town Centres, developing and promoting a range of inclusive Arts and Cultural Events that will serve local and wider communities across South East Wales.</b>					
Consider how digital improvements across our Arts, Culture & Libraries can support commercial opportunities, increase participation, and enable customers to provide feedback.	Develop a programme of digital engagement opportunities within Libraries.	Jun-25	Nick Kelland	On Target	New ICT Officer continues to meet with staff to support them with their digital skills. Next steps are to offer support to groups that regularly use the library such as the 'Knit and Natter' group to discuss how they can use digital skills to promote and market their groups in order to increase membership.
	Launch a new website for heritage and the photographic archive within Library Services, with a streamlined purchasing of archived images offer.	Sep-24	Nick Kelland	Target Missed	Soft launch is now taking place on the 25th October. Following this launch we will begin to actively promote the website and seek community feedback. Revised Delivery Date October 2024
	Explore digital solutions to provide an improved customer experience across the theatres' hospitality offer.	Sep-24	Adrian Williams	Complete	New hardware purchased Digital Improvement Office continuing to support
	Develop a digital platform for receiving and analysing audience feedback within the theatres.	Sep-24	Adrian Williams	Target Missed	No progress to date due to current focus on box office changes
Work with business groups to facilitate town centre activities and events	Work with local business groups including Pontypridd, Aberdare and Treorchy BIDs, Pontypridd Town Council and Chambers of Trade to facilitate town centre events	Mar-25	Darren Notley	On Target	A range of activity programmes have been developed and delivered across RCT town centres, in collaboration with town centre business groups, including family Easter trails in Treorchy, Aberdare and Tonypandy, Easter arts & crafts in Aberdare Library and a Welsh Independent Food & Drink Makers market in Treorchy. The first Morfydd Owen Festival was held in Pontypridd town centre in early October and A Summer Fun Programme and Funtastic Friday's programme was held in Mountain Ash and Pontypridd town centres. <a href="#">Y Muni back in business as historic venue celebrates its re-opening</a>
<i>INTEGRATION - this work will be complemented by further actions under our Wellbeing Objective Work &amp; Business, Priority 2 a) Thriving town centres</i>					
<b>h) Strengthening RCT's Community Armed Forces Covenant.</b>					
Continue to engage and support armed forces personnel and veterans of RCT.	Undertake awareness raising and promotion of the new Armed Forces Covenant Duty ensuring the delivery of relevant services give consideration to the needs of the Armed Forces community.	Mar-25	Chris Davies/Jamie Ireland	On Target	The Council's Armed Forces Team assisted the Valley Veterans group in Ton Pentre in securing essential funding from the Welsh Church Act fund. This funding will be used to build a horse menage, providing equine therapy for local Veterans with PTSD. The Council has also partnered with the Lighthouse Project at the Tonyrefail Community Centre to offer a free monthly lunch for Veterans and their partners. This initiative has seen a positive response and continues to grow in participation. In addition, work has begun with Remembrance Service and parade organisers, offering support with event risk assessments, road closures, and general advice. This year, the Council will facilitate a total of 14 road closures in RCT.  <a href="#">Supporting National Merchant Navy Day</a>
	Implement further Veterans Groups across RCT integrating with existing Armed Forces organisations	Mar-25	Chris Davies/Jamie Ireland	On Target	Our collaboration with the Local Health Board and South Wales Police remains strong as we deliver Armed Forces Covenant awareness sessions to frontline staff. Recently, we updated the Council's Armed Forces webpages to enhance user experience. The website now features up-to-date information on Armed Forces community support charities, local Veteran groups, the Armed Forces Covenant due regard duty, and benefits available to the Armed Forces community.  <a href="#">Armed Forces Covenant Webpage</a>
<i>INTEGRATION - this work will be complemented by further actions under our Wellbeing Objective Work &amp; Business, Priority 2 a) Thriving town centres</i>					

## CULTURE, HERITAGE & WELSH LANGUAGE - Recognising and celebrating RCT's past, present and future

### Measuring Success

#### Measures to support priority 1 - An RCT where culture and heritage is vibrant and difference is celebrated in strong communities that enhance well-being

Ref	Measure	2023/24	Most Recent Welsh Average	2024/25			Comments
		Cumulative Q4/ Year End		Target	Cumulative Q1	Cumulative Q2	
EDU006	No. and % of year one learners receiving their Education through the medium of Welsh	498 19.31%	N/A	556 21%	N/A	N/A	This data is annual and will be reported in Q3
EDU007	No. and % of nursery/pre-nursery learners receiving their Education through the medium of Welsh	586 21.1%	N/A	565 23.0%	N/A	N/A	This data is annual and will be reported in Q3
LCUL103	No. of RCT based artists and artistic organisations supported	25	N/A	Increase	6	8	
LCUL111	No of individuals attending arts events (RCT Theatres and Garth Olwg Lifelong Learning Centre)	46,146	N/A	Increase	9,764	14,731	14,731 individuals attended arts events compared to 15,467 in the same period 2023/24.
LLCL013	Number of visits to public library premises during the year per 1,000 population (physical visits)	2,689.90		Increase	699.3	1464.13	348,342 visits to public libraries in Q2 compared to 326,386 in the same period in 2023/23
LLCL011	Number of visits to public library premises during the year per 1,000 population (virtual visits)	588.3		Increase	165.4	245.56	58,424 virtual visits to libraries in Q1 compared to 64,837 in the same period in 2023/23
LCL001	Number of visits to Public Libraries during the year, per 1,000 population (physical and virtual visits)	3,278.20		Increase	864.8	1709.7	406,766 total visits to libraries including physical and virtual visits compared to 391,223 in the same period in 2023/24.
LLCL005	Total number of attendances at pre-arranged training sessions organised and/or hosted by the library service, per 1,000 population	24.9		Increase	9.9	13.1	3,122 attendances at pre-arranged training sessions organised and/or hosted by the library service compared to 1,800 in the same period in 2023/23
LLCL009	Number of attendances at library events per 1,000 population	46.1		Increase	54.1	101.7	24,192 attendances at library events compared to 23,710 in the same period in 2023/23
LLCL008	% users rating the library service as very good/good	99.5		Increase	99.3	99.3	602 users out of 606 who completed the survey rated the library service as good or very good
LACD001	Membership of neighbourhood networks	568	N/A	Increase	596	647	Membership includes all individuals registered, please note - individuals may attend more than 1 Network. More than 1 individual from any organisation can attend.
LACD002	Number of organisations receiving non-financial support (Community Development Team)	N/A	N/A	For info	176	236	
LACD003	Number of organisations receiving grants (Community Development Team, including SPF Community Grant, Sustainable Food Places)	290	N/A	For info	149	179	Community Grants: A range of grants have been made available for not-for-profit organisations active within RCT. These grants include: - UKG SPF RCTCBC Community Grant - UKG SPF RCTCBC Community Multiply Grant - Round 1 - WG Period Dignity in Communities Grant - Unpaid Carers Short Breaks Community Fund - Food Support Fund - Neighbourhood Network Fund - Dementia Prevention Fund - Between Apr-Sep 24, 326 community grants have been awarded to 179 individual organisations. Total funding awarded £2,785,422.
Leisure	Number of serving and reserve members of the armed forces taking up free Leisure for Life membership	NEW	N/A	For info	305	285	
Leisure	Number of Veterans taking up discounted corporate Leisure for Life membership	NEW	N/A	For info	28	24	

Well-being Objective	CULTURE, HERITAGE & WELSH LANGUAGE - Recognising and celebrating RCT’s past, present and future					
Priority	Celebrating and preserving the historical, cultural, industrial and sporting heritage of Rhondda Cynon Taf					
Delivery actions	Milestones/sub actions	Delivery date	Responsible officer	Progress to Date	Overall progress on Action Qtr 1 2024/25	
a) Protecting and promoting the history of RCT for future generations through education, conservation and commemoration by: - Identifying, recording and sharing the history of RCT - Recognising, preserving, protecting and embracing RCTs industrial heritage including through digitisation, management of artifacts and protecting monuments.						
Ensure residents are involved and aware of the good work, information and updates of wider service areas.	Use social media, comms, web and marketing to promote and educate on the history, heritage and biodiversity of RCT supporting culture, tourism and events, building on the legacy of the Eisteddfod.	Mar-25	James Whitehurst	On Target	The Council launched a comprehensive communications campaign to promote the National Eisteddfod. This not only celebrated the cultural significance of the event but also placed a strong emphasis on showcasing local tourist attractions and supporting independent businesses in Pontypridd town centre.  We highlighted prominent local attractions, including Ynysangharad War Memorial Park, which served as the main venue for the Eisteddfod, and Lido Ponty, the National Lido of Wales. We aimed to position Pontypridd and Rhondda Cynon Taf as a vibrant tourism destination, encouraging visitors to explore beyond the festival.  Recognising the Eisteddfod’s potential to positively impact the local economy, we actively promoted independent businesses in Pontypridd via social media, but also designed, printed and via Town Centres team distributed leaflets encouraging people to visit independent town centre businesses, titled: EAT.DRINK.SHOP.PONTY alongside independent businesses map produced by Pontypridd BID.  We encouraged community participation, inviting residents to engage in the Eisteddfod and related activities. This approach fostered a sense of pride and ownership among locals, which enhanced the event’s overall success. The Council’s efforts resulted in one of the busiest and most well-attended Eisteddfods to date, attracting people from across Wales and beyond to celebrate Welsh language and culture.  Through strategic promotion of tourist attractions and strong support for local businesses, the Council’s campaign contributed to the success of the National Eisteddfod in Pontypridd, leaving a lasting positive impact on the community. <a href="#">Facebook Social Media: Massive increase in visitor numbers to Pontypridd during the Eisteddfod</a> <a href="#">Press Release Website: Massive increase in visitor numbers to Pontypridd during the Eisteddfod</a>	
Work with Corporate Estates to undertake a capital asset conditions survey, considering demands of aging buildings, non-DDA compliant buildings, and theatre and public access libraries equipment approaching end of life (cinema projectors, tech equipment).	Develop a Capital Assets Conditions Survey for the consideration of Corporate Estates, using the Strategic Asset Management Plan as initial basis.	Sep-24	Adrian Williams/Nick Kelland	Complete	Corporate Estates have produced a costed condition survey for the Park & Dare theatre that includes improvements identified from specialist surveys and Fire Risk Assessment. Specialist surveys have also been undertaken at the Coliseum Theatre	
	Develop an action plan to prioritise capital works across theatres, potential impact, and available funding opportunities, and share with Corporate Estates.	Dec-24	Adrian Williams	On Target	Corporate Estates have produced a costed condition survey for the Park & Dare theatre that includes improvements identified from specialist surveys and Fire Risk Assessment. Specialist surveys have also been undertaken at the Coliseum Theatre	
	Ensure the Current Technical Theatre Equipment Inventory System is up to date and processes and procedures aligned to its use are understood.	Sep-24	Adrian Williams	Complete	New Technical Manager appointed. Equipment Inventory System in place and in use.	
	Complete capital works funded by SPF to renovate foyer of Listed Building at Park and Dare to improve customer experience and conserve the historic features of the building	Mar-25	Adrian Williams	On Target	Works have started at the Park & Dare Theatre and are due for completion Dec '24	

Delivery actions	Milestones/sub actions	Delivery date	Responsible officer	Progress to Date	Overall progress on Action Qtr 1 2024/25
Enhance the visitor experience and the range of digital productions available at the Welsh Mining Experience	Complete digital story work at Rhondda Heritage Park	Jun-26	Chris Richards	On Target	New exhibition area - all recording has been complete, screens are in place and the room is now open to the public. Official launch has been delayed until ??? Digitalisation - screens and recordings are all in place, waiting on the installation of the lamps to trigger the screens in September, will not be utilised stand alone until adequate security/CCTV screens in place, - longer term investment required.
	Obtain quotes for capital works for phase 2 of the project hat includes CCTV, lift adaptations etc.	Mar-25	Chris Richards	On Target	The team are still working on NHLF application for Digitalisation works with Regeneration Department.
	Monitor initial feedback and respond as required at Welsh Mining Experience	Mar-25	Chris Richards	On Target	Initial feedback on new exhibition has been extremely positive.
INTEGRATION - this work will be complemented by further actions under our Wellbeing Objective Culture, Heritage & Welsh Language Priority 1 a) Building on the legacy of the Eisteddfod to benefit our communities and businesses.					
b) Connecting communities through heritage and local history.					
Funded by the National Lottery Heritage Fund as part of the Altered Images project, develop a new ten-year Heritage Strategy (2025-2035)	Develop a ten year Heritage Strategy, including undertaking a public consultation on the Draft Cultural Heritage Strategy, in consultation with key stakeholders, including the community, building on both existing and new partnerships within the heritage and cultural sectors, maximising their positive social and economic contribution.	Mar-25	Keith Nicholls	On Target	The consultation on the draft strategy closed on the 31st August and the National Eisteddfod was an excellent opportunity to promote the consultation. A review of the consultation findings is now underway and a revised strategy, incorporating feedback from the consultation will be finalised and presented to Cabinet.
Deliver an effective RCT wide events programme	Plan, deliver and monitor/evaluate a programme of RCT wide events and activities to be delivered throughout 2024/25 to bring visitors into the county borough at Rhondda Heritage Centre. Examples include: <ul style="list-style-type: none"><li>• Easter Extravaganza</li><li>• Halloween Spooktacular</li><li>• Santa's Toy Mine</li><li>• Classic Car Show</li></ul>	Mar-25	Chris Richards / Scott Treeby / Lloyd Constance	On Target	No events in Q2 - focus has been on delivery a successful Eisteddfod and developing the Halloween and Christmas events <a href="#">Take Part in the Nos Galan Road Races 2024!</a> <a href="#">It's a Halloween Spooktacular at Rhondda Heritage Park Museum</a> <a href="#">Yule never guess what's coming... it's Santa's Toy Mine at Rhondda Heritage Park Museum!</a> <a href="#">Santa is on his way to a town centre near you!</a>
c) Shining a light on past and present inspirational people from Rhondda Cynon Taf to encourage aspiration and ambition in our children and young people.					
This work will be linked to the development of the Heritage Strategy					

CULTURE, HERITAGE & WELSH LANGUAGE - Recognising and celebrating RCT’s past, present and future

Measuring Success

Measures to support priority 2 - Celebrating and preserving the historical, cultural, industrial and sporting heritage of Rhondda Cynon Taf							
Ref	Measure	2023/24	Most Recent Welsh	2024/25			Comments
		Cumulative Q4/ Year End		Target	Cumulative Q1	Cumulative Q2	
LLCS030	Number of Heritage & Visitor Centre visitors to Rhondda Heritage Park	70,852	N/A	Increase	24,641*	55,699	Many of our attractions across the borough saw an increase in visitors compared to the same time in 2023, with Rhondda Heritage Park for example seeing a 46% increase in ticket sales for the Black Gold Tours, with many more just visiting the museum and on site café. 64% of visitors used the exclusive Eisteddfod offer to access a discounted tour.

\* Q1 Data originally reported as 14,367. This data did not include visits recorded by external site partners. Data for Q1 and Q2 now represent the total visits.