

KONSEL KERNOW
ARGHAS DYSKI KERNEWEK HA KESKOMUNYA

DERIVAS

MIS EBREL 2017: DIWEDH BLEDHEN ONAN

*CORNWALL COUNCIL
CORNISH LANGUAGE LEARNING AND COMMUNICATION FUND*

REPORT

APRIL 2017: END OF YEAR ONE



CONTENTS

1. KEYNDIR / *BACKGROUND*
2. BERRSKRIF A SOMENNOW DREHEVYS / *SUMMARY OF TOTALS REACHED*
3. PZ CLUSTER & KESUNYANS
4. SOCIAL MEDIA CAMPAIGN
5. FIRST KERNOW
6. BLEDHEN DEW / *YEAR TWO*
7. APPENDICES: “ADDED VALUE PROJECTS”
 - i) TOSTA
 - ii) THE MAN ENGINE

1. KEYNDIR / *BACKGROUND*

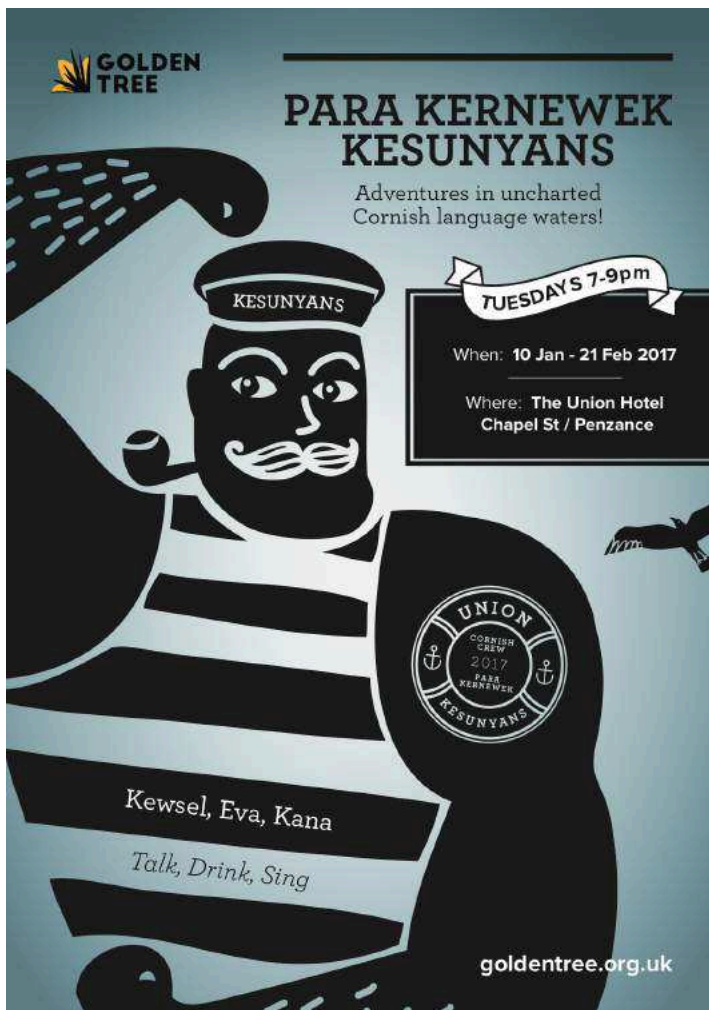
Mis Ebrel 2016, y hwaynyas Gwedhen Owr kevambos Arghas Dyski Kernewek ha Keskomunyans (CLLAC) dyworth Konsel Kernow rag profyans selys war vriow kolon Tenvosekter, Dyski, hag Aventuruster. Gwedhen Owr a obras gans kaskyrgh Media Sosyel ledan, dalleth ‘bonni’ lewydh yn Pennsans ha gorra Kernewek yn liwverkyans kyttrinyow nowydh First Kernow. Dew ragdres Gwedhen Owr fondlys yn tiblans (Tosta ha’n Man Engine) a dhros bri geworrys gans sevel warneth ha drehedhyans.

In April 2016 Golden Tree were awarded Cornwall Council’s Cornish Language and Communications (CLLAC) Fund contract for a proposal based on the core values of Attractiveness, Learning and Entrepreneurship. Golden Tree has worked with a broad Social Media campaign, begun the pilot ‘cluster’ in Penzance and embedded Cornish across the livery of First Kernow’s new bus fleet. Two separately funded Golden tree projects (Tosta and the Man Engine) brought added value, awareness and reach.

2. BERRSKRIF A SOMENNOW DREHEDHYS / *SUMMARY OF TOTALS REACHED*

INDICATOR	TARGET	PZ	SM	1ST K	TOSTA	ME	TOTALS
Schools engaged	10	6	-	-	3	30	39
Pupils participating	-	389	-	-	52	1421	1,862
Pupil learning opportunities	-	2,259	-	-	156	1421	3,836
CPD training opportunities	-	49	-	-	3	-	77
‘Advanced’ learning opportunities	12	40	-	-	-	-	40
‘Breakthrough’ live learning opportunities	50	387	-	-	58	-	445
‘Breakthrough’ social media interactions	4,600	1,382	2,961	1,112	1,375	5,680	12,510
‘Awareness’ social media views	16,000	64,124	183,032	60,051	77,000	295,367	679,574
‘Awareness’ conventional media audience	-	30,851	-	21,414	47,708	-	99,973
‘Awareness’ live audience	56,000	6,400	-	390,375	24,102	152,326	573,203

3. PZ CLUSTER & KESUNYANS



Central to Golden Tree's CLLAC proposal was the creation of a pilot cluster based in Penzance. We envisioned a 'critical mass' of engagement from schools, members of the public and businesses celebrating the Cornish Language: ensuring that Kernewek would be heard and seen out and about on the streets.

KESKOWS DIWOTTI

A series of six evening gatherings were held in the public bar of the historic Union Hotel. These involved interactive learning sessions covering basic Kernewek to enable ordering and enjoying drinks (responsibly of course!). Singing sessions then created a repertoire of three Cornish Language songs.

Feedback forms from Tues 10 Jan (19 returns):

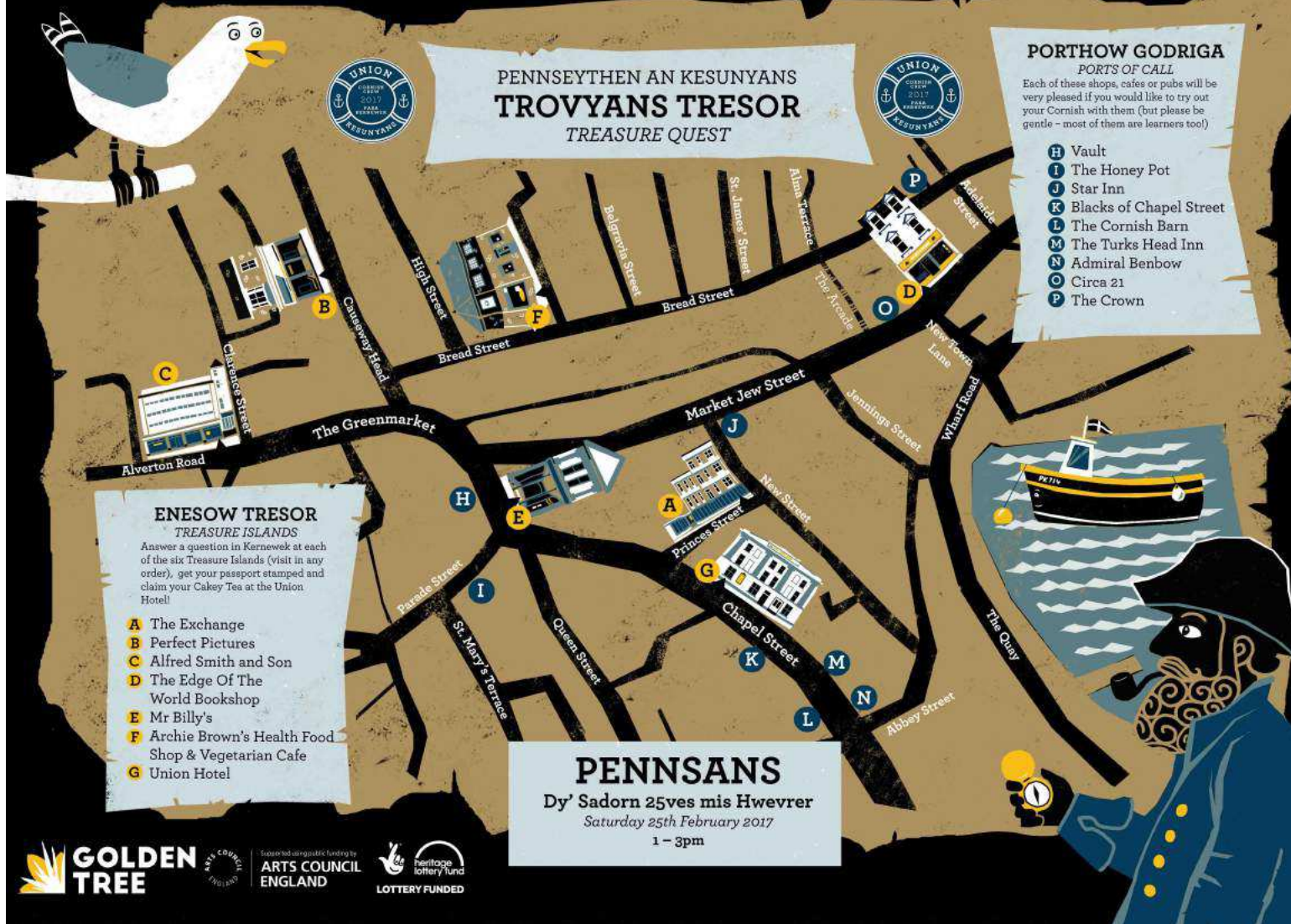
1. Did you enjoy this evening?
(1 not much - 5 shedloads) Average: **4.9**
2. How much Cornish did you know before this evening? (1 beginner - 5 Advanced) Average: **1.4**
3. Was the Cornish Language pitched at the right level? (1 No - 5 Spot on) Average: **4.9**
4. Would you recommend Para Kesunyans to a friend? (1 Nope - 5 Certainly) Average: **4.9**

KESKERDH KANA

The *Para Kernewek Kesunyans*, a Cornish Crew of thirty-nine people, took to the streets of Penzance on Friday 24th February. The Crew sang in the streets and visited seven different pubs and restaurants, regaling the customers and innocent by-standers with Cornish language songs.

An estimated 400 members of the public were reached by the 'flash-mob' singers. Participants, public and publicans were all hugely appreciative and keen to repeat the experience.





SCHOOLS PROGRAMME

Golden Tree worked with 5 primary schools and one secondary school in the Penzance area: Heamoor, Pensans, St Buryan, St Just, and St Maddern's (primaries) and Mounts Bay (secondary). Each school received a 'launch' session of direct input from two of the Golden Tree team. We ran regular CPD twilights for teachers and teaching assistants, each week unpacking the next stage of the 'Tales from Porth' teaching materials. Schools also worked with one of two visual artists (Alice King and Belinda Landini) to create artwork for six shop window displays (curated by 'Pop-Up Penzance').

Teacher feedback on the Cornish Language content was unanimously positive and all schools reported huge enthusiasm and engagement from pupils.



TROVYANS TRESOR

On Saturday 25th February pupils and their families took part in a 'Treasure Quest' around Penzance. Using the map to navigate, they visited 6 'Treasure Islands' (shops!). In each shop they were able to use the Cornish they had been learning and would then get their *Tremengummyas* stamped. 6 stamps gave them access to the Cakey Tea back at the Union Hotel.

SOME FEEDBACK:

"I thought it was brilliant because my mum got to hear me speak Cornish. She thought I was brilliant at it."

"All children went away feeling proud of themselves."



"One parent commented how lovely it was seeing how confident her child was speaking Cornish and how she hadn't seen him that comfortable with taking the lead before!"

"I was amazed at children's confidence and knowledge of the Cornish they had been learning"

"We would definitely like to take part in future events like this"





PENNSEYTHEN AN KESUNYANS

Over the weekend of 24th - 26th February Golden Tree ran a full programme of Cornish Language events and activities at the Union Hotel, Penzance.

Participants were encouraged to sign up as either; **'KAP'N KESUNYANS'** (for fluent speakers): *"I promise to navigate the entire weekend using the Cornish Language exclusively whether inside the hotel or around town."*

Or, **'PARA KESUNYANS'** (for learners): *"I promise to journey through the whole weekend learning and using the Cornish Language wherever and whenever possible."*

DOS HA MOS HEB KOST!

Delegates from within Cornwall were able to get to and from the weekend completely free thanks to free tickets donated by Bus Kernow. Those from elsewhere were offered an enormous 75% reduction of rail travel by GWR.

KAP'N HA PARA

It was an extremely important and useful feature of the weekend that learners (*Para*) got to interact with and hear fluent speakers (*Kap'ns*) who had committed to using only Cornish. Feedback suggests that this set-up was less fruitful for the *Kap'ns* who were sometimes frustrated by the experience! We will certainly be taking this learning on board for future intensive acquisition events.

GOOL KERNEWEK

Saturday night saw the Cornish Feast with an all-Cornish sourced and described menu.

Cornish Language entertainment punctuated the courses; poems from Pol Hodge, songs from Bec Applebee and Richard Trethewey and from Hilary Coleman and Neil Davey.

GOVYN A GERNOW

The 'Question of Sport' style quiz expertly compiled and delivered by Kap'n Mark Elton was a real highlight of the weekend (also revealing the inner competitive nature of certain crew members!)



PZ Cluster & Kesunyans	Results
Primary schools engaged	5
Primary pupils participating	374
Total primary pupil Learning Opportunities	2,244
Secondary schools engaged	1
Secondary students participating	15
Teachers trained	7
CPD training sessions delivered	7
'Breakthrough' Learning Opps: Tuesday eves	171
'Advanced' Pennseythen participants	10
'Breakthrough' Pennseythen participants	59
'Breakthrough' Keskerdh Kana Participants	39
'Breakthrough' Trovyans Tresor Participants	118 (47 family groups)
'Breakthrough' Social Media interactions	1,382
'Awareness' Social Media views	5,455
'Awareness' live audience: shoppers	6000
'Awareness' live audience: Keskerdh Kana	400
'Awareness' radio and press release	30,851



4. SOCIAL MEDIA CAMPAIGNS



Yma Media Sosyol orth an golon a'gan nesans dhe geskumunya messajys posedhek yn hag a-dro dhe Gernewek.

Social Media is at the core of our approach to communicating positive messages in and around the Cornish language.

Golden Tree has worked with a Oh So Social to establish an active presence on both Facebook and Twitter. At the time of writing, the company has over 1600 followers on Twitter and more than 1000 on Facebook.

Each Golden Tree project (eg Kesunyans, Tosta) has made effective use of the Cornish Language through social media.

In addition to these projects, we have also established a campaign of positive social media messaging aimed at engaging people with Cornish in a range of ways.

For example, Kap'n Pol Hodge has had a great deal of positive feedback and success with his 'Cornish of an Indeterminate Length' series of light-hearted lessons.

In order to understand and measure the reach of the Social Media campaign we have made a few assumptions. People who have viewed Cornish Language posts on their social media feed would normally be termed 'organic impressions'; we have deemed each of these to be an 'Awareness' opportunity. When a person has interacted (either 'liking', commenting or reposting Cornish Language content from our feed), we have deemed them to have gone beyond 'Awareness' into 'Breakthrough'



Cornish Language Social Media outside of other Golden Tree projects

'Breakthrough' social media interactions	2,961
'Awareness' social media views	183,032
Number of posts (twitter)	112
Number of posts (Facebook)	105

Total Cornish Language Social Media across all Golden Tree Projects

'Breakthrough' social media interactions	11,398
'Awareness' social media views	679,574
Number of posts (twitter)	822
Number of posts (Facebook)	154



5. FIRST KERNOW BUSES

The Cornish language is out on the road!

Golden Tree Productions approached First Kernow buses with the idea of getting Kernewek out and about by incorporating it within the branding and artworks of their new fleets, and they loved the idea. Kernewek can now be found stanking up and down the A30 on the “Tinner”: the brand new flagship service operating between Truro/Redruth/Camborne/Hayle and St Ives /Penzance.

Now a ride on the bus is a chance for a free Kernewek lesson too. There are phrases to greet passengers, one useful word/phrase on the back of every seat and a variety of cartoon scenes with everyday vocabulary. Having read the phrases passengers are encouraged to visit the ‘What’s Cornish For’ website (www.whatscornishfor.co.uk) and hear the phrases spoken out loud.

First Kernow, like most bus companies, are pretty accustomed to a lot of complaints on their social media accounts, however, this initiative has received almost universal praise and positivity. Golden Tree are delighted to link the Cornish language with such a forward-looking and significant investment in the public transport infrastructure. First Kernow are keen that this is only the start of incorporating the Cornish language across their entire fleet.

First Kernow	Results
Buses with Cornish Language signage	30
‘Breakthrough’ social media interactions & www.whatscornishfor.co.uk hits	1112
‘Awareness’ social media views	60,051
‘Awareness’ press release	21,414
‘Awareness’ live audience: bus passengers	390,375



6. BLEDHEN DEW / YEAR TWO

Gwedhen Owr yw lowen dhe gemeres an chons dhe besya oberi gans an Arghas Dyski Kernewek ha Keskomunya, dhe grevhe ha displegya an dowlen yn 2017/18. Ni a wra pesya dhe vos gorvynnek ha rag settya kostennow chalenjus dh'agan honan. Yth esen ni ow mires a-rag dhe dhrehevel war'n selyansow gwrys y'n kynsa bledhen a ober ma. The future is brilliant the future is Cornish!

Golden Tree is delighted to have been given the opportunity to continue to work with the Cornish Language Learning and Communication Fund, to consolidate and develop the programme in 2017/18.

We will continue to be aspirational and to set ourselves challenging targets.

We are looking forward to building on the foundations laid in this first year of work.

An termyn a dheu yw bryntin: an termyn a dheu yw Kernewek!

For Golden Tree 2017/18:

Lewydh Artek / *Artistic Director*

Will Coleman

Ledyer Para an Yeth Kernewek / *Cornish Language Team Leader*

Joe Lewis

Sodhek an Yeth Kernewek / *Cornish Language Officer*

Pol Hodge

Intern an Yeth Kernewek / *Cornish Language Intern*

Ash Taylor



7. “ADDED VALUE” PROJECTS

7. i) TOSTA

TOSTA was an artistic collaboration between seven of Europe’s small-language nations, all situated on the Atlantic coastline and all with strong maritime traditions (Scotland, Ireland, Wales, Cornwall, Frisian, Basque Country and Galicia). Funding from Cornwall Council and DSS2016EU enabled Golden Tree to run a program of activities over a period of 10 months, with the main event being a Cornish language stage on the Prince of Wales Pier in June 2016 as part of the Falmouth International Shanty Festival

The delightful 10-minute teaser film can be viewed here: vimeo.com/196403431

Frisian Artist, Aukje Shaafsma’s Cornish film ‘DOR’ here: www.youtube.com/watch?v=-ZTKuOEm8OM

Golden Tree’s Evaluation here: www.goldentree.org.uk/evaluation-reports/

Tosta	Results
Primary schools engaged	3
Primary pupils participating	52
Total primary pupil learning opportunities	156
‘Breakthrough’ informal learning opportunities:	58
‘Breakthrough’ social media interactions	1375
‘Awareness’ social media views	77,000
‘Awareness’ live audience: pop-up village (Cornwall)	4661
‘Awareness’ live audience: pop-up village (7 countries)	19,441
‘Awareness’ Radio Cornwall 5 appearances & press	47,708





7.ii) THE MAN ENGINE

Commissioned to celebrate the tenth anniversary of the Cornish Mining World Heritage Site, the Man Engine is the largest mechanical puppet ever constructed in Britain. The Cornish Language was a very important component of all the schools work and community engagement undertaken by Golden Tree in preparation for the tour. The ‘Trailblazer Bus’ contained an informative mining exhibition and had a continual display of five short films in Cornish each celebrating a diverse character from Cornish mining history. The tour itself was attended by just under 150k people, all of whom were invited to join in the ‘Haka Balweyth’ – the gigantic puppet could only transform if encouraged to do so through the medium of the Cornish Language!

5 Mining Heritage Films in Kernewek here: vimeo.com/169235452
 ‘Haka Balweyth’ Man Engine Chant here: vimeo.com/173651597
 Full Man Engine Evaluation Report here: www.goldentree.org.uk/evaluation-reports/

Man Engine	Results
Schools engaged	30
Pupils participating	1421
Total pupil learning opportunities	1421
‘Breakthrough’ social media interactions*	5680
‘Awareness’ social media views*	295,367
‘Awareness’ live audience: choir rehearsals	326
‘Awareness’ live audience: Trailblazer Bus	2500
‘Awareness’ live audience: Man Engine Tour	149,500

*figures include only those SM interactions explicitly involving Cornish Language

