

# HELLFIRE KERNOW

**Redruth's brand-new, ancient celebration  
Evaluation Report July 2023**



Evaluation by:



CONNECT THE DOTS  
ARTS, CULTURE & HERITAGE



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Event Photographs: Steve Tanner | Drone Images: Lewis Jefferies

[View the film Hellfire Kernow 2023 film here.](#)



## Summary of the project – what happened?

Hellfire Kernow is Golden Tree’s ambitious, long-term participatory cultural programme, that deliberately uses the extraordinary, yet almost unknown, medieval Cornish dramatic and sporting tradition to engage people with creativity and culture and to help reinvent Redruth town centre as a contemporary cultural and leisure space. The event took place on May 1<sup>st</sup> 2023, with community participation in workshops throughout March and April.

### Who?

The following numbers of people experienced the 2023 project:

<b>Artists</b>	27
<b>Participants</b>	751
<i>of which CYP</i>	346
<b>Volunteers</b>	16
<b>Event Day Attendees</b>	460
<b>Total Live Audience</b>	1255
<b>Digital Audience</b>	15,000 live views
<b>Media Reach</b>	2,489,182



### How?

People were engaged through the following outputs/events:

Know Yer Kernow
St Piran’s Day – Community Engagement Stand
St Piran’s Day – Library Badge Making Workshop
16 x Kryw Workshops
4 x Kryw Kap’ns Calls
4 x Kryw Band Rehearsals
1 x Garm Vresel Workshop West Coast Academy
Hellfire Kernow Assembly (in school)
2 x PE Sessions (in school)
4 x Drama Sessions (in school)
4 x Kryw Base Prep and Rehearsal on the day
Market Hall Frock Up, Proclamation & Town Procession
Hellfire Kernow at Redruth Rugby Club Event
<b>Total of 41 events</b>

<b>Pride of Place</b>	<p><b>43%</b> of survey respondents reported that the event made them feel proud.</p> <p><b>100%</b> of attendees said that Hellfire Kernow is ‘Good for Redruth’.</p> <p><b>86%</b> of comments indicated that Hellfire Kernow made respondents feel positive and/or proud about Redruth.</p>
<b>Cornish Identity</b>	<p><b>55%</b> (avg) of attendees self-identified as Cornish.</p>
<b>Town Centre Footfall</b>	<p><b>81%</b> of people asked in town were there solely for the event.</p> <p><b>92%</b> of people visiting Hellfire HQ were in town primarily to take part in Hellfire Kernow.</p>
<b>Nature &amp; Environment</b>	<p><b>95%</b> of attendees felt it is important that events like this minimise environmental impact.</p> <p><b>78%</b> of survey respondents knew that the project intention was to minimise environmental impact.</p>
<b>Event Feedback</b>	<p><b>99%</b> attendees said it was good and <b>99%</b> said they’d be back next year.</p>



Hellfire Kernow is inspired by the immersive spectacle of ancient Cornish drama. The town of Redruth was divided into four distinct quarters, each with its own base. Over a period of weeks, four Kryws of Redruth townsfolk from each quarter co-created flamboyant costumes, banners and learnt their *Garm Vresel* – a choreographed ‘battle cry’ in medieval Cornish in artist-led workshops. Musicians formed Kryw bands to add to the cacophony of sound and colour. Alongside this, the whole of Year 7 at Redruth School were introduced to the project and teams of artists and performers led workshops to create material for the project. Four teams of pupils learnt how to play the ancient Cornish sport of Hurling and prepared to play each other at the Hellfire Kernow event.

Over 460 people gathered in Redruth town centre and 350 at the Redruth Rugby Club to take part in the community event on 1<sup>st</sup> May 2023. The event featured a procession through the town, a Hurling tournament, and a narration of *Bewnans Uni* (the Life of St Euny).



## Summary of outcomes – what difference did the project make?

### **Aim 1: Establish a brand new, ancient celebration for the people of Redruth, using the hurling tradition to engage people with creativity and culture**

- Participants have a positive experience and benefit from taking part or spectating

Participants' experience of both the event and workshops has been very good. Almost all rated all aspects as good or very good, and more than half rated the overall project and workshops as very good. Kryw members (workshop participants) and on the day spectators said that the combination of the sense of community and camaraderie, the high-energy atmosphere, the Hurling game, the high standard of organisation and the theatrics of the event contributed to their enjoyment. Young people and school pupils reported similar enjoyment factors, they were excited to be part of a kryw and community event and have the opportunity to pursue things that they enjoyed e.g. rugby, drama, performance, creative activities, history.

The flexibility of the project and multiple 'ways-in' was a key factor in its success. Although workshops worked best where there was some structure, people liked the flexibility of outcome. At the event, the crowd attracted new spectators as it moved between the key spaces.

***'Oh it was just great! What a brilliant spectacle we all were! And we played our parts with gusto!'***

There was a positive reaction to the project from virtually all stakeholders, with favourable comments about the organisation of the workshops, the levels of enthusiasm and commitment from participants and the perceived impact on the town and community.

- The heritage of medieval Cornish theatre is brought alive and made relevant to a wide audience

Many felt that delivering heritage and culture in a playful and creative way was a key part of Hellfire Kernow's success. However, this light-hearted approach did not diminish learning, which was a consistent outcome across both participants and spectators. 86% of participants reported discovering something about local heritage/traditions. 72% said the experience made them curious about local heritage, sporting and cultural traditions. 77% said that Hellfire Kernow felt relevant to them and/or Redruth.

***'It was a tremendously exciting event, spectacular, colourful and beautiful, there was a great sense of pride in being Cornish and there was a lot to be learnt about the Ordinalia, and the Cornish Medieval Mystery Plays, conveyed in an engaging manner. Cornwall needs this and I shall be back to support it.'***

- Well-being of participants is positively impacted through their engagement with culture and heritage

The social, collaborative and creative culture fostered throughout the project resulted in substantial wellbeing benefits for those who took part at every level. One of the most commonly reported benefits of taking part in Hellfire Kernow was ‘connecting with people’ (54%).

Substantial proportions of participants felt energised (32%), inspired (30%), confident (27%) and valued (26%) after taking part in Hellfire Kernow. 39% of participants and spectators reported that the experience made them feel good about themselves and this was even higher for those who had taken part in a workshop. The challenges of living in an economically deprived area such as Redruth make these outcomes especially important.

- The creative skills, confidence and potential of young people from lower socio-economic backgrounds are developed

Hellfire Kernow took place in, for and with the community of Redruth, a location in Cornwall where high proportions of residents are from lower socio-economic background. Golden Tree worked with Redruth School to involve all pupils in Year 7. School pupils said they had made new friends and deepened connections with peers. There was a feeling that the workshops and event itself facilitated their wider social development by bringing them into contact with new people. Pupils demonstrated pride and increased confidence. The project offered an important opportunity to learn about how to work best with this particular collaborator, in order to extend pupil engagement in the project in future.

***‘I felt very happy. It felt good to be in something because you know when someone brings something up and you’re like I was in that, I helped with that, I did that workshop.’***

The profile of people taking part in Hellfire Kernow community workshops and in the event suggests that people of all ages were able to access different aspects of the experience. 30% of community workshop participants were under 18.



## **Aim 2: Reinvent Redruth as a contemporary cultural and leisure space**

- Local pride is increased, people's perceptions of Redruth as a cultural and leisure space start to improve

Community cohesion has been one of the most significant outcomes from this event, with more than half of respondents saying they felt part of the community (53%), rating this almost as high as the personal enjoyment they derived (happiness 60%). Pride was also a strong outcome (43%).

Participants and spectators said that Hellfire Kernow had made them: feel connected to their town and other people, feel proud of their town, place more value on culture and heritage, recognise the value of creativity and playfulness in their own lives.

*'The feeling of being part of such an amazing spectacle in Redruth where I grew up. It was amazing to feel that sense of pride and belonging in a place that is not normally given much appreciation. The costumes and interactions between everyone made it all so exciting and I loved being able to share it with my brother and Dad and my own children.'*

More than half of spectators indicated that the event had positively influenced their view of the town as a place of culture and leisure. A substantial group shared a belief that things were changing for the better in Redruth, and that Hellfire Kernow was a part of this:

*'It's an up and coming town, a lot of struggle happens in Redruth. But if you maintain these sort of cultural events, it brings everyone together.'*

- Stakeholders also firmly reinforced the value of the spirit of 'togetherness' that they considered Hellfire Kernow had fostered, through its collaborative, semi-competitive and participatory approach. The multi-sensory spectacle that resulted was considered to be just as important.



- Local residents develop ownership of the event and make it their own

99% of spectators at the Rugby Club said they would return to Hellfire Kernow next year. 87% of kryw members said they would take part again next year, with the remainder as possible attendants. People feel very strongly that it is a good project for their community – 100% of people thought that Hellfire Kernow was good for Redruth.

Many people were happy to spectate with a sense of happy bewilderment, and enjoyed the experience, even if they weren't sure what it was about. There was a fair proportion of people, however, who were curious to know more, and some who had tried to find out. This demonstrates a level of investment and willingness to immerse themselves more fully in this new project for Redruth. The project has allowed for a model of progressive engagement, with evidence of many people spectating at the 2022 event and returning in 2023 to join a kryw.

Collaborations with community groups this year have resulted in a wide range of people becoming involved – from Air Training Cadets, to Majorettes and Gymnasts, to brass band players. Using an area of existing interest or key skill with which to engage members of these groups has proved successful. The collaboration with the key staff member at The Elms to engage local people with the Demons group, which was based there, was felt to be a significant success, and offered the team an opportunity to learn from their approach.



- New visitors are encouraged to take part, with increased footfall in the town

The project engaged many new people – 84% of workshop participants had not taken part the previous year. Kryws consisted of a balance of very local people, from Redruth town, those from outlying villages such as Illogan and Carharrack, and a smaller number from further away. For virtually all participants (92%), Hellfire Kernow was their primary reason for being in the town centre on the day of Hellfire Kernow and some shops reported increased trade as a result. The event attracted some spontaneous engagement from passers-by, 100 people from the crowd were approached at random and asked if they were in town specifically because of Hellfire Kernow 81% reported that they were.

***'Nice to see a really inclusive event with lots of different types of people involved with a real sense of community.'***



## Methodology

Golden Tree worked with Connect the Dots to carry out the evaluation of this project. An evaluation framework was created, based on the following identified aims and intended outcomes for the project:

### **Aim 1: Establish a brand new, ancient celebration for the people of Redruth, using the hurling tradition to engage people with creativity and culture**

- Participants have a positive experience and benefit from taking part or spectating
- The heritage of medieval Cornish theatre is brought alive and made relevant to a wide audience
- Well-being of participants is positively impacted through their engagement with culture and heritage
- The creative skills, confidence and potential of young people from lower socio-economic backgrounds are developed

### **Aim 2: Reinvent Redruth as a contemporary cultural and leisure space**

- Local pride is increased, people's perceptions of Redruth as a cultural and leisure space start to improve
- Local residents develop ownership of the event and make it their own
- New visitors are encouraged to take part, driving increased footfall in the town

Quantitative data was routinely collected from participants at kryw sessions and at the start of the Hellfire Kernow event on 1<sup>st</sup> May 2023, to understand the profile of participants and their routes to participation.

A sticker exercise at the rugby club captured data from spectators and participants relating to their satisfaction with the event. Although planned data collection at the Rugby Club was slightly limited due to Golden Tree volunteers being assigned to other necessary tasks.



Qualitative data collection methods consisted of:

- A survey to participants and spectators – 126 people
- Interviews with spectators at the event – 48 people
- Interviews with Redruth School pupils – 6 pupils
- Analysis of social media comments and email feedback collected
- Interviews and email feedback collected from stakeholders – 11 people
- Reflections by Golden Tree staff – 4 people

## Feedback from participants

### Registration data

In this second Hellfire Kernow project, at least 174 people from the Redruth area joined one of the four kryws, each of which offered four opportunities to take part in a making workshop, as well as other sessions such as a band rehearsal, a kryw rehearsal and a Kap'ns call. On the day, Kryws swelled with additional participants joining just for the event itself, making a total of 460 people participating on the day.



Most people who attended a workshop completed a registration form, which provides the following insights:

- The project engaged many new people – only 16% of participants said they had taken part in the previous year.
- 59% of those who attended workshops were adults, 30% were under 18 (others unknown). Fewer children attended as participants on the day itself however, only 21% were children, and 68% adults.
- 43% of workshop participants considered themselves to be Cornish. This was higher amongst participants at the event (55%). Interestingly, participants who arrived later in the event i.e. at the Rugby Club, were many more times likely to identify as Cornish than those who registered at the start of the event.
- Around half of participants said they lived in TR15 or TR16, although a further 20% were unknown, so it is likely that this figure is higher.
- For virtually all participants (92%), Hellfire Kernow was their primary reason to visit Redruth town centre on that day.
- Approximately equal numbers of people had come to the workshops by car or by other less environmentally impactful means e.g. walk, bus/train, cycle. The same was true of the event.
- The most popular way for people to find out about the event, by far, was word of mouth and/or from the St Piran's Day promotional event. This method was three times more successful in engaging participants than flyers/posters or social media, although social media was more popular than hard copy promotional materials.

## Post-project survey

The survey was shared with workshop participants and distributed via social media channels and 126 responses were received. The findings showed that most people (83%) completing the survey had taken part in both the event and preparation in some way i.e., making workshop, band or kryw rehearsal. Therefore, much of the following feedback reflects the views and experiences of those who had a participatory experience of Hellfire Kernow.

### Profile of participants

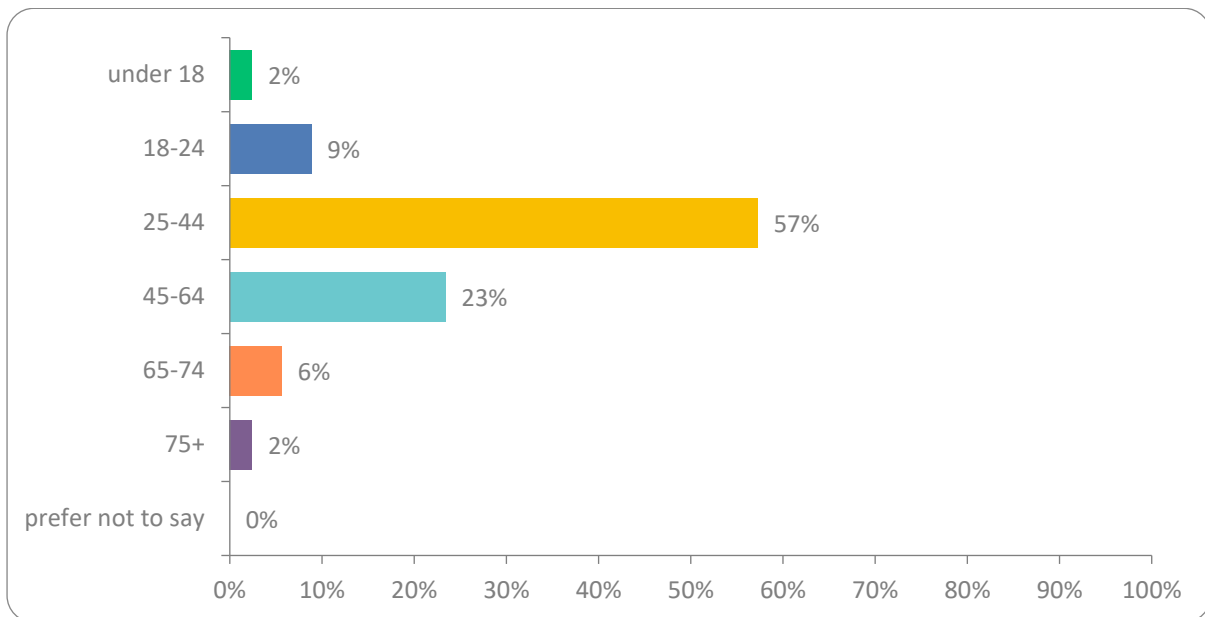
Respondents identified where they lived by providing the first part of their postcode:

Postcode	Area	% of participants
TR15	Redruth, Pool	40%
TR16	Lanner, Carharrack, Gwennap, St Day, Portreath	19%
Non-TR	North Cornwall and beyond	19%
TR14	Camborne	4%
TR2	Gerrans, Probus, St Mawes, Tregony, Truro, Veryan, West Portholland	3%
TR18	Penzance	3%
TR4	Blackwater, Frogpool, Goonhavern, Trispen	3%
TR1	Truro	1%
TR11	Falmouth, Flushing, Mylor Bridge, Constantine, Mawnan Smith	1%
TR3	Truro, Perannwell Station, Feock, Playing Place, Ponsanooth	1%
TR27	Hayle	1%
TR20	Ludgvan, Penzance, Praa Sands	1%
TR10	Penryn	1%

The largest group of people were from Redruth itself (40%). Including the surrounding villages, this accounted for more than two-thirds (69%) of respondents.



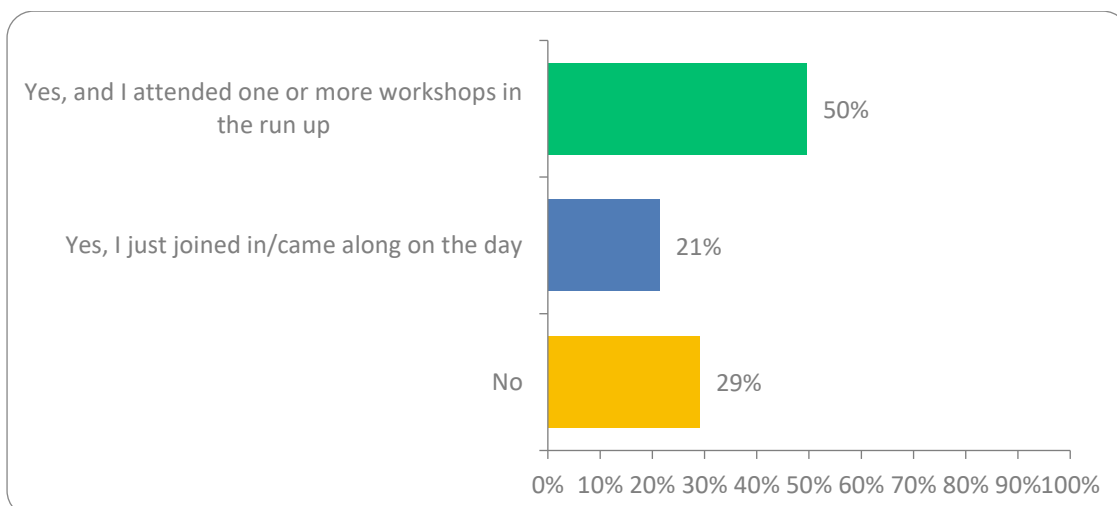
Only those aged 16+ were able to complete the survey but results show that amongst adults the age profile of those taking part was diverse, with multiple generations taking part together:



People of all ages were able to access the Hellfire Kernow experience. The results suggest some broadening of audiences since the pilot project, with a higher proportion of participants aged 18-45.

### Participation in the project

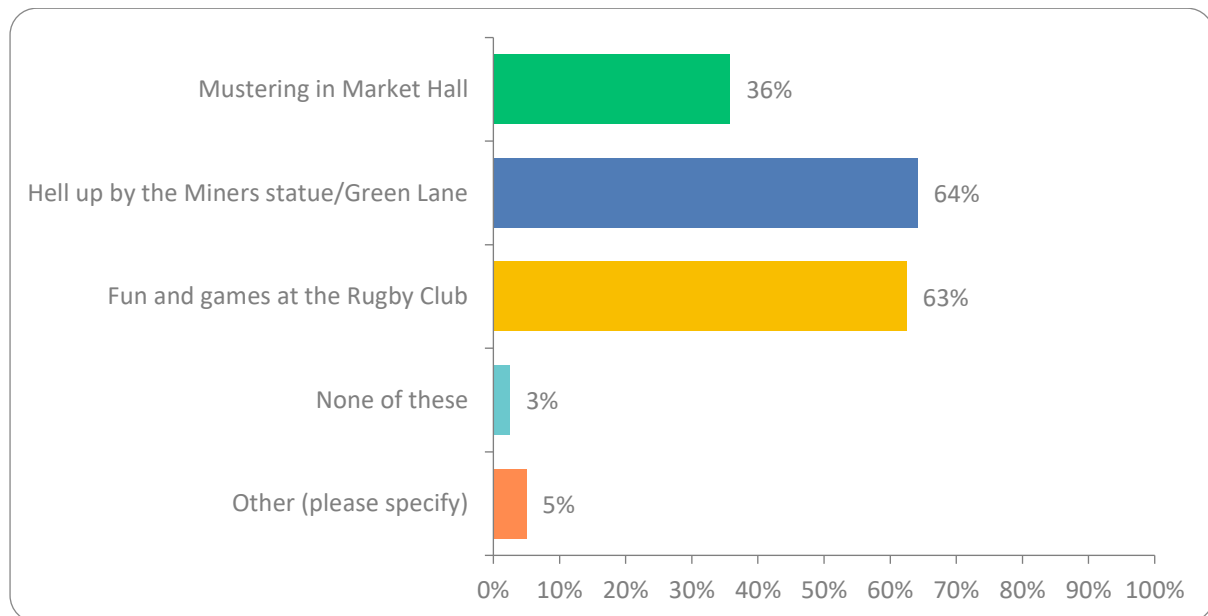
Respondents indicated if and how they had taken part in the pilot Hellfire Kernow project in 2022:



The project has attracted new participants – almost a third of respondents had not taken part before (29%). However, we know from workshop attendance data that this figure is much higher, and therefore survey respondents are biased towards those who took part in both years.

The project has deepened engagement for a further group of participants – of those respondents that just joined in on the day last year, 88% took part in one or more preparation sessions this year. Correspondingly, people taking part for the first time this year were more likely to have just joined in on the day, rather than take part in a preparation session. This suggests that the model of engagement is working well, with different opportunities for audiences to get involved as their confidence and familiarity with the project grows each year.

Respondents were asked how they had taken part in the event on May 1st:

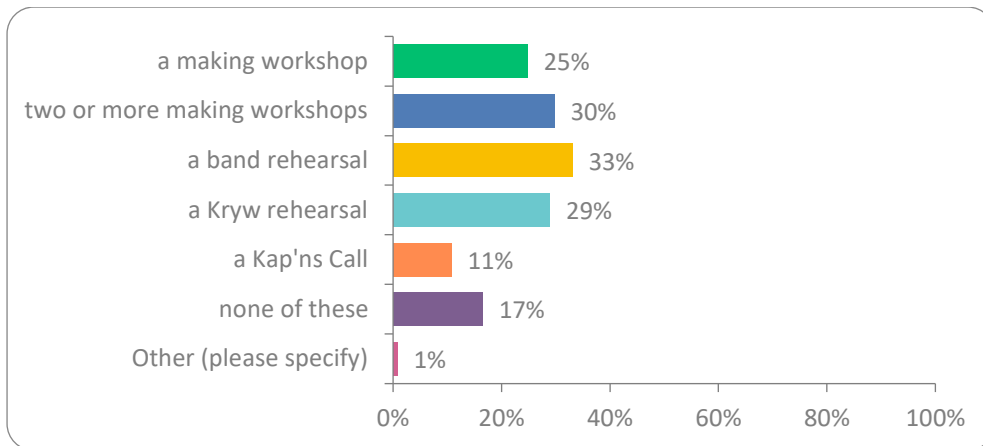


Approximately a third of participants were present at the start of the event, with others joining later in the proceedings. Of those that joined the event in the centre of town, approximately two thirds of these said they carried on to the Rugby Club with the event and a third did not.

Similarly, of those who said they were present at that Rugby Club, approximately two-thirds had already joined the event in town, and a third arrived directly at the Rugby Club. The event clearly picked up different people as it moved between the key spaces.

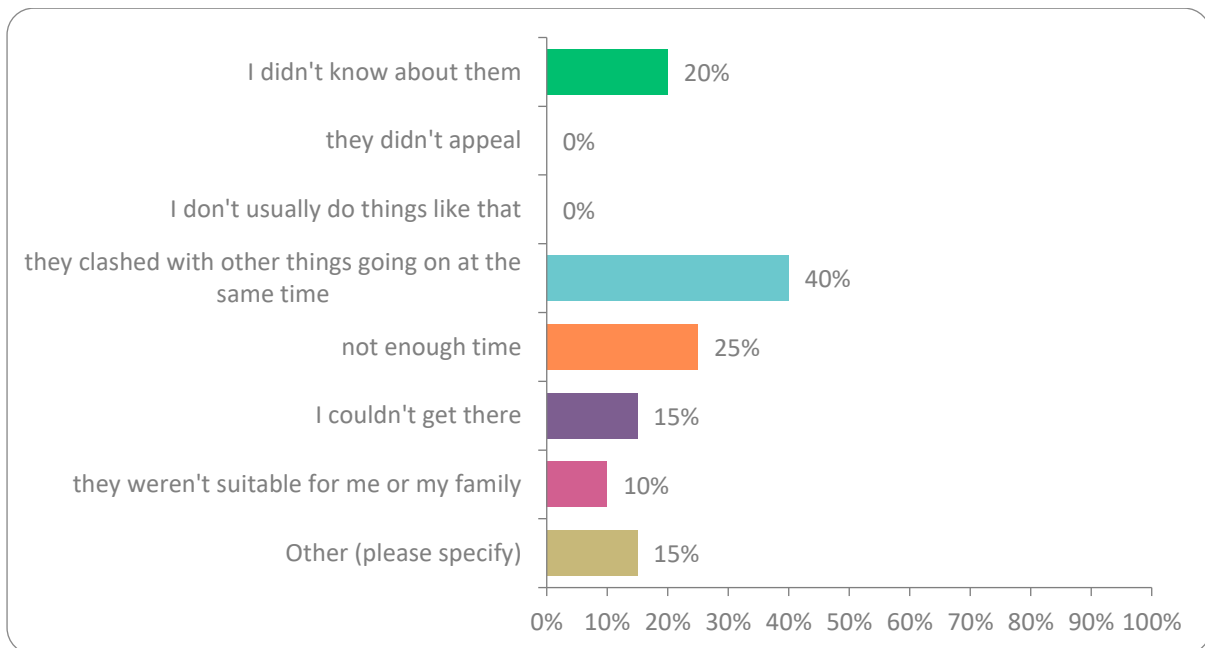
Respondents were then asked how they had taken part in the run-up to the event:





More than half of respondents said they had taken part in at least one making workshop. Many respondents had taken part in multiple sessions e.g. a making workshop and Kryw rehearsal.

Those who did not take part in any preparation session indicated what had prevented them:



The findings do not show any perception barriers to overcome – no respondents said the sessions didn't appeal or that they weren't for them.

A small minority thought they weren't suitable for families and one 'other' respondent made the reverse comment that they thought the making sessions were only for children and families, so some communication around this would perhaps be helpful. Another 'other' respondent said they were not a resident of Redruth so '*didn't want to gatecrash*'.

In most cases however, the issue is purely logistical, with 40% of respondents having other things to attend at the same time and 25% having little time for such activities. A

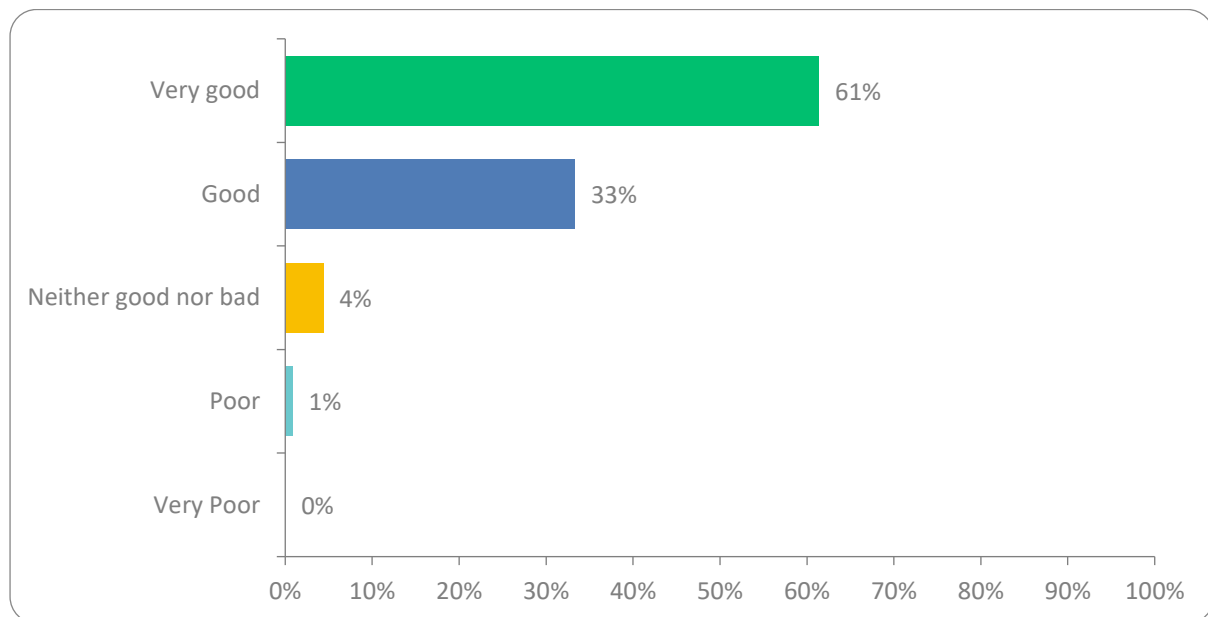
lack of awareness was an issue for some (20%); however, this is often much higher in projects with a disparate target audience.

Suggestions for ways to enable these respondents to participate in the preparation sessions in future included:

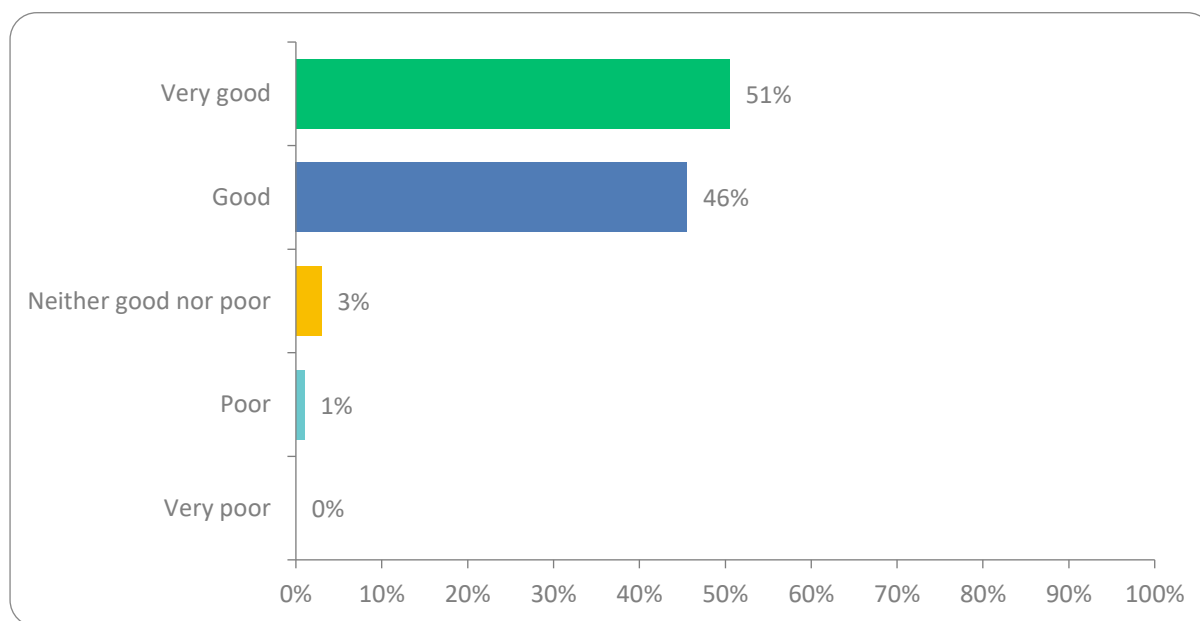
- Maintain variety of days and times to optimise opportunities to participate and ensure clarity in comms around inclusivity and accessibility i.e., family workshops in Easter holidays. *'The workshops fit in perfectly with school holidays and weekends.'* *'The varied days and times allowed for flexibility.'*
- Increase awareness of workshops timings and purpose. *'As much information as possible about the events and how to get involved.'*
- Build in appropriate unpacking of heritage links and overall project concept to every workshop and provide in other formats i.e. take home leaflet *'There was lots of info around timings but nothing online about the history or what the event actually is. What even is the game? Why do we play? I know my Kryw but what a Kryw actually is and does I didn't know.'*

### Satisfaction with the experience

Respondents rated the quality of the Golden Tree project:



Respondents rated the quality of the preparation session(s) they had attended:



Participants' experience of both the project and the preparation sessions has generally been very good, and in line with the pilot event. Almost all rated all aspects as good or very good, and more than half rated the overall project and preparation sessions as very good. Responses were similar to the average across most types of session, with the exception of people who attended a single making workshop, where satisfaction was much higher. 73% of people rated this very good. Respondents who attended a Kryw rehearsal were slightly less positive and those who attended a Kap'n's Call gave the lowest ratings of all types of session.

Several respondents made positive comments about the timing of the sessions – some said they offered flexibility and others said they were well-resourced and well-organised.

Suggestions for improvements included:

- Teaching all participants, the garm vresel – importantly unpacking the heritage link to medieval manuscripts and translating the Cornish language.
- More people in each Kryw – comment from a Tormentor and likely to reflect the workshops rather than on the day.
- More than one band rehearsal.
- Consistency between band rehearsal and event *'What we did on the day in terms of how to play, (tempo/dynamics, not parts) was different. Our leader maybe didn't have brass experience which would have helped understanding how to communicate to a noisy brass band.'*
- An introduction to the whole project, unpacking the origins so people have a better understanding of historical cultural/heritage links. *'by way of an inspiring and rousing Captains call for all participants thinking of taking part. In the cinema perhaps with each Captain having an hour of chat and a slide show and questions maybe?'*



## Enjoyment of the experience

87% of respondents said they would take part again next year, the remainder replying maybe.

***'It was one of the best days of my life!'***

Factors that positively influenced people's decision to attend again in future included:

- Fun, enjoyment, visual spectacle, loud
- Feeling energised and excited
- Brings people together, community-owned
- Feeling moved by the content, keeping traditions going, pride
- Children enjoy it, a family experience
- Want to support it and see it grow
- Good for Redruth, seeing the town come alive
- Gaining new knowledge, interesting
- Generally a good day out

In particular, the first three points on this list were mentioned by many respondents. Some of their comments below illustrate the thrill that Hellfire Kernow has brought to participants and the value they feel it has brought to themselves personally and to their town.

***'I didn't know what to expect and I found it really fun, exciting and inclusive for the local community. I would love to see it again!'***

***'It was great fun, and amazing to see Redruth so animated! I'd love to take part and join a kryw'***

***'I really enjoyed it - made me feel a bit more like myself again after having had a dreadful couple of years - and it was great to get my sax out of retirement! It was fantastic and I'm looking forward to next year.'***

***'I will come back because it was such a joyously surreal event that, despite the mock aggression of the kryws, was a celebration of Cornish togetherness. Loved it!'***

Those who had replied maybe were mainly unsure of whether they would be free on that day next year.

Respondents were asked what they had enjoyed most about the Hellfire Kernow experience, and several aspects stood out as being key to the success of the event:

- The sense of community created – people of different ages coming together, people making a big effort and being creative, people socialising and relaxing into the event

***'The multi-generational extravaganza - it brought everyone together'***

- The costumes and props

***'The colours, the costumes, the sharing of the experience with friends and neighbours, some of whom I don't normally see out and about'***

- The general atmosphere – colours, sounds, people, movement, energy

***'I loved the high energy battle in the main high street, the colours, the music and the creativity all around. Everyone put such a-lot of effort into their costumes, I was so impressed. I loved that it moved through the streets to the rugby grounds for a change of scenery. The telling of the story was so well done and whilst being exciting with a lot of energy it also felt relaxed and I liked the space to move about.'***

- The team spirit and camaraderie

***'Working in a big group of people to achieve a really cool outcome'***

- The Hurling – playing in the game or watching a family member, cheering on their team, just enjoying the antics on the pitch
- The theatrics, performances, team confrontations and banter, garm vresel, telling of the heritage stories
- The music
- The parade



Respondents indicated what they hadn't enjoyed so much or would improve. The main comments related to:

**More catering at the rugby club** – several people mentioned long queues and others suggested greater options e.g. ice-cream van, provision for all dietary requirements and healthy options. One person suggested that the Rugby Club needed more bar staff.

**Event timings** – there were several comments about the part of the event taking place by the Miners' Statue and the Green Lane Gauntlet, several people said they were unsure of what was happening and some said they would have preferred this to be quicker. Several people felt there was some confusion and waiting around at the start, or noticed that it took a long time for some kryws to arrive, which was particularly challenging with children.

**Participant/spectator management** – linked to the comment above, some participants found it difficult to see or hear what was going on, in the centre of town and suggested a better performance space was needed. Some were unsure where to go and there was some confusion about where some groups should start, leading to some participants turning up and finding no-one where they expected them to be. One person suggested that more information on what to bring would be helpful, another suggested a route map with approximate timings. *'Clearer information beforehand and maybe more 'stage management'- we could only rely on the crew captains for info.'*

**Advertising and pre-event communication** – Although fewer comments perhaps than in the pilot year, several people said they had seen or heard little information about the event and would not have known about it if their child had not been playing the game or they had not been part of the band etc. One person commented that local businesses seemed unaware and therefore many cafes were not open. However, all food outlets were spoken to but for many Mondays are a normal closure day, let alone a Bank Holiday. A future measure of success of the event may be that more businesses choose to open.



**Historical and cultural context** – Consistent feedback concerned a desire for a better explanation in advance about the origins of the event. They felt that this would help them have a better understanding of its importance and increase their own engagement and enjoyment.

*'I could only find a press release about funding and timings of the day but there wasn't really any info about what the event actually is. I wasn't sure what this entailed so didn't come but the pictures after looked great.'*

**Enhancing the music** – there were suggestions for more bands and mixed instruments for each kryw to create a more rounded sound and equal volume/numbers – another respondent added that their fiddle music was rather drowned out by shouting and drumming.



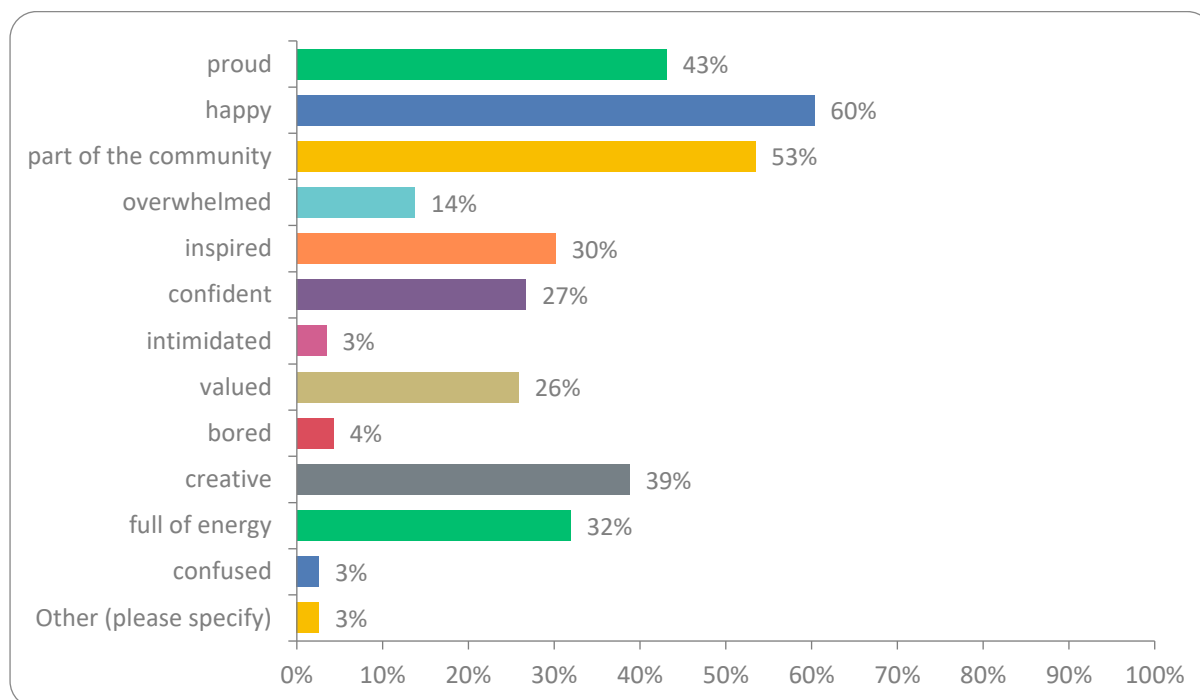
Other less common comments included:

- Everyone learning each garm vresel, unpacking the Cornish language and medieval manuscript links
- No smoke bombs, or ones that are less smelly – not pleasant to be down wind
- Greater structure to the workshops
- More girls to play
- Longer run up for the makers
- Follow up party or get together
- Use other areas of the town e.g., Victoria Park

One respondent said they struggled with all the standing and said they would carry a seat with them to the Rugby Club next time, so that suggestion could potentially be communicated to other participants with mobility issues in future.

## Benefits and impacts

Respondents indicated how the event had made them feel:



Community cohesion has been one of the most significant outcomes from this event, with more than half of respondents saying they felt part of the community (53%), rating this almost as high as the personal enjoyment they derived (happiness 60%). Pride was also a strong outcome (43%), followed by creativity (39%).

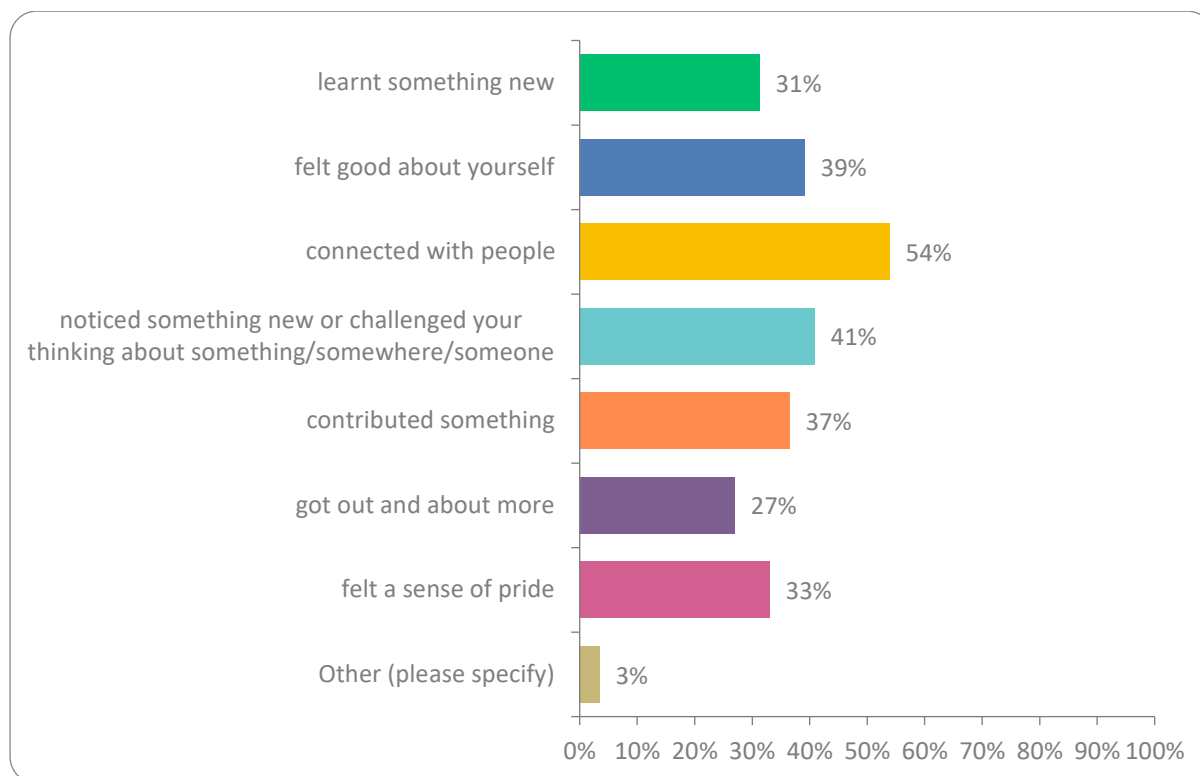
The high impact on participants' self-esteem and sense of wellbeing is demonstrated through their responses to this question. Substantial proportions of participants felt energised (32%), inspired (30%), confident (27%) and valued (26%) after taking part in Hellfire Kernow. The challenges of living in an economically deprived area such as Redruth make these outcomes especially important.

Interestingly, people who took part in a preparation session reported greater confidence and feeling valued, although people who just came on the day reported higher levels of feeling energised by the experience. The achievement of outcomes was not concentrated on those who have the most active participation.

Despite previous comments about confusion around the procession and some waiting, this does not appear to have negatively impacted people's experience to any great degree, as very small numbers said they were bored or confused. A larger proportion said they felt overwhelmed (14%), which could require some consideration as the event grows. Continuing to ensure that there are opportunities for people to

drop in and drop out as they wish will help to enable people to feel comfortable participating.

Respondents were asked what they had got out of taking part:



The results provide further evidence of the high social impact of the project – the most common outcome was connecting with people (54%). People who just came on the day were more likely to report connecting with people as an outcome, as well as getting out and about more.

The wellbeing impact on individuals is also evident, with 39% of respondents saying that the experience made them feel good about themselves. This was higher amongst those who had taken part in a preparation session, and this group also reported higher levels of making a contribution and being mindful (noticing something new or challenging thinking or something or someone). Learning was a consistent outcome across both groups.

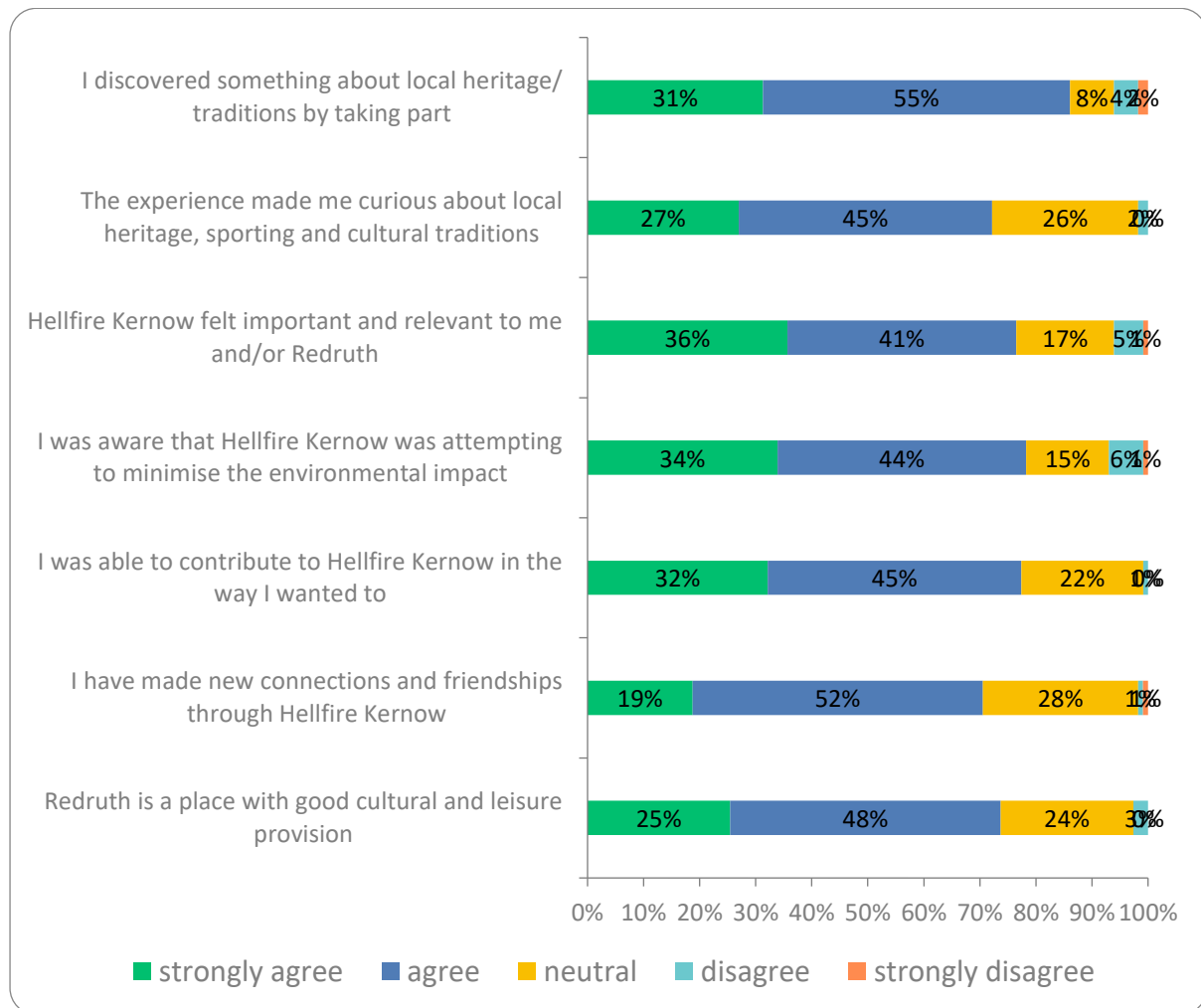
A third of respondents said they felt a sense of pride (33%). This was significantly higher amongst those who just came on the day, more than double (67%). This might be considered slightly curious, as this group had less active participation in the project, so it can perhaps be assumed that they are referring to a sense of pride in the collective, or place, rather than in their own individual contribution. Suggest this is reworded to avoid confusion if using the same survey in the future.

Respondents were asked what difference being part of Hellfire Kernow had made to them, and a sample of their responses have been categorised below:

<b>Community</b>	<p>Gave me something to talk about when I saw others who were wearing badges.</p> <p>Proud of the Redruth community coming together.</p> <p><b>I feel even more proud of being from Redruth and it has given me some of my happiest memories.</b></p> <p>Feel more connected to Redruth and Cornwall.</p> <p>Increased belief in people power</p>
<b>Personal wellbeing</b>	<p>Always meeting new people and learning</p> <p>I got out more and we made it to the finals, we almost won!</p> <p><b>It made me have a strong sense of responsibility</b></p> <p>It's good to try something new, and meet new people.</p>
<b>Creativity</b>	<p>Met new makers who I have since been in contact with again.</p> <p><b>It inspired me a lot</b></p>
<b>Culture/heritage</b>	<p>It gave me an insight into the heritage of Cornish custom</p> <p><b>It has added to my huge pride in my Cornish Heritage</b></p> <p>I've had a great time. It feels so good to finally have such a great creative cultural event happening in my home town.</p> <p>I feel it's important for my child to see and experience these events. Celebrating culture, history and community.</p> <p>It was great to see sport combined with arts, theatre, music, Cornish language, etc.</p>

## Developing a high-quality community project

Respondents were asked to what extent they agreed with a set of statements:



The project has achieved its aim around bringing medieval Cornish alive and making it relevant for a wide audience:

- 86% of participants reported discovering something about local heritage/traditions
- 72% said the experience made them curious about local heritage, sporting and cultural traditions
- 77% said that Hellfire Kernow felt relevant to them and/or Redruth

The organisation of the project has also been successful:

- 77% of participants had opportunities to contribute in the way that they wanted
- 71% of participants made new connections and friendships through the project
- 78% of participants were conscious that the project was aiming to minimize environmental impacts



There were a few areas where a small minority of respondents actively disagreed: environmental impact, relevance and discovering something about the heritage/traditions. The active disagreement, rather than a neutral response, implies that some people would like these areas further highlighted or clarified for them in future iterations of the project.

73% of participants feel that Redruth is a place with good cultural and leisure provision. This is higher than might be expected, based on qualitative feedback and other anecdotal evidence, and suggests that Hellfire Kernow has already contributed to this positive perception. Respondents were asked what Hellfire Kernow had made them think or feel about Redruth (either the place or the community) and their responses revealed several themes:

- **Feeling connected to their town and other people –**

*'Great sense of togetherness', 'It gives me a strong sense of belonging', 'Proud of how the community came together, it can only become larger now'*

- **Feeling proud of their town –**

*'Being already a proud chopper. This enthused this', 'It made me feel proud of Redruth, which can be difficult at times.'*

- **Thinking that Redruth's/Cornwall's heritage and culture are important –**

*'Redruth has a wealth of knowledge, history and culture. I think as Cornish folk it's impossible for us to not feel the significance of a gathering of this kind. I feel proud and blessed.', 'Redruth is a really great town with so much history. I grew up here and went to school here. I recognised faces of those taking part and also in the crowds which was nice to see. It was great to see that people care and want to be a part of Redruth to keep traditions going and to educate younger generations through creativity and play.'*

- **Acknowledging the value of creativity and playfulness –**

*'Redruth is a very special place with a really creative community. It may be poor, but it's rich in talent and pride.', 'Lucky to be part of such a creative community', 'It was a lovely feeling to see Redruth busy and just having fun', 'Made me think how important these events are for places like Redruth.', 'I think that seeing all the people watching and cheering made me think that Redruth people really love a good show that's free and fun. Lots of children were brought along by parents and grandparents to watch and that was really lovely to see in Redruth. People appreciated our performance and participation.'*

An additional and significant theme to emerge was that of people changing their perceptions about Redruth. There were a number of comments which implied participants had developed a more positive view of their town and were also more optimistic about its future.

***'It made me feel like something great was happening. And for once it was happening in Redruth.'***

***'Redruth is not the first place in Cornwall that you think of in terms of artistic/cultural trailblazing. Hellfire Kernow showed that Redruth is full of creative juice and is a match for anywhere else in Cornwall and the world. Very proud to play a small part in this event.'***

Respondents indicated how they thought the community could contribute to Hellfire Kernow in future:

- More room for local people to have direct input into planning
- Sharing ideas, creating a Hellfire group
- Support with advertising, to encourage people in their networks to attend, especially at the Rugby ground. Also, more posters in shop windows
- Adapting slogans and ideas from the event
- Presence in the open market on Saturday
- Provide space and facilities, more outdoor workshops
- Use the Ladder as more of a hub for activities
- Other schools involved, e.g., from different corners of Cornwall to represent each kryw
- More groundwork with Redruth-based groups, engagement with groups/organisations identifying with kryws for fun
- More events in the run up with kryw members 'in role' in other situations to build up excitement
- By fundraising
- Sponsorship from local businesses, or donations towards materials or supporting environmental impact
- Ensure the shop owners know what to expect so they can get involved if they want to
- More businesses open on the day, especially cafes
- Some stalls/associated organisations also present, local people running these and food outlets at the Rugby Club
- Ideas/activities to make it more child-friendly
- Dramatic re-enactment to involve more people (music quite dominant)
- Event will grow organically

## Pupil focus group

321 Year 7 pupils at Redruth School learnt about their town's heritage and the Hellfire Kernow project through a short introductory in-school assembly presented by Golden Tree. Following this, 100 pupils took part in drama workshops to learn the *Garm Vresel*, led by the 4 Kryw Kap'ns. 20 Year 7 children learnt how to play the game Hurling to Goal during PE Sessions in-school, with 16 players who went on to play at the Hellfire Hurl tournament on 1<sup>st</sup> May 2023.

A flyer was handed out to every Year 7 child in the assembly and then a follow-up letter was handed out to all those interested in taking part. What is clear is that not all these flyers made it home, so a future consideration may be how else to communicate directly with parents.

Six Redruth school pupils were interviewed about their experience of taking part in the project, approximately six weeks after the event. The focus group comprised pupils who had taken part in the school workshops and participated in the event, either as kryw members or as players.

## Participation in the project

Pupils described why they had been keen to take part – largely this was because they had a pre-existing interest in one of the obvious themes or activities e.g. rugby, art, drama. One pupil said she liked getting involved with community things or just trying out different things, others said they liked dressing up. Another pupil said he was interested in history and the Cornish heritage aspect appealed to him. Most pupils mentioned the Golden Tree assembly, but it seems that most of the encouragement to take part had come via individual conversations with subject leaders or tutors. One hurling player said that the Rugby coach had called every player's parents to ask them if they wanted to take part.

When asked about their friends and why they hadn't chosen to take part with them, many said that their friends were initially keen but encountered logistical reasons e.g. being away on holiday, having something else to do with their family. In the case of the potential hurling players, the problem was felt to be perception – a few pupils had commented to their friends that *'it's not actual rugby'* and didn't see the point of it. In the end, those who did play said that *'there was much more team spirit in this (the hurling), but they didn't see that'*. A few pupils were also concerned about getting hurt on the pitch.

## Satisfaction with the experience

The pupils all said they enjoyed taking part in Hellfire Kernow and could remember vividly their experience. Several aspects stood out to them:

**The visual spectacle of the event** – pupils talked about the procession and in particular, the procession images that each Kryw had made.



**Being part of a Kryw** – pupils mentioned learning the garm vresel in their workshop and thought this was fun, they could remember all the colours of each Kryw and all knew which Kryw they belonged to. One pupil said she really enjoyed having a full make-up done in her Kryw colours.

**Being able to do things they enjoyed** – rugby playing pupils said they enjoyed playing the game, although were disappointed not to be able to play a contact game.

**Being part of a community event** – Pupils enjoyed being part of a wider festival, which included more than just pupils. Some attended the community workshops as well as in-school workshops. They said they were overwhelmed, in a good way, by the size of the crowd on the day.

*'It was like you were part of the performance but you were watching it as well. We felt like an army.'*

### **Benefits of taking part**

As with other participants, enjoyment was a strong outcome. Pupils described the experience as fun and exciting, they were aware that this was something special and they were pleased to be part of it.

*'I felt very happy. It felt good to be in something because you know when someone brings something up and you're like I was in that, I helped with that, I did that workshop.'*

The pupils also expressed creativity as an outcome, they described this as *'freedom'*, the fact that they could make what they wanted to and design their own costume and join in however they wanted to.

***'It felt very important, it felt like everyone was watching you. It felt like you were doing a lot, like you were the main person in a play'***

However, the most significant outcome, they felt, was a social outcome, with several saying they had made more friends in school because of having taken part. Most agreed that they had enjoyed spending time with their peers who shared the same interests as them e.g., rugby, drama, art, and that it was good to develop the connections between them in this way. There was also a feeling that the workshops and event itself facilitated their wider social development by bringing them into contact with new people.

***'When you go to the workshops, you meet people and you help them but you don't even talk to them, you don't even know their name, but then you lead on from there, you see them performing and you think, I helped them make their costume and it's almost like you take self-pride'***

***'Also, you get to meet people and think, oh I didn't know you lived near me and then you start seeing them more around when you're out'***

### **Future Hellfire Kernow projects**

There was a discussion around how to build pupil engagement with the event in future and it was felt that further explanation and clarity about what the pupils would be doing on the day was needed. Pupils said that they enjoyed the assembly, but didn't all get a clear idea of what the event was about and why they should take part. That perhaps had there been more time to unpack the individual elements it would have been clearer what it was, how they could get involved and what the expectations were. This was particularly the case with the hurling game, as they felt it came across as an invitation to participate in a performance activity, with less emphasis on the sporting aspect. This had possibly contributed to the difficulty in recruiting players. They suggested clearly showing how the game is the same or different to rugby.

As well as a greater clarity about the different engagement pathways, pupils felt that they could be part of the solution; as Year 8 pupils next year, they could act as ambassadors for the project, attending the Year 7 assembly to help explain and 'sell' the offer. They could also talk to individual Year 7 pupils in school. They saw this role working in the way that secondary pupils sometimes visit their old primary schools to let pupils know what it's like to transition and give them tips.

Another factor that pupils felt was relative to the issue of pupil engagement was the choice of date. Several said that it is difficult to encourage pupils to come on a non-

school day but appreciated that if the event was held on a school day, pupil engagement would be higher, and community engagement would be lower. According to one pupil, Year 7s train for rugby in the autumn term, and also weekly in the winter term, as there is a Rugby 7s tournament at the end of this term. From this perspective, it seems like favourable timing to engage this group.



Other suggestions for improvements to the project or event itself included:

- Previous year's players (1 or 2) to join the hurling teams to act as assistants – one pupil pointed out that the teacher was refereeing, so there was no one to support the teams so it would be helpful to have someone there who knew what to expect and do
- Give out information about kryws in advance e.g. suggestions for props and costumes, so that there is some kind of consistent dress code and accessories that people can choose to make. Ideally these should be homemade and not bought e.g. wrist guards made from cardboard rolls. This will help people feel that they belong.
- Let all pupils know about the community workshops at the start – one pupil said he only found out about them when there was one left, so had to do most of his making at home
- Give people at the community workshops access to ideas and resources that they could take away with them so they could make their costume at home
- Aiming for parity of experience for players – one Angel player said his team only played one game as they were knocked out in the first round
- Shortening the parade, or holding it at the end – they felt this went on a long time and were more interested in the game



## Quantitative feedback from spectators

Aerial photos of the event suggest that there were at least 460 people in attendance during the town centre proceedings (participants and general crowd) and at least 350 at the Rugby Club.

100 people from the crowd were approached at random and asked if they were in town specifically because of Hellfire Kernow or for another reason – 81% said they were there for the event and 19% said they were just passing through or had come into town for shopping or socialising. We also know from the data collection at both Market Hall and the Rugby Club that 92% of this audience was in town primarily to take part in Hellfire Kernow. Therefore, it can be said that the large majority of people who were in the town centre that afternoon were there as a result of the event.

At the Rugby Club, participants and spectators were invited to contribute to the evaluation through a simple sticker exercise. Approximately 300 people took part in this. The following insights were gained:

- Satisfaction with the event was very high –  
**99%** of people said they thought that Hellfire Kernow was good and **99%** said they would return next year
- People feel very strongly that it is a good project for the community of Redruth  
**100%** of people thought that Hellfire Kernow was good for Redruth
- People also feel strongly that the event should positively support climate action and protect nature –  
**95%** said it was important to them that events like this try to minimize their environmental impact.



## Qualitative feedback from spectators

The project evaluator interviewed spectators over the course of the day, speaking to 24 groups of approximately 48 people. Some interviews were carried out in the town centre, but most occurred at the Rugby Club, towards the end of the day. This section presents their summarised comments.

For the purposes of distinction, spectator is used to describe people who came to the event but were not players or crew members, although their participation was not necessarily limited to spectating.

### Profile of spectators and reasons for attending

In line with survey data, most people attending the event said they were from Redruth and had walked to the event. There were also several people who had a connection with Redruth, such as working there, or having previously lived there, or grown up there, and there were several others who came from local towns and villages such as Penryn, Mabe, Crowlas and Hayle. The group that had travelled the furthest came from Wadebridge.

Most people had made a decision in advance to come to the event and their reasons included:

- They, or someone in their family, knew someone who was a Kryw member so had heard about the event through them
- Their child was playing in the Hurling game
- They attended last year
- They just like to come to Redruth community events
- They knew there would be people there that they knew
- They had been encouraged by one of the host venues in the town
- They had attended a workshop
- They were particular fans of 'pagan heritage'

A small number made a spontaneous decision to attend on the day, because:

- They happened to be walking through the town and saw it
- They lived on the procession route and either saw the event being set up or heard the event in progress



## Positive reactions to the experience and enjoyment factors

All spectators interviewed had a positive response to the event. Like last year, there was a sense of happy bewilderment amongst many, with many first-time attendees commenting that the experience felt a little *'surreal', 'a real surprise', 'unexpected'* but these comments were always made alongside other comments about how enjoyable and fun the event had been *'not what I was expecting but brilliant'*. Some people said they had been able to make more sense of the event as the day unfolded. One of the most-used words to describe the event was *'fun'*.

***'Bonkers and brilliant'***

***'I thought it was sensational, never been anything like it.'***

Elements of the experience that people particularly commented on were:

- **The theatrics and spectacle** - *'insanely beautiful', 'mad pageantry'*, a key enjoyment factor from the pilot, many people commented positively again this year about this aspect, particularly mentioning the costumes and dragon and wheel props as highlights. People particularly liked the Kryws *'fighting with sticks'* and taunting each other.

***'When we all came into the rugby ground and were all shouting cos we were the Demons. It didn't matter who won the game in the end. I was chanting for the other side just to be awkward.'***

- **The atmosphere** – as well as the visual and audio aspects of the event, the mock competition between teams was felt to generate a sense of team spirit and excitement that everyone could get involved with *'just being part of it, in the crowd', 'Being a bit of a rebel, seeing as we're Demons', 'the patriotism, the clash of the teams'*. One person commented that the event had more of an atmosphere than other town events.

***'The spirit that everyone joined in with is amazing, cos the dressing up, the children, the bands were co-ordinated, but of course it was done in a really good spirit, which I thought was excellent.'***

- **Bringing people together** – spectators commented that they enjoyed the social aspect of the event, many from Redruth knew people in each of the teams and it was a great occasion to reconnect. *'The teams are fighting each other but everyone knows someone from the other team'*. Some commented that it was good to see people from other towns join, and spectators from outside of Redruth liked the fact they could identify with a Kryw. *'Nice to see different faces, not just people who come to cultural activities.'*

***'Nice to see a really inclusive event with lots of different types of people involved with a real sense of community.'***

- **The workshops** – a new enjoyment factor for this year’s project was the preparation work that had taken place with community groups and through open invitation to the Redruth community *‘What is brilliant, is the community opportunities leading up to this event, I’m so hugely impressed by that.’* Some spectators had been directly involved and others had picked up on the excitement around the event from talking to people who were part of it *‘We are in the Why Don’t You club and there was a lot of preparation. I didn’t join in with all of it, but there was a lot of talk for weeks.’* One interviewee, who works with community groups in Redruth, and had also heard many conversations about Hellfire Kernow from these groups in the lead up, said that *‘a standalone event wouldn’t have had the same feel, but through developing costumes there’s that sense of belonging’*
- **The organisation** – also mentioned for the first time this year, was the quality of the delivery of the event and the high standard of organisation. *‘Very well organised, a lot of effort gone into it.’* Several people commented on how much effort they felt people had put in, and some commented on the effective co-ordination of the procession *‘I was looking at the clipboard of one of the Tormentor helpers and realized there’s so much organisation’.* One local resident commented positively about the flow of traffic and management of the road closure.
- **The procession** – spectators enjoyed the gauntlet, *‘Playing the music going down the street was quite fun’* and some of those who had come last year specifically highlighted that the timing and format of the procession was much more effective this year
- **The theme and content** – a few people said that the game itself was the key attraction for them, others said they liked the Bewnans Uni story, or simply the fact that the event was an interesting celebration of Cornish culture *‘really loved the music, there were lots of tunes I recognised as Cornish tunes’*

***‘It’s great to have this in our town because we can walk here and walk home, but it’s also great that it seems to be building and building from further afield. It doesn’t have to be just Redruth.’***

## Developing the event

Interviewees made the following suggestions for improvements to the event:

- More advertising and exposure – several people said they had expected to see more posters around town, or more on Redruth-based social media groups, some parents said they would not have known about the event if their child had not been participating as the flyers given to their child had not made it home. One person suggested advertising the event at other rugby stadiums on event days, to encourage rugby fans.
- Providing more information in advance – mainly people wanted to know about the kryws, what they meant, what the event was for, why the town was divided, what the Cornish language meant and where the tradition came from etc.

- More practical information - such as a running order for the day and ideas for costumes. One person suggested this could be posted in shop windows, others wanted to access it online.
- Reconfiguring the start of the event at the Miners' Statue – several people could not see or hear at this stage, and as one spectator pointed out *'With there being so much verbal input, as the audience gets bigger, this will never stand up.'*
- More things to do whilst at the Rugby Club – some people felt they wanted *'a bit more'* during this part of the event, so some other things to see and do. However, one person cautioned against having too many stalls and a creating a commercialised experience, which they felt would negatively impact the atmosphere
- Consideration for the senses – one person mentioned the smoke and another said that the microphones were perhaps a little loud for people with auditory sensitivities
- More businesses open in town
- Full contact rugby, an adult game as well as children
- Game open to all year groups
- Move the recycling bins from the exit to closer to the main area

### **Benefits of taking part**

Questioning around benefits of attending was light-touch, given the limitations of collecting feedback from people on the day, although this question was explored with most participants. People described what they had got out of taking part and responses largely matched findings from the survey and from last year's pilot event:

- Enjoyment, fun, an infectious energy, a good way to spend the bank holiday
- An enhanced sense of community, and a feeling of belonging
- An awareness and appreciation for Cornish culture and heritage, learning some Cornish
- Perceived positive impact on their children – representing their school, spending time with their friends outside of school, running around

*'Lots of reminiscing about places in Redruth, seeing people that we knew, a bit of pride'*

*'A sense of community and a sense of fun'*

*'It's just nice to see loads of familiar faces, everyone's been really friendly, it's nice to just have something that you can do locally and bring the town together.'*

## Connecting with Cornish heritage and culture

Spectators were asked about their reactions to the narrative of the event and any thoughts this had prompted for them. People were very positive about the story told throughout the event, and felt that, although embellished for theatrical purposes, it had roots in Cornish culture and heritage and was something they could be proud of. Some historical references people were familiar with already, so could relate to – several people said they knew about the hundreds for example – which helped them put the idea of the four Kryws in context. Others had heard about the silver ball and knew that the game was similar to rugby, a few had heard of St Euny and other Cornish saints. The oversized props had also helped people make sense of some of the story.

***'Upholding your Cornish heritage. It's a new thing I understand, but still part of what went on years ago'***

There was a sense amongst some spectators, that the event had told a good story, which resonated well with them and felt relevant. In the case of Redruth residents, the event had helped connect them with their town. Some people who had attended last year's event, said they had forgotten some of it e.g. the garm vresel, so it was good to have that learning reinforced. One interviewee said the experience had made them think that they should learn to speak Cornish.

***'It educated my daughter as well as it did us. It's nice to learn more about that cultural history of Redruth specifically as well.'***

A large proportion of people said they were curious to know more about the story. Some had tried to research online before they came and said they *'had to search quite hard'* to find out about it. Others said friends and children had asked them about the purpose of the event and the story and they couldn't answer. This is, in fact, somewhat intentional, as Golden Tree have been keen to engage people through the sport and spectacle in the early stages. It is extremely positive that there appears to be a growing number of people who want to know more about Hellfire's heritage and cultural links.

Spectators would like to see more background information available to help them understand Hellfire Kernow. This could be available online or as a simple programme to download. Many people seem to know the basic premise that there are four teams and that the event is an *'older thing that has been brought back'* but little beyond this. A common piece of information that many wanted to know was how is each Kryw named? Golden Tree is encouraged by the level of interest in the historical context and would like to find ways to unpack the story more for audiences beginning in 2024.

***'It would be good to know more. I was chatting to an angel who was getting some food and she was explaining they've got multiple eyes and this kind of stuff, so it would be interesting to know more about that.'***

## Perceptions of Redruth

Spectators were asked about any thoughts about Redruth and the Redruth community that had been prompted by the event. More than half of respondents gave responses which indicated that the event had positively influenced their view of the town as a place of culture and leisure. Some people had a fairly neutral or negative view of the town:

*'There's not a great deal in Redruth. I wouldn't have come into town had this not been on. It brings people in.'*

*'I do feel like Redruth needs to have something like this'*

A larger group shared a belief that things were changing for the better in Redruth, and that Hellfire Kernow was a part of this:

*'It's an up and coming town, a lot of struggle happens in Redruth. But if you maintain these sort of cultural events, it brings everyone together. My daughter is very involved, part of that comes from school, but also her own self-interest, so for that, we say, ok why not, let's give it a go. It's important, it keeps the community alive.'*

Some comments also demonstrated an appreciation for the people who were involved in making this happen:

*'With everything they're doing to try to improve the town, there's probably a cultural dynamic that you don't see. I was having a conversation with another mum and saying the same thing and how important it is to bring out the culture and history of Redruth and what the people went through. It's interesting what it is, and bizarre.'*



## Social media comments and emails

Social media comments, mostly Facebook, were collected and analysed after the event, to observe any patterns. Three people also emailed their feedback to Golden Tree. The results supported the key findings from the survey and interviews:

- Enjoyment of the event was very high, virtually all comments were positive, and many were highly positive
- It was a fun and high-energy event and this set it apart from other experiences
- The multiple levels of participation were both appreciated and important in opening the invitation to a wide audience
- Some spectators did not know what the event was about, or couldn't follow it, but enjoyed it anyway
- Some local people would have liked to come but didn't find out about it until afterwards
- There was praise for the organisation of the event
- A small number of people disliked people in costume taking over the space and the smoke
- There was a suggestion to live broadcast the event for people who cannot attend in person
- One spectator said they would have liked to engage with the preparation sessions but, due to distance, would be unlikely to be able to travel to Redruth to access their Kryw's HQ. They wondered how people living more remotely might be able to engage so they could feel part of the build-up e.g. possibly online

*'First time for me and this was by far one of the coolest events I have ever attended! Cannot wait for next year!'*

*'Super splendid Redruth brought to life'*

*'Unweyth arta, gans Golden tree ty a wrug creatya nepeth bryntyn dres ehan, dydh leun a awen rag meur a dus yn Resruth, Kernow hag oll adro dhe'n bys.*

*Once again, with Golden Tree, you have created something brilliant beyond words, a day full of inspiration for many people in Redruth, Cornwall and around the world.'*

*'It wasn't just 'fun', it was really really good art! In fact I think it was Goldentree's best piece of work ever. It married both physical and cultural play in a way that allowed a range of different people to 'get the invitation, and get behind it. Hellfire was all about an entire town (and separate communities / family units within it) having a play, either by making / dressing up / performing / hurling / supporting a team... It is an ingeniously simple invitation that opens up into so many intricate and amazing things happening.'*

One participant, an arts professional, wrote about her experience of being part of a Kryw, with some detailed peer feedback on the workshops:

*'I really loved the workshops. At the first one there was a loose guidance which allowed us to get going, and feel confident about what we were doing. It didn't require any skill, so that we could just get on with it, and allowed both adults and children to just make under their own steam. By the last one, the framework was gone, and there was just a pile of materials and other people to work with. I loved the way people were looking at each other's creation, praising them and copying bits. I loved how free my children felt to just 'make'. R spent 20 min drawing big angels on the back of some silver material, which then got cut up to make wings for us all. J designed and made himself a shield that he was very chuffed with. Normally 'art workshops' feel quite contrived. There is a skill that is conveyed and a set of processes that need to be followed. It is usually geared at either adults or children. I loved how the hellfire workshops allowed me and my children to hang out and make for 2 hours. And I wouldn't normally do that, but of course we had the purpose of Hellfire that gave us the framework to work within.'*



## Feedback from partners and stakeholders

### Redruth stakeholders and community groups

This year's project engaged a wide range of community partners, to engage their networks in the project and to provide spaces for Kryws to meet, share ideas and make resources.

Feedback was received from:

- The Ladder (Angels base)
- Krowji (Tormentors base)
- Cornwall Neighbour Hoods for Change (CN4C) (Demons base)
- Redruth Rugby Club
- Redruth School
- Redruth Town Council (Engagement Officer and Town Councillor)
- Redruth Town Band
- Beats and Roots Café (based at The Ladder)
- Portreath Air Training Cadets (ATC)
- Redruth Press
- West Coast Academy – majorettes, gymnastics and parkour group

There was a positive reaction to the event from virtually all stakeholders, with favourable comments about the organisation of the workshops, the levels of enthusiasm and commitment from participants and the perceived impact on the town and community. Two of the community groups that responded – the Air Cadets and West Coast Academy – said the response from their young people had been very positive, both commented that the young people felt it was a very different event from others in Redruth and enjoyed the level of participation they could have.

CN4C commented that the event offered local people the opportunity to be part of something exciting, yet manageable and within familiar surroundings. The importance of being able to do something creative and place-based was a very positive aspect, they felt.

***'It's got such a great atmosphere, it's like a festival but not overwhelming with thousands of people'.  
Head of Resources, CN4C***

***'It's so exciting having a modern day festival grow and rage around Redruth. Hellfire has the energy and dynamism to capture imaginations and bring our community together through chaos.'  
Co-Director, The Ladder***



***'It's putting Redruth up the ladder of community stuff. There's a part of me that wants to keep this as Redruth. I'm not sure how good it would be if we had thousands of people coming into the town. It felt intimate and manageable here.'***

***Redruth Town Councillor***

***'I think it should happen every year, and grow and grow and grow.'***

***Beats and Roots Café owner***

***'It was great to see a procession in the town with such spirit and anarchy and so very well organised too'***

***Artist, Redruth Press***

A new partnership with CN4C led to a very successful engagement of local residents in the Demons kryw. CN4C's Resources Director explained that their Families Manager was the operational link with the team and was present at all the workshops, working alongside makers and Golden Tree staff. That 'familiar face' was felt to be key in building a relationship with people and they saw a core of people attending, with a few extras who attended once or twice. It also helped that the Facilities Manager runs activities year-round at the Elms for local people e.g. to support Murdoch Day and other events, plus ongoing programmes, so many people attending already had a relationship with CN4C and were comfortable with both the type of activity and space. The Why Don't You Club, for example, became a solid part of the Demons kryw. Also found to be helpful were the series of opportunities to get involved 'the slow introduction to the event was helpful'.

Some new people did join the kryws and it is thought that this might have been in response to the heavy social media advertising that CN4C conducted prior to the workshops.

The Kryw base for the Tormentors did not have such a good experience in the lead up to the event, and Krowji's Studio Manager explained that it was made difficult by the lack of organisation and communication with their maker. *'We felt they could have played a more active role in promoting the Kryw and associated preparation sessions. The making sessions lacked structure and that, for many members of the community, can feel off-putting'*. Redruth Town Band's Musical Director also explained that they had difficulty getting their Angel musicians to the workshops, which resulted in poor attendance at the rehearsals and last-minute requests for costumes on the day.

***'Making sessions were varied and were scheduled in and outside of work hours and weekends. The feedback process on the day was very impressive and people were engaged. The combination of sport, music and theatre was delivered beautifully, and the time and movements were managed very well.'***

***Studio Manager, Krowji***

Suggestions for improvements and development of the project included:

- Planning ahead and involving more collaborators (specific in this case to the Angels Crew) for both costume making and music rehearsal
- Enhance the festivities and theatricality more e.g. with spin off events
- More girls in the Hurling teams
- More core staff – the air cadets representative said they felt things felt a bit short-staffed at times, this is assumed to mean at the event
- Increasing participation overall – several stakeholders said they would like to see more people attend the event in future and could support in promoting the event earlier in the year, which they felt to be key. The West Coast Academy said, for example, that they would introduce the project in January next year, as then parents could get the date in their diary and they could ‘make a bit of a fuss on social media’ in good time. They would also want to hold more than one session, so their young people had multiple opportunities to learn the garm vresel and find out about the story behind the project
- Change the procession route so each Kryw starts at its base (with a big party atmosphere) and processes from there, joining in the centre of town as one big procession
- Increasing inclusivity – a couple of respondents mentioned this as a key strength and another mentioned it as an area for ongoing development

Stakeholders remain committed to supporting this community project for Redruth and could identify the positive impact on their organisation. For community groups and some venues, this was about raising awareness of their offer and encouraging local people to consider getting involved with them. For other arts organisation and the town council, the value they saw was in enriching local people’s lives.

***‘Great publicity for Redruth itself (and the outlying areas where each crew came from) and Redruth Town Band (“not just any band....”) as we continue to push the boundaries of traditional brass banding and take it into the 22nd Century. This event certainly achieved this. HellFire is very much a part of what we want to do and to continue to be a part of. Making brass music fun, interesting and accessible to the younger generation.’***

***Musical Director, Redruth Town Band***

***‘Our organisation really valued taking part in this event, it is great for us to get involved with the community and it is also great promotion for us as people see us getting involved and want to know more about what we do and stand for too.’***

***Air Training Cadets representative***

The Rugby Club was generally positive about the event; they were happy to continue to support the event as a community gesture but said that commercially there was little gain for them, which might be considered surprising given the long and constant queue for the bar on the event day.

When asked about the relevance of Hellfire Kernow and its suitability as a cultural event for Redruth, all stakeholders were in agreement that it is a good 'fit' for the town. Some said they were unaware of the origins of the tradition or story, and would like to know more. The spirit of the event that the collaborative, semi-competitive and participatory approach fosters was felt to be essential to develop in such a community event, and the multi-sensory spectacle that resulted was considered to be just as important.

***'I feel it's very important in the current climate, it's important to create opportunities where individuals can feel a sense of community and togetherness. All cultural events that celebrate our heritage help massively towards building one's sense of self, a sense of home and belonging.'***

***Studio Manager, Krowji***

***'I think it's the kind of creative, left-field thing that possibly only Redruth could pull off so it's great. It is about a heritage that is in some ways separate from mining which only enriches the story of Redruth. It's also important as it will give real context to the new Plan an Gwarry when that project gets going.'***

***Engagement Officer, Redruth Town Council***

***'This is exactly what Redruth needs and is extremely relevant. The pictures, footage and coverage was engaging, colourful, noisy and exciting. The quote I remember the most was "Bonkers".'***

***Musical Director, Redruth Town Band***

Three of the Kryw HQ bases were asked about what might encourage greater engagement in the drop-in sessions in their venue. The Ladder's sessions were well-attended, and their suggestion was for food to be offered. CN4C suggested that greater co-design of the project with the community would be welcome. Consultation should start as early as possible and give people the opportunity to say '*what matters to them, what they want to get out of it*'. They suggested inviting people to participate in small groups, and offering repetitive sessions, as some people may not feel confident enough to speak at the start.

Sessions at Krowji were less well-attended than those at other bases and this gave them the opportunity to reflect. They cited The Elms as an example of the community

leading this engagement, with CN4C as a venue that has no barriers for engagement. *'It's a free warm space, affordable and designed for the community like the library or Kresen Kernow. A creative event and an opportunity like Hellfire Kernow is a bonus but not individuals accessing these spaces' initial reason for visiting. Whereas, The Art room, The Ladder, and Krowji to some extent are places that feel more locked down and inaccessible because the majority of people who access them are attending paid courses, events and workshops.'* Some initiatives offered to increase engagement with the sessions at Krowji included:

- Having Golden Tree staff meet with tenants to talk to them about Hellfire Kernow and its significance in terms of its roots in Cornish culture
- Having a maker linked to their site, who can actively engage with the community and create an open, safe environment for everyone

Other stakeholders made suggestions for ways to encourage greater community involvement and ownership more broadly:

- More of the same approach, continuing to identify and collaborate with community groups. The West Coast Academy said some of their members had spectated at the pilot Hellfire Kernow event in 2022 and were keen to take part in 2023, having seen it
- Being flexible in how groups can participate
- Golden Tree staff to make visits to community groups, especially where there are young people as members, to explain what the project is about including how the project relates to our Cornish culture and language
- Friendly rivalry between Kryws to be shared across social media channels leading up to and during the event
- Building the identity of each Kryw so you're not just a Demon at Hellfire Kernow but that's your identity all year round – for example Redruth Town Council are planning a pasty relay for the Mining & Pasty Festival up Fore Street and so each Kryw could enter a team in that to keep the story and identity alive throughout the year. Like the Blue and Red 'Oss in Padstow.

***'All the successful festivals of Cornwall allow events to be owned by particular groups and develop rhythms where participants and contributors know 'what they will be doing for Hellfire this year' so it just builds and builds. Allowing room for that play, experimentation and contribution is important! and repetition!'***

***Co-Director, The Ladder***

## Redruth School feedback

Redruth School's Head of Performing Arts, provided some feedback from the school's perspective:

The school remained committed to supporting Hellfire Kernow and valued its place in the Redruth calendar, they could see how beneficial it had been for those pupils that had taken part on the day. Some of the teething issues that had occurred in the pilot phase had been removed this year, and overall the co-ordination of the event felt more effective. A real strength of the project was the decision to work with the Year 7 cohort, who the staff found to be much more enthusiastic following the Golden Tree introduction than last year's Year 9 group. The quality of the workshops and the delivery of the four artists was also thought to be very high.



The school felt that there was still some way to go in making the event manageable at their end however, and there were several things that needed to happen to reduce the confusion they and the pupils experienced in the lead-up to the event. *'As teachers we are conditioned into thinking that everything is signed sealed and delivered'* - they felt they need the project to be planned out to a high level of detail with all arrangements finalised before being communicated to both them and their students.

In their view, this confusion had not only led to a great deal of pressure on the staff involved but was also very much linked with lower levels of engagement from pupils than had been hoped for. It was clear that staff had made considerable efforts to engage pupils in the project through their individual influence e.g. calling parents of rugby players, asking tutors to identify pupils, offering incentives. This was particularly the case when finding players for the hurling team and players even had to be sourced from another school.

The teacher also felt that holiday the event on a bank holiday would always present an unfortunate barrier to engaging more children of this age. *'A lot of children didn't participate because they are Year 7, and they didn't know what their parents were doing.'*

Another barrier, they felt, was a lack of understanding around the purpose of the event and context. This is a consistent thread, and the project may benefit from a strategy that serves to unpack the roots of the project.

*'From the outside it just looks like a load of crazy hippies dressed up and shouting and a lot of the kids are not down with that.'* They felt that addressing the communication around the project and also giving it more time within school to promote and explain it would give it more importance

*'Why do we actually do this? What's important about it? This is the drama to make it fun, but actually behind it all is real history embedded. That's hard to do in a 15 minute assembly, it needs a bit more back-up.'*



Suggestions for improvements to the project included:

- Hold the assembly even earlier in the year, even starting with an introduction to the project in September and then a sign-up event later in the term or second term
- Integrate the introduction of the project into curriculum time e.g. one of the Year 7 PHSE lessons could be given over to this and possibility to widen to for example Geography to unpack Hundreds, History the plen an gwari form.
- The assembly to be very clear about what the event is – staff reported that many pupils left not really sure what it was about. This is a difficult ask in 15 mins to both explain and ‘pitch’ the project - they said they could work with Golden Tree to plan the delivery of this assembly to ensure it tells the key information they think pupils need to know

- The letter handed out at the assembly to also have a clear explanation of the event and how to sign up, and to be handed out systematically to all pupils
- Hold the workshops on the same day i.e. groups rotating around art and drama, with rugby after school, to keep up momentum
- Everyone who is interested in the Hurling could be taken off-timetable for a taster session
- Management and care of the children to be the responsibility of Golden Tree and parents – the school is happy to organise and host in-school activities such as assemblies and workshops, but found it very difficult to take responsibility for pupils on the day itself when they were not fully involved with the co-ordination of the event itself so unsure about timings and location etc. They suggest that consent to take part should be held by Golden Tree and pupils should take part in the event as community members, with their family, rather than as school pupils
- Working with previous students – the teacher thought the idea of engaging former pupils to assist and encourage the new year group was a really good one, their role and group could develop over time

### Feedback from town centre businesses

The project evaluator approached managers of town-centre shops and cafes for feedback on the event, some weeks afterwards. Twelve organisations were available to comment and all but one of these were open on the day of Hellfire Kernow.

***'I've been doing bank holidays here for a long time and this was definitely one of the busier ones.'***

***Manager, Rowes Bakery***

Those that were open on 1<sup>st</sup> May said that they had taken the decision to open because they would normally be open on a bank holiday Monday (apart from one charity shop, which said that it was trialling different trading hours so may not always open on bank holidays). All said that they would be open the following year on the May Day bank holiday, for this reason, apart from the same charity shop, who said they would await the results of their trial. The shop that did not open was the Grow Box – although they knew about the event, and were supportive of it, they felt that there would not be sufficient potential custom for them to consider opening on a bank holiday, even with the event occurring in town. They felt it was better for local businesses to hold the event on a Saturday, as it was in 2022.

Reactions to the event varied in the strength of enthusiasm, but were generally positive. Comments echoed those of spectators, that the event was *'fun and uplifting'*, *'very well done'*, *colourful, loud and a good time'*, *'buzzy'*, *'theatrical'*, *'absolutely brilliant'*.

Business owners and managers also appreciated the ethos behind the event, and the idea of bringing the community together was felt to be good for Redruth *'it's nice to*

*see stuff going on, it's nice to bring people in', 'Any event is always a good thing', 'it brings the town together, like Redruth's version of the haka, old school house battles'. One person commented that the event felt like the right length of time, not too long.*

When asked about any uplift in sales on that day, the responses were mixed. Four shops said they had sold more products than usual – Rowes, Warrens, Card Factory and the Premier newsagents. Shops that sell takeaway food and drink appear to have been busier due to this event.



Other retailers said they had not noticed any difference and the two charity shops said that sales had been quite slow that particular day, in spite of additional people in town. There was a general feeling amongst several store managers and owners that they did not know much about the event in advance so did not really understand what was happening. The Manager of Specsavers said she would have liked to know more about the *'reasoning and history behind the event, it would have livened it up, I would like to know the why'*. Some of their customers asked them about it and they didn't know what to say.

The Manager of Wilkinson was away at the time of the survey, but her deputy reported that the store did not know about the event, but that it sounded like fun and they would like to get involved next year.

The Manager of the Grow Box made the suggestion that workshops could be held in town itself, perhaps in a pop up marquee, to increase visibility and attract more general, less arts-engaged audiences. She also suggested that Kryw members could pop up in town in the weeks preceding the event and go in and out of shops.



## Environmental Considerations & Sustainability

During the Hellfire Kernow R&D Project in 2022 Golden Tree Productions worked with an environmental consultant, who outlined priorities for the project as:

- Embedding environmental considerations from the start of process.
- Project team, and core administration staff, are trained to take responsibility for the environmental impact of future activity and a sustainability champion is identified.

Actions taken for the 2023 project include:

- The Golden Tree Communications Manager was identified as the sustainability champion for the Hellfire Kernow 2023 project and attended Carbon Literacy training hosted by Greenworks & LEAP and a 'How to Run a Sustainable Event' workshop hosted by cultural tourism organisation Cornwall 365 Network.
- The work that was started in this area in the 2022 R&D year helped to identify the key environmental factors that need to be considered and measuring tools, Several existing general and custom calculators have been explored which will help in the development of a useable tool for data collection going forwards.
- Basic data has been collected in the priority areas, highlighting gaps and some challenges to consider in future projects.

For the 2023 event the environmental focus was reducing the Carbon Footprint of the event – given that no carbon calculations were recorded for the project last year the monitoring process will begin with a baseline set in 2023.

In the event exit survey questions, 95% of audience members that were asked said that it is important to them that events like this try to minimise their environmental impact and 78% of survey respondents knew that the project intention was to minimise environmental impact.

Environmental priorities for the Hellfire Kernow project have been identified as:

- Procurement (Materials), Waste, Staff Travel

Estimate of carbon calculation Staff, Artist, Day Kryw & Volunteer Travel **0.48 tonnes**  
Estimate of carbon calculation for printed items at least **0.64 tonnes**

### Recommendations:

**Weight (kg)** of all materials purchased/used to be recorded to quantify carbon footprint of material use. **Weight (kg)** of event waste and recycling to be recorded to quantify carbon footprint of waste.

However, this is hard to achieve without all materials being sourced centrally and distributed to kryws. This would create a significant admin burden and is further

complicated by a large proportion of materials being reused and recycled and so sourced by kryw members.

Investigate if objective can be changed to reflect more manageable targets i.e. percentage of materials used, percentage of local spend etc.

Estimates based on itemised lists indicate that **47.59%** were sourced from second-hand, deadstock, re-used materials. **81.82%** of listed items were purchased locally (Redruth & Cornwall) which equates to 97% of the project spend. **72.19%** of items listed can be re-used next year or were hired, to prevent waste.

### Media Coverage

The Hellfire Kernow 2023 project had an approximate media reach of 2,504,182. Key media coverage points included the announcement of funding in February, which was featured in local print publications such as Falmouth Packet, The West Briton and in online publications such as Business Cornwall, Cornwall Live, Penzance Voice, Redruth Record and South West News.

Community engagement in Redruth Town Centre on St Piran's Day led to a Hellfire Kernow feature and interview with Artistic Director Will Coleman and a Kryw performer on BBC Radio Cornwall in March 2023. In late March 2023 Cornwall Live and The West Briton published an editorial piece focused on the improving reputation of Redruth and included Hellfire Kernow:

***'The high street is getting a new lease of life as an artistic and entertainment hub, while exciting new innovations such as...the forthcoming Hellfire Kernow event are pillars of change in Redruth.'***

***Lee Trehela, Journalist, Cornwall Live***

During the event lead-up time, publicity coverage included a feature on local 'Redruth Recorded' podcast, Redruth Town Council website and The Voice online newspapers. Advertising was placed in print through the West Briton and online through Cornwall Live & Cornwall 365 What's On, where the event was selected as a newsletter spotlight piece.

The event was featured in online coverage by Cornwall Live photojournalist Greg Martin and a Facebook Live Video captured on the event day had 15,000 views through Cornwall Live's wide-reaching Facebook page.

Between February and June across Golden Tree Productions Social Media channels Hellfire Kernow-specific content had an approximate reach of 121,505, with 4,874 engagements. In addition to this, the post-event release of the Hellfire Kernow 2023 film had 1,300 views across YouTube and Golden Tree's social media channels.



### Reflections by Golden Tree staff

The four members of the Golden Tree team who were involved in the delivery of Hellfire Kernow provided feedback on their experience via a survey form, which they had created for use with those kryw members who had a commissioned role.

Strengths of the project were felt to be:

- The enthusiasm of participants and the evolution of the project evidenced by key community contacts coming forward to get involved
- Most workshops were well-organised and very accessible with lots of 'ways-in' for participants *'some people just wanted to draw some people wanted to paint/sew etc'*. The development of the project to include bands this year was considered to be a positive step *'Each band had its own character and qualities'* and turnout of musicians on the day was very good
- The collaboration with Rosy at The Elms to engage local people with the Demons group, which was based there, was felt to be a significant success and offered the team an opportunity to learn from her approach
- The team felt that the event day itself went well, with the use of Market Hall as Hellfire HQ a key asset. The Rugby Club continues to offer benefits in terms of hosting a large crowd and providing a good view of the proceedings.
- The Green Lane Gauntlet was a popular addition to the programme and visibility was better than at the more crowded Miners' Statue area. *'People did not quite know how to behave, but it will become very important (and great fun)'*.

The broad challenges of the project were:

- The wait for confirmation of funding meant that lead in times were shorter than hoped, making communications difficult
- This year there was a significant increase in the number of engagement activities and the small staff team found it difficult to manage the delivery of these. It was

suggested that more admin support would have been helpful. An ‘on the ground’ community liaison person for each kryw was felt to be a key role that was missing.

- Equally, management of such a big and complex event by a small team of staff was a challenge, with key staff being needed for road closures at a critical time, for example. More volunteers were needed to support staff, plus adequate time to brief them.
- Reaching people not on social media was difficult – in future, large banners positioned around the town would be helpful.

More specific feedback about particular aspects of the project has been summarised into the table below:

<b>Area of the project</b>	<b>Challenges</b>	<b>Suggested improvements</b>
Workshops	<ul style="list-style-type: none"> <li>- Lack of organisation to some workshops led by makers, no clear structure for participants to join in with or ability to see what was being created as a finished piece</li> <li>- Multiple dates/venues/times for each kryw challenging to communicate, lots of information for potential participants to navigate and remember</li> <li>- A lack of space at the Tormentors’ base</li> <li>- Control over materials being used by participants, avoiding wastage</li> </ul>	<ul style="list-style-type: none"> <li>- Provide a make at home item</li> <li>- Define from the start what is being made and how much needs to be made – clear distinction between kryw vs hand outs</li> <li>- Review the workshop programme: suggestions included: a) offering fewer per Kryw, b) offer fewer variations in dates / times / venues e.g. hold all workshops in one or two venues at standard times c) one (or more) big drop-in public workshop for all Kryws at a single venue e.g. Market Hall</li> </ul>
Bands	<ul style="list-style-type: none"> <li>- Hard to convey what would be happening as first involvement</li> <li>- Difficult to incorporate the music into the kryw</li> <li>- Poor turnout for the rehearsals</li> <li>- Final score changed at late notice</li> <li>- Confusion over the ‘rules’ i.e. who should join which band rehearsal based on postcode / instrument etc</li> <li>- Confusion around the kap’ns call and who this was for</li> </ul>	<ul style="list-style-type: none"> <li>- More rehearsal time needed, possibly online, with dress rehearsal with wider Kryw</li> <li>- Define rehearsal dates in advance</li> <li>- Create one overall Hellfire Anthem that all four bands can play together during the storytelling / prize-giving</li> </ul>

	<ul style="list-style-type: none"> <li>- Mixed messaging from band leaders e.g. setting own muster points</li> </ul>	
Garm Vresel	<ul style="list-style-type: none"> <li>- Cornish inaccessible to most</li> </ul>	<ul style="list-style-type: none"> <li>- Continue targeting community groups to encourage participation, encouraging families who attend making workshops to spread the word</li> <li>- Re-introduce garm vresel rehearsal for kryws</li> <li>- Provide printed version to any participant / Cornish translations on display / transcription available on website</li> <li>- Creating a video per kryw to post online</li> <li>- Teaching the garm vresel at the event to spectators so they know for the following year, also makers, band, players</li> </ul>
Processional image	<ul style="list-style-type: none"> <li>- Making spaces and time</li> <li>- Transport</li> <li>- Storage</li> <li>- Communicating the need for carriers / bearers</li> </ul>	
Event Day	<ul style="list-style-type: none"> <li>- Hard to see at the Miners Statue</li> <li>- With increased crowd numbers, crowd safety, as well as visibility, could become problematic</li> <li>- Some people left early or during games, so missed the Bewnans Euny narration</li> <li>- Feels like we are taking people 'out of town' by moving to the Rugby Club – perception that this led to a drop-off in numbers.</li> <li>- Insufficient number of face painters</li> </ul>	<ul style="list-style-type: none"> <li>- Logistical issues at the Rugby Club e.g. recycling bins, signage, cycle storage, parking</li> <li>- Stage Bewnans Uni before the Hurling?</li> <li>- Let people know what's coming so they don't leave early</li> <li>- Consider how to create an 'enclosed' space</li> </ul>

When asked about how to develop community ownership of the event, many of the suggestions focussed around reviewing and redefining particular roles in the Kryws, with perhaps the need for a new 'organiser' role, based on the success of the outcome at The Elms. *'A key 'community lead' or Kryw liaison person with each Kryw from the start, who can promote the events, encourage participants, do registers /*

*data collection at each workshop and be the main contact with Golden Tree for Kryw messaging.'*

There was a feeling that the host venue could be encouraged to take more ownership, and that early communications would also help. This role may be able to be trained to become the Heritage Champion to help to address the need to unpack these aspects.

The other approach that was mentioned by several staff members was the need to continue identifying and working with community groups, the 'footwork' was felt to be an essential part of the process of developing relationships.

## Recommendations

This report contains many specific suggestions for improvements to Hellfire Kernow, which the team will want to consider individually. The following are the most significant or suggested priority points for developing the project in its next iteration.

Recommendations for developing the community elements of the project:

- Start communications about the event as early as possible
- Explore opportunities to engage local people in co-design of workshops and public event
- Embed both the event and the concept of kryw identity within the Redruth community by working through local opportunities and with key contacts
- Simplify the workshop programme so it is easy to understand what and who it is for
- Provide participants with information about their kryw, what it means, ideas for costumes and accessories
- Involve more collaborators, emulating the successful model at The Elms
- Review paid roles within kryws again to increase capacity within the team and continue to develop community ownership
- Improve efficiency in working with Redruth School, where funding allows a longer lead-in time work with the school to plan a variety of opportunities for pupils to find out about the project and understand how they can take part
- Develop the role of 'pupil champions' with a small group of Year 8 pupils, to assist next year's players and makers

Recommendations for developing the public event

- Increase the physical advertising campaign e.g. banners and posters in shop windows, talk to town centre businesses, bring kryws into town
- Ask participants to share the event to their social media networks and tell others via word of mouth, encourage friendly rivalry between kryws in advance of the event
- Consider how to improve visibility, and potential crowd safety, at the Miners' Statue

- Provide spectators with more information so they can understand the origins of the event and participate to a greater degree e.g. joining in with the garm vresel in Cornish, make this easy to locate
- Publish more detailed timings for the event, so people know what is happening and what's coming next
- Recruit and train additional volunteers
- Enhance the musical input by scheduling more rehearsal time and creating a Hellfire anthem
- Organise a more substantial catering offer at the Rugby Club and consider other activities for people to watch or take part in



## Selection of Additional Comments & Feedback

Across the board the feedback and community response has been overwhelmingly positive. Through feedback and the evaluation process there have been so many great comments, some too good to not be captured. Hence below we have some that aren't featured elsewhere in the evaluation.

*'It was really excellent, I am not from Redruth and I was made to feel welcome by our excellent leader, with time to assist in making costumes for the group and help with my own'*

*'I feel events that bring communities together are important. People need fun as well.'*

*'We loved it! Our son played the rugby game but we loved the atmosphere and would love to take part in the parade next year.'*

*'I didn't know what to expect and I found it really fun, exciting and inclusive for the local community. I would love to see it again!'*

*'I loved the way it brought the town together'*

*'Interesting creative fun and learnt about making willows, sewing, cornwall history'*

*'Fantastic event giving ownership to the community'*

*'I'll come back because it was very fun. I had a great time and someone's got to get that ball off the Tormentors haven't they?'*

*'Loved it. Redruth needs this kind of fun mad adventure and does it so well.'*

*'It was one of the best days of my life!'*

*'I loved the high energy battle in the main high street, the colours, the music and the creativity all around. Everyone put such a-lot of effort into their costumes, I was so impressed. I loved that it moved through the streets to the rugby grounds for a change of scenery. The telling of the story was so well done and whilst being exciting with a lot of energy it also felt relaxed and I liked the space to move about.'*

*'The colours, the costumes, the sharing of the experience with friends and neighbours, some of whom I don't normally see out and about'*

*'All corners of the community getting together and embracing the event and enjoying our collective efforts and creativity. And the silliness of it all.'*

*'Alive, active and interesting'*

*'That it is amazing and becoming more vibrant and loved as it should be.'*

*'More fun than a bag of coloured marbles in a liquidizer.'*

*'It makes me experience the joy of life'*



*'Loved it. Redruth needs this kind of fun mad adventure and does it so well.'*

*'There are a lot of people in Redruth who are getting things well organised. There must be some good leaders who are putting all these various events together.'*

*'I loved the way it brought the town together'*

*'Fantastic event giving ownership to the community'*

*'We loved it! Our son played the rugby game but we loved the atmosphere and would love to take part in the parade next year.'*

*'I hope it's an upcoming place. It seems a bit sad and scruffy but it's got lots of lovely buildings and lots of lovely upcoming creative stuff happening. I wouldn't mind living there'*

*'It's always been a great community but in recent years it's not been as good, it's great to get it back'*

*'It was really excellent, I am not from Redruth and I was made to feel welcome by our excellent leader, with time to assist in making costumes for the group and help with my own'*

*'We could do with more events like that. It has brought the community together. I've walked past the old library and seen people making the costumes, so there's a bit of a buzz around.'*

*'Loved the procession but also really loved the Ordinalia style play at the end. Mouy mar pleg!'*

