

THE STORY OF

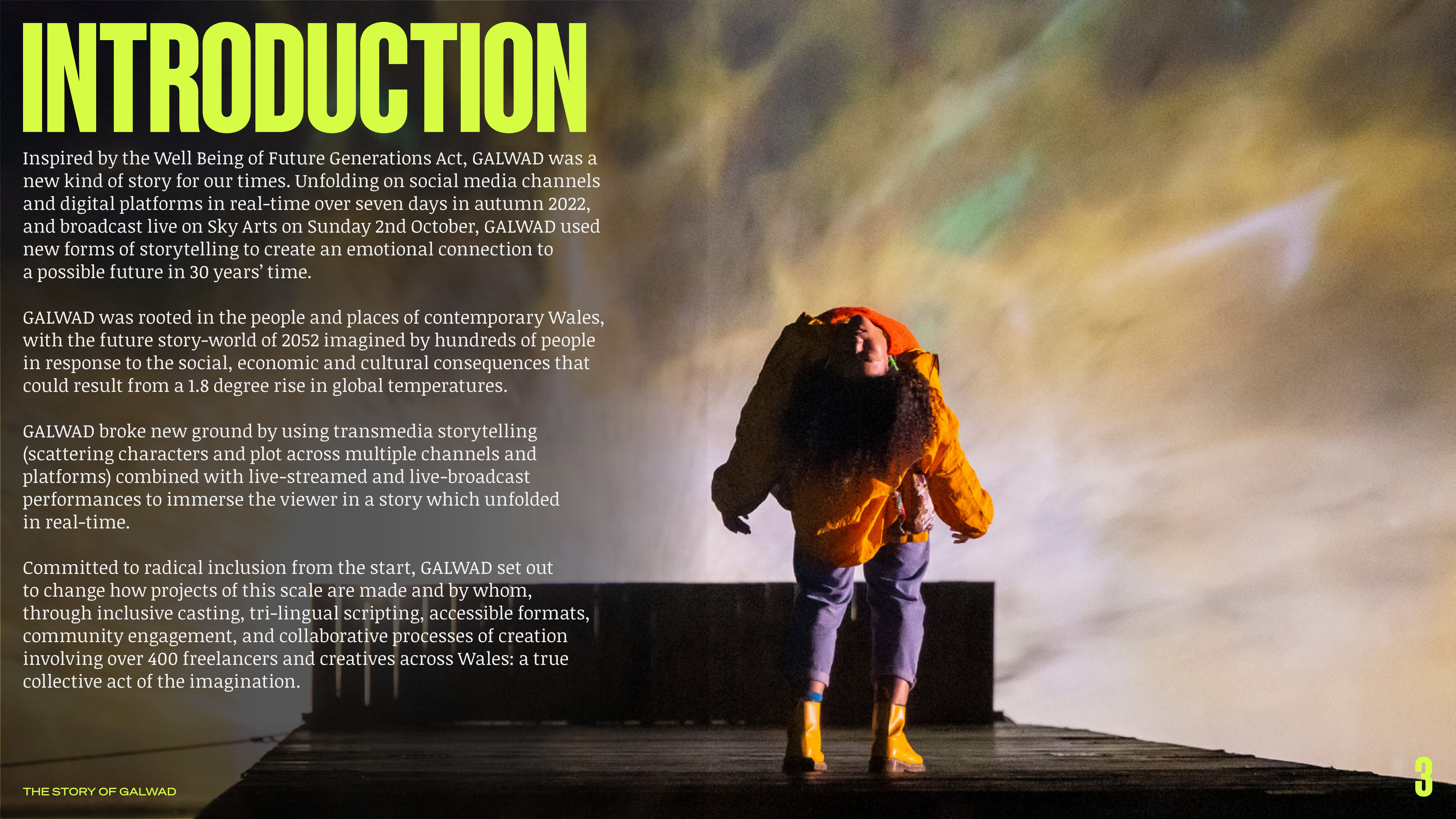
GALWAD





“What if we see ourselves differently?
Seeing the truth of now through the eyes
of those living 11,000 sunrises from now.
Because isn’t that what we need? To
peel away the obscuring present, the
blindfold of now, so we can feel possibility
again? To wake up. To forge our identities
not through our relationship with the
past, but in our relationship to the future,
to who we will be, who we could be?”

TOMOS IN GALWAD FINALE, BLAENAU FFESTINIOG



INTRODUCTION

Inspired by the Well Being of Future Generations Act, GALWAD was a new kind of story for our times. Unfolding on social media channels and digital platforms in real-time over seven days in autumn 2022, and broadcast live on Sky Arts on Sunday 2nd October, GALWAD used new forms of storytelling to create an emotional connection to a possible future in 30 years' time.

GALWAD was rooted in the people and places of contemporary Wales, with the future story-world of 2052 imagined by hundreds of people in response to the social, economic and cultural consequences that could result from a 1.8 degree rise in global temperatures.

GALWAD broke new ground by using transmedia storytelling (scattering characters and plot across multiple channels and platforms) combined with live-streamed and live-broadcast performances to immerse the viewer in a story which unfolded in real-time.

Committed to radical inclusion from the start, GALWAD set out to change how projects of this scale are made and by whom, through inclusive casting, tri-lingual scripting, accessible formats, community engagement, and collaborative processes of creation involving over 400 freelancers and creatives across Wales: a true collective act of the imagination.



THE STORYTELLERS

THE WORLD BUILDERS

Inspired by global expertise in the climatic, technological and social conditions of the next thirty years, 120 people from communities across Wales came together to imagine life in 2052.

This process of 'world-building' was led by production designer, Alex McDowell, known for films such as *Minority Report*, and Experimental Design Studio. The world-builders were recruited and supported by five community partners - CellB in Blaenau Ffestiniog, Citizens Cymru, Disability Arts Cymru (DAC), Ethnic Minorities Youth Support Team (EYST) and Merthyr Tydfil Leisure Trust.

From a six-week process, the world-builders created a 'story resource' - *Cymru in 2052* - used by the writing team and designers in the making of the 2052 world of GALWAD.

The world-builders continued to be involved in the production of GALWAD - writing and recording many of the 2052 voices for the finale and forming the community cast for live performance.



“

The whole experience of GALWAD, the world building, the way we've been involved with parts of the creative process, the live event, it's had a profound effect on me. It all came at a time when I was thinking about change and it has really helped me to actively make change happen for myself and the community.

BLAENAU PARTICIPANT AND COLLABORATOR



WELCOMING
CLIMATE REFUGEES
SINCE 2031



EMILY BURNETT



OWEN SHEERS



MEGAN ANGHARAD
HUNTER



JAMIE JONES



EDWARD LEE



CIARAN FITZGERALD



ERIC NGALLE CHARLES



CATHERINE LINSTRUM



GREG GLOVER



STEVEN KAVUMA



FIONA MAHER



MARVIN THOMSON



MATT COLIN EVANS



DARRAGH MORTELL



KATIE ELIN-SALT



HANNA JARMAN

THE WRITERS

A 16-strong Welsh writing team brought the stories to life – from 19 scripted monologues and messages and a 60-min drama, to devising seven live scenes and a 90-min finale performance.

For many of the emerging writers, GALWAD offered an international platform for their work, reaching millions of viewers.

“

To be part of something so inclusive, challenging and important that was rooted in Wales but spoke to the world, was a real privilege.

GREG GLOVER



THE GUIDE

The blog of fictional journalist Tomos W. Jones, played by Rhodri Meilir, guided audiences through the week's story – aggregating the content across social channels and providing a daily summary of how the story unfolded. Tomos appeared live in the finale in Blaenau Ffestiniog. The blog gained 15,000 followers in just the first two days, demonstrating the value of a narrator in transmedia, distributed storytelling for a dispersed online audience.

THE STORY



MESSAGES FROM THE FUTURE

19 monologues and messages as well as voice notes were scripted and performed by actors and community cast, distributed across social channels, giving us hints and clues of the future world from a diversity of perspectives.

**WATCH THE
MESSAGES**

THE STORY OF GALWAD



LIVE FROM WALES

Daily live-streamed performances showcased the diversity of people and places of Wales – from Swansea beach to a hair salon in Merthyr Tydfil and former quarry in Blaenau Ffestiniog. Theatre production combined with TV broadcast techniques to produce a thrilling real-time story which

took the viewer on a journey across contemporary Wales through the eyes of a group of teenagers: directed by Gethin Evans, choreographed by Anthony Matsena and Joshua Attwood, designed by Marc Rees and Edith Morris, and costumed by Rhiannon Matthews.

“

For so many reasons and on so many levels, #Galwad22 captures the magic and vision of Wales.

STEAM CO., TWITTER

“

As someone who lives away from Wales, it was wonderful to be immersed in so many locations and people, with a really interesting concept and story... So thanks to everyone involved.

DEB M., TWITTER



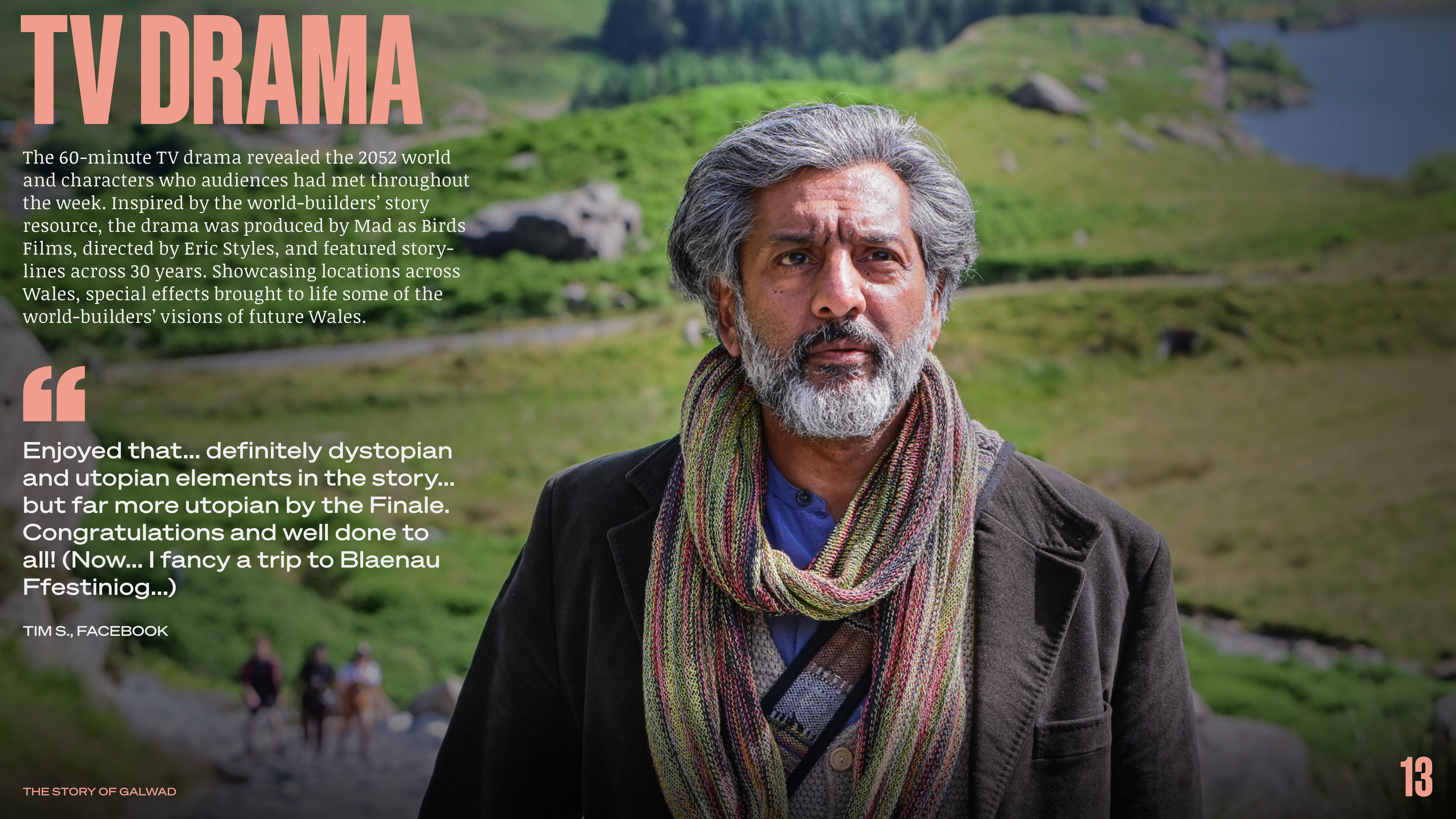


THE LIVE FINALE

Broadcast live from Blaenau Ffestiniog in North Wales, on Sunday 2 October, the 90min finale took audiences from a rally at sunset to Llyn Ffridd-y bwlch, a lake within the slate quarry. The central character, Efa, delivered a powerful speech describing Blaenau Ffestiniog's future, written by Owen Sheers from conversations and research with the town's residents and community partners.

The broadcast (Oxyfire) and stage management teams ensured a seamless mix from the pre-recorded catch-up to live broadcast on Sky Arts. This ensured remote viewers could move amongst the live audience as if they were present themselves to experience the rally, procession and the spectacular finale installation on the lake designed by Ronan Devlin, lit by Elanor Higgins, with a score composed by Dyfan Jones with Alexander Comana and featuring many of the voices of the world-builders.

**WATCH
THE LIVE
FINALE**



TV DRAMA

The 60-minute TV drama revealed the 2052 world and characters who audiences had met throughout the week. Inspired by the world-builders' story resource, the drama was produced by Mad as Birds Films, directed by Eric Styles, and featured story-lines across 30 years. Showcasing locations across Wales, special effects brought to life some of the world-builders' visions of future Wales.



Enjoyed that... definitely dystopian and utopian elements in the story... but far more utopian by the Finale. Congratulations and well done to all! (Now... I fancy a trip to Blaenau Ffestiniog...)

TIM S., FACEBOOK





REAL-TIME STORYTELLING

GALWAD unfolded over seven days across social and broadcast channels. 167 pieces of content (all in accessible formats) were distributed over 5 online platforms (Twitter, Facebook, Tiktok, Instagram, Youtube) and broadcast channels Sky Arts, S4C and BBC Radio Cymru and BBC Radio Wales.

5.44M+

OVERALL ONLINE REACH

2.74M+

UNIQUE VIEWS*

149

COUNTRIES

2.5M+

MINUTES WATCHED**

*UNIQUE VIEWS CALCULATED ON THE BASIS OF AT LEAST 50% DURATION OF INDIVIDUAL CONTENT WATCHED.
** MINUTES THAT CAN BE COUNTED, LIKELY TO BE GREATER ON BASIS OF ADDITIONAL DIGITAL PLATFORMS.

Online content achieved high levels of engagement from audiences (likes, shares, and comments), in some cases three times higher than levels considered ‘excellent’ (Twitter).

“
Enjoyed every moment and all the blogs leading up to today.


DIANA W, FACEBOOK

“
Amazing... I can only compare it to The Passion in Port Talbot with Michael Sheen for the live experience.

DEREK D, FACEBOOK

“
Wow, just wow. Well done every single one of you involved in this, for the performance - and for the message!

MS. O, FACEBOOK



Shared by Football Association
Wales, Matt Colin Evans' monologue
performed by Richard Harrington
was viewed over 85,000 times
on Twitter.

“
Hollol gwych. Neges pwysig ac
brosiect difyr ofnadwy! Buase'n
wych curo'r targed o dros filiwn
o siaradwyr Gymraeg a bobl yn
parchu'r iaith a'r Diwylliant.

Absolutely fantastic. An important
message and a terribly entertaining
project! It would be great to beat
the target of over a million Welsh
speakers and people who respect
the language and culture.

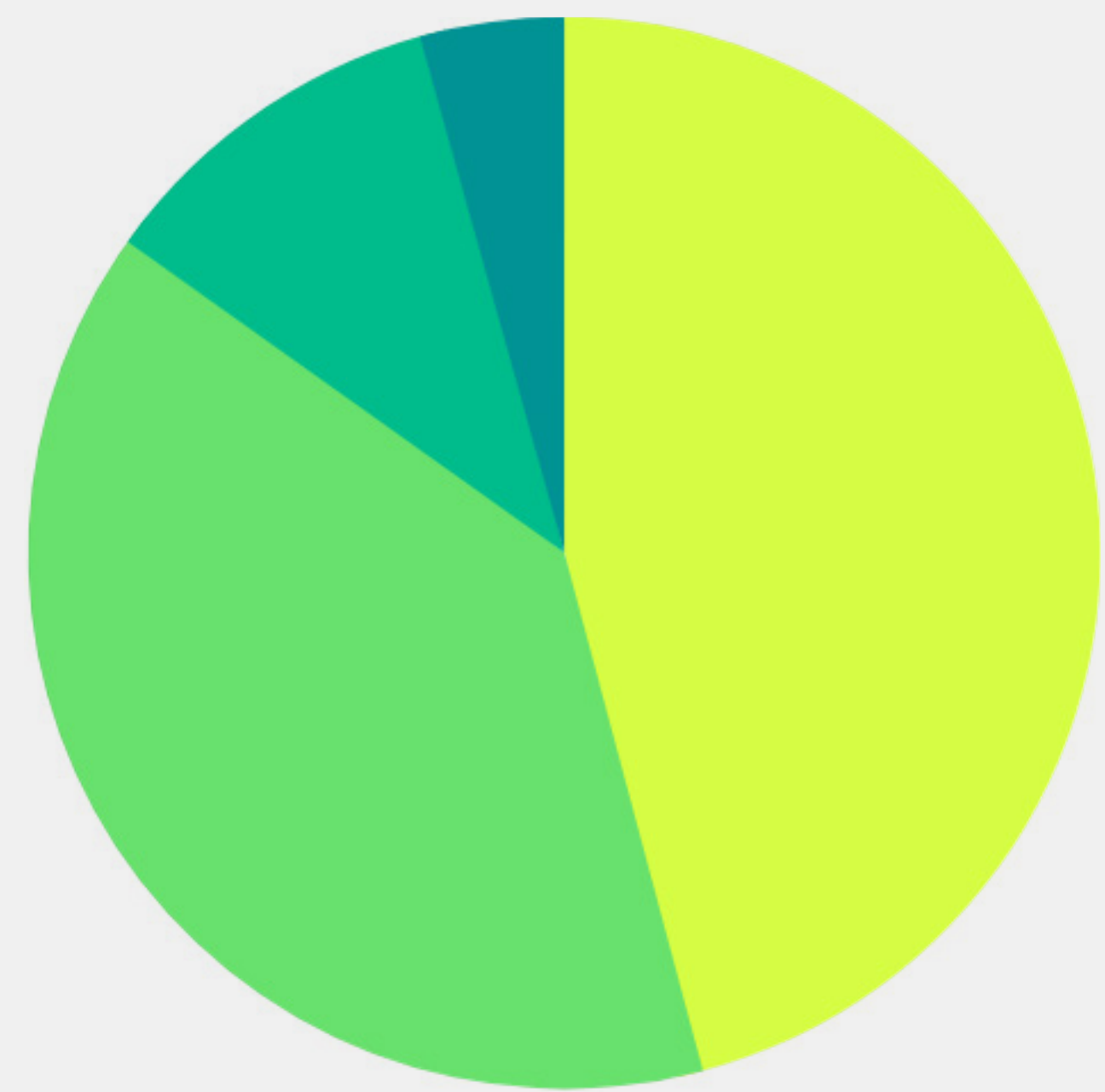
CRAIG C., TWITTER

“
Probably the greatest video the
Welsh FA have ever published,
da iawn.

TOM L., TWITTER

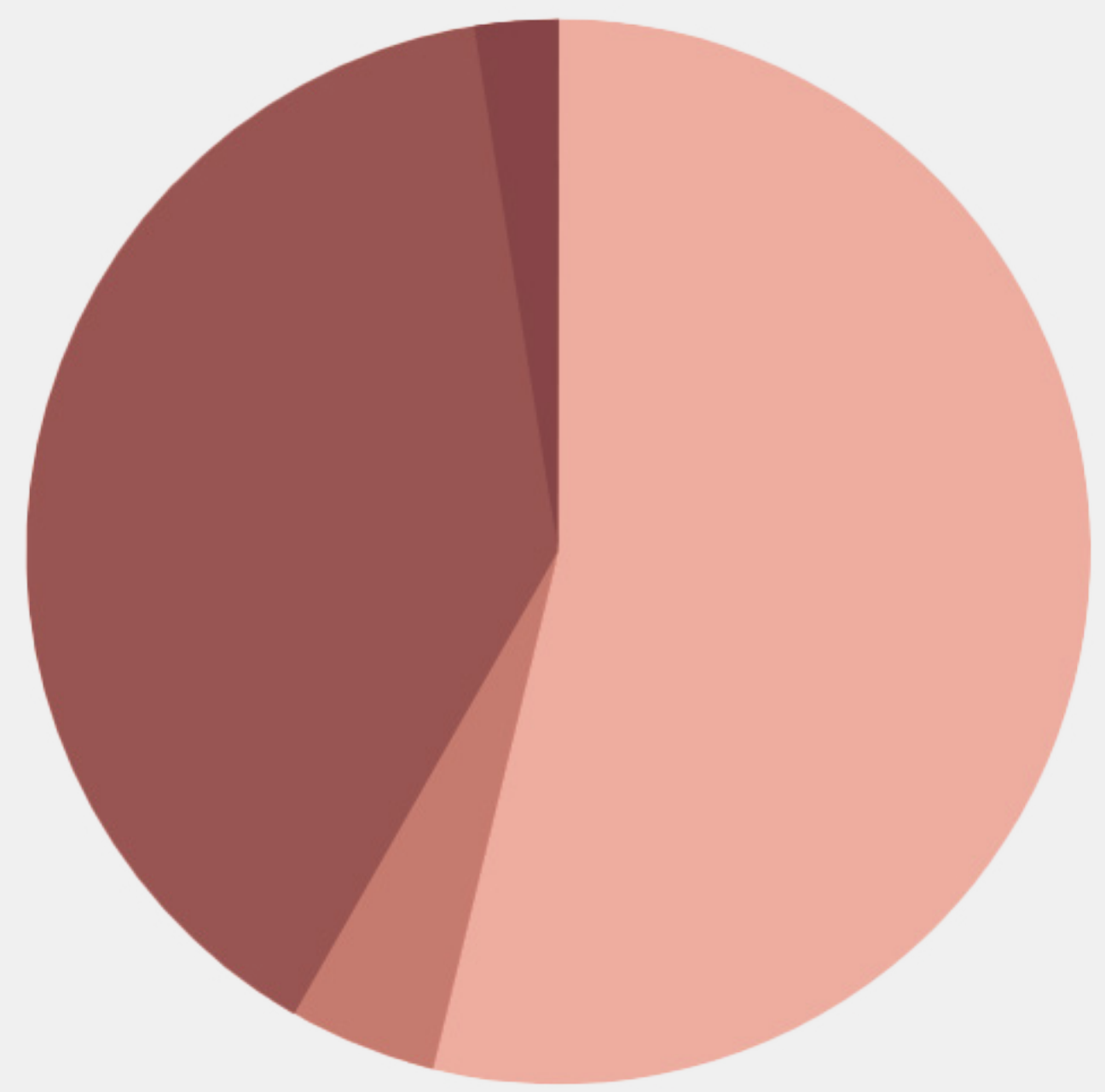
HOW WE WATCHED ONLINE

YOUTUBE



- **45.9%** TV
- **39%** MOBILE PHONE
- **10.8%** COMPUTER
- **4.3%** TABLET

% OF VIEWS OVERALL



- **53.8%** FACEBOOK/INSTAGRAM
- **39.2%** YOUTUBE
- **4.5%** TWITTER
- **2.5%** TIKTOK

INNOVATION

A woman with long curly hair, wearing a red top, blue jeans, and a brown jacket, is walking on a path at night. She is carrying a white bag. A bright spotlight illuminates her from above, creating a strong shadow on the ground. The background is dark, with some grass and a small structure visible. The word "INNOVATION" is written in large, bold, orange letters across the top of the image.

OVER 400 CREATIVE FREELANCERS AND INDIVIDUALS BROUGHT THE STORIES OF GALWAD TO LIFE.

WATCH
'THE MAKING
OF' FILM

From designers to choreographers, musicians, theatre directors, film-makers, actors, sign-interpreters, stage managers to costume teams – this was truly a creative act of a scale not witnessed before in Wales.



PERSON-CENTRED ACCESS AT SCALE

Inclusive casting & recruitment for over 350+ staff, creatives, freelancers.

Our access team created and realized personal access riders and support plans for all Deaf, Disabled and Neurodiverse collaborators.

Storylines and scripting led by lived experience

Bringing Deaf storytelling and Welsh language to a national audience

Accessible formats

An industry-first, content was provided in BSL, bilingual audio-description and captioned formats.



“

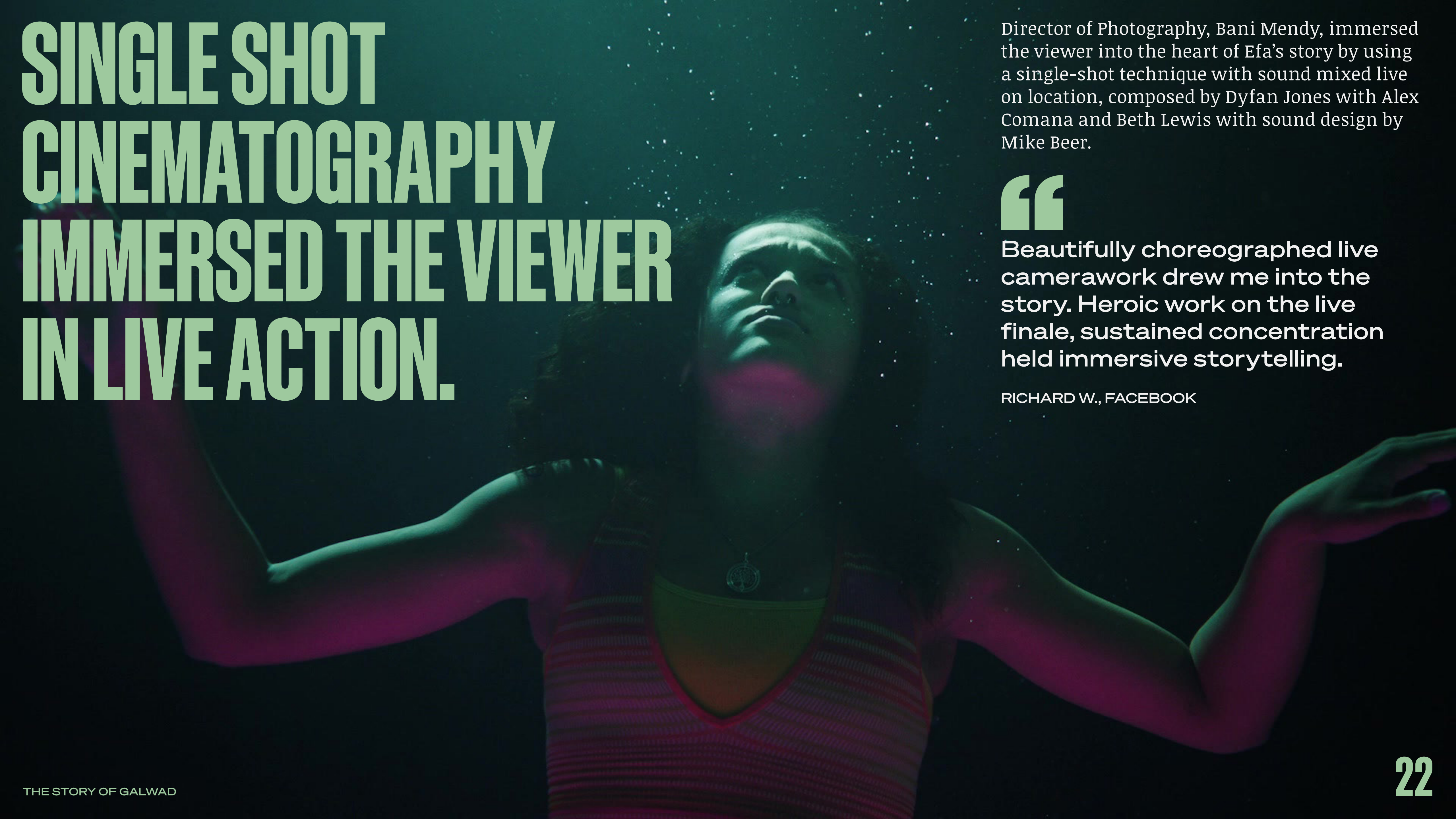
It has deeply touched me - it's brilliant. I have a 3 year old niece that has Down's Syndrome and seeing posts like this honestly makes me feel so positive about the future and the possibilities that she has. Thank you to GALWAD.

AMY N., YOUTUBE

“

As a Disabled Actor, I need all the support I can have from a team I work with . GALWAD, it was a brief time with you but the support meant a lot. Diolch

ANDRIA DOHERTY



SINGLE SHOT CINEMATOGRAPHY IMMERSED THE VIEWER IN LIVE ACTION.

Director of Photography, Bani Mendy, immersed the viewer into the heart of Efa's story by using a single-shot technique with sound mixed live on location, composed by Dyfan Jones with Alex Comana and Beth Lewis with sound design by Mike Beer.

“

Beautifully choreographed live camerawork drew me into the story. Heroic work on the live finale, sustained concentration held immersive storytelling.

RICHARD W., FACEBOOK

A TRI-LINGUAL PRODUCTION

As a bi-lingual nation, Wales offered the perfect test-bed for a new kind of multi-lingual storytelling. GALWAD braided Welsh, English and British Sign Language through the scripts – demonstrating an alternative to the back-to-back format of separate Welsh and English productions. 37% of content contained 50% or more Welsh language, and 16% of online content contained BSL. The finale soundtrack and audio messages featured many different languages indicating the multi-lingual nature of communication in 30 years' time – a key part of the world-builders' vision for a future Wales.

THE SOUNDTRACK

The GALWAD score was composed by Dyfan Jones with associate composers, Alexander Comana and Beth Lewis, and musicians Greta Isaac, Lemfreck and Dunja Botic. The score included underscore, diegetic items and pieces for dance, merging many different genres of music. The singer-songwriter Eädyth also composed and performed an interpretation of the

GALWAD track on Jamie Jones’ film. The score was performed, recorded and mixed in Aberdare, in the South Wales Valleys, with the vast majority of editing and engineering being done by Welsh or Wales-based artists. The title track ‘GALWAD’ was played by Huw Stephens on Radio Wales and Georgia Ruth on Radio Cymru.



GRETA ISAAC



LEMFRECK

Young People worked with our creative and communications teams across multiple elements of the project including:

- Devising the live script and performing in the finale
- Creating content for the digital storytelling on Tiktok and Instagram
- Filming behind-the-scenes
- Performing in Jamie Jones' film of Merthyr Tydfil
- Hosting audiences at Siop Galwad

Young people across the programme told us as a result of participating in Galwad, they experienced:

- An increased sense of optimism
- Development of personal and professional networks
- An increase in confidence
- A better understanding of creative opportunities within Wales
- An increase in self-worth
- A greater understanding of positive action towards a more equitable and sustainable future.

**WATCH
JAMIE JONES'
FILM HERE**

DEvised WITH YOUNG PEOPLE

UNLOCKING OPPORTUNITY



YOUNG COMPANY

The GALWAD Young Company was formed of 12 people, aged 18 to 25, recruited through an accessible, open and informal process co-designed by young people and delivered in partnership with EYST, Citizens Cymru, Fran Wen and Disability Arts Cymru. Young Company members worked across

all areas of the project including the live story, broadcast drama, script writing, citizen journalism, access and inclusion and sustainability. Six residencies took place over six months in addition to working on the project. £6k bursaries for each young company member including three paid forward legacy days.

WATCH
YOUNG
COMPANY
FILM



“

I'm not the same person I was before I started my journey on this project. I've been reshaped by all the people and communities whose richness I was given the chance to learn about...

LAURIE, GALWAD YC MEMBER

INCLUSIVE SKILLS DEVELOPMENT

GALWAD was committed to enabling professional skills development in every part of the production of the project, particularly for Welsh or Wales-based freelancers. We delivered this through:

- Inclusive recruitment.
- Access riders for every individual
- A safe and supportive organisational culture for learning.
- Shared creative and collaborative leadership.
- Flexible working hours.
- Mentors and shadow roles for step up opportunities.
- Platforming new talent through new kinds of partnership.
- Establishing an external project board and set of advisors as critical friends.

And delivering:

- 67 young people supported through discovery sessions.
- 42 freelancers undertook training with Cult Cymru.
- 39 opportunities for core project team skills development e.g. deaf and disability awareness.
- 19 next step mentored associate roles including design, composing, film-making, writing and choreography.
- 10 foot in the door trainees.
- 9 citizen journalists trained.



COMMUNITY CAST

150 community performers worked with the creative team on devising and/or performing the live scenes, broadcast drama and audio messages; including the Merthyr Movers who worked with Anthony Matsena and Marc Rees; Merthyr College students who worked with film-maker Jamie Jones; and the finale young cast – who devised the welcome performance in Blaenau Ffestiniog.

“

At my age, I never thought I'd have an opportunity to dance. Thank you for changing my life. Women of our age are normally forgotten about.

MERTHYR MOVERS PARTICIPANT

“

We were privileged to be part of the community cast for this groundbreaking production. It's an experience we'll certainly never forget!... The young cast were so talented, full of passion in their desire to tell this amazing story with its important message...

LYNWEN P., FACEBOOK



ENGAGEMENT

DYFODOLISM

The Blaenau community through CellB are co-curating a series of future focused events and films with Alex McDowell from Experimental Design. This season of work will build on their experience of World building and will focus on the future of Blaenau.

CAPS

Our Blaenau community 'activators'. Recruited and managed by CellB, this group of 7 Blaenau residents helped shape the story, participation activity and audience experience for the Blaenau and wider community.

SIOP GALWAD

A drop-in shop conceived and hosted by community partners CellB, the engagement team and young company members to provide a place in Blaenau Ffestiniog to chat about GALWAD the project.

PEOPLE'S NEWSROOM

9 people from across Wales were supported by the Bureau of Investigative Journalism and Solutions Journalism to consider the implications of GALWAD as citizen journalists. Their texts were published by Nation.Cymru.

FOOT IN THE DOOR

10 trainees were supported to work as part of the TV drama production with Mad as Birds films, co-ordinated by Ffilm Cymru

SCHOOLS

A 'Week in the Future' consisted of a series of live lessons and activities for students aged 7-11, co-created and co-designed with Eco-Schools Wales. The lessons encouraged and inspired pupils to explore and question what the future will mean for their schools, their communities and their lives.

173

SCHOOLS IN WALES
PARTICIPATED IN THE LIVE
LESSONS

11,010

STUDENT ATTENDANCES
OVER ONE WEEK

THE STORY OF GALWAD

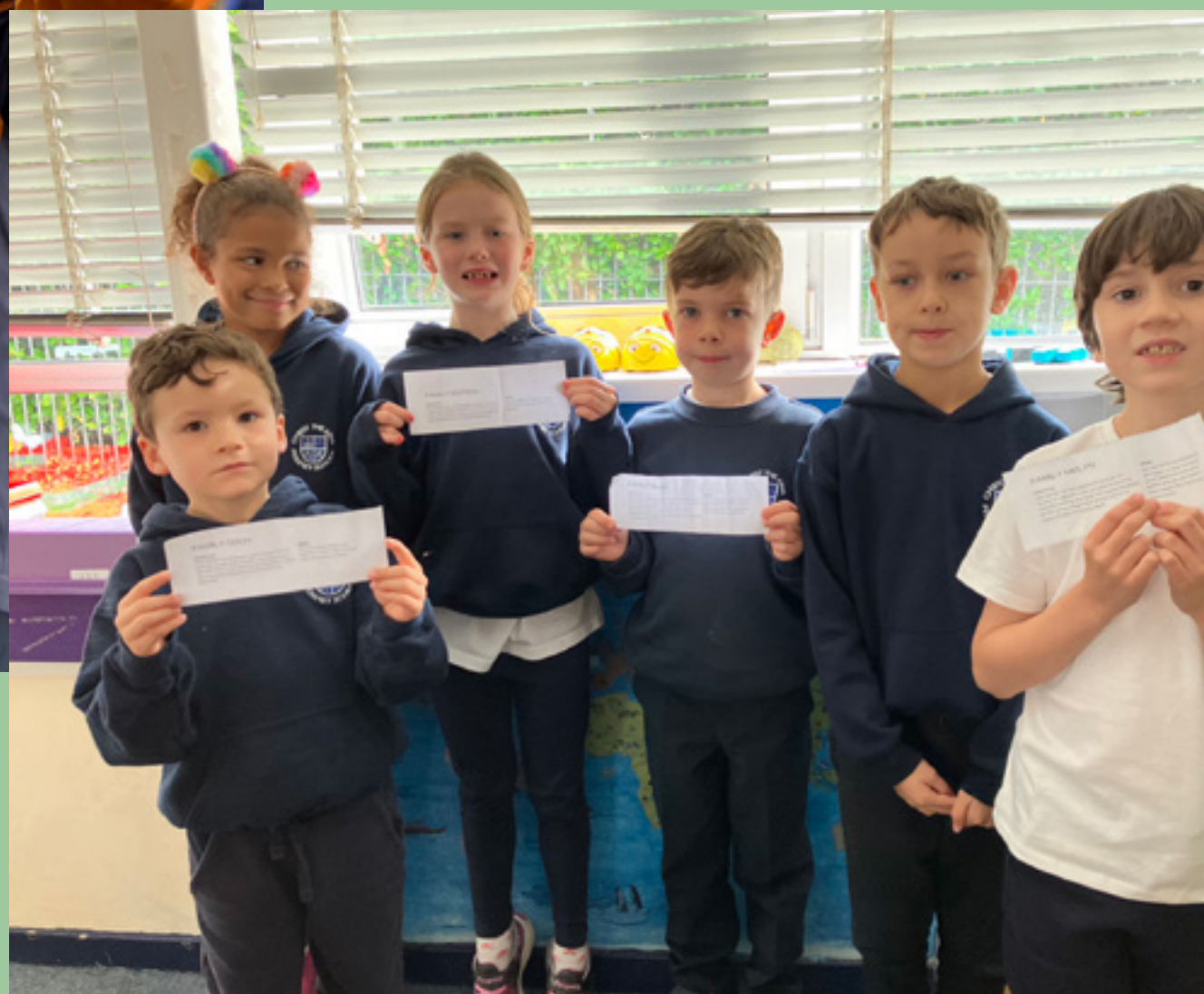
Live lessons included interactive live interviews and Q&As with special guests, interactive activities for pupils and glimpses into the future through digital content that includes future weather reports and future adverts.

2,500

INDIVIDUAL STUDENTS

EXPLORE
THE SCHOOL
RESOURCES





“

After thinking about our future with EcoSchoolsWales @GALWAD22 #ctkcardiffy3 are spreading a positive message! We know IT IS OUR FUTURE we can make the change. We know what we want 2052 to look like.

CHRIST THE KING CATHOLIC
PRIMARY SCHOOL, TWITTER



WORKFORCE

485

FREELANCERS AND
INDIVIDUALS ENGAGED TO
WORK ON THE PROJECT.

£3.1 MILLION

SPEND ON INDIVIDUALS AND
FREELANCERS.

84%

RESIDE IN WALES

25%

FROM BLACK, ASIAN
OR GLOBAL MAJORITY
BACKGROUNDS

27%

DEAF AND/OR DISABLED OR
LIVING WITH A LONG-TERM
MEDICAL CONDITION

26%

LGBTQI

“

It's high time we saw cross-
industry collaboration on
this scale and an important
opportunity for the sector
to rally after two years of
disruption, closures and job
losses across the professions
which sustain it.”

WALES ART REVIEW

BUSINESS & FINANCE

125

WELSH BUSINESSES AND ORGANISATIONS ENGAGED.

70%

BUSINESSES AND ORGANISATIONS ARE WELSH

70%

OVERALL PROJECT SPEND IN WALES

80%

PRODUCTION SPEND IN WALES



SUSTAINABILITY

**DOWNLOAD THE
SUSTAINABILITY
REPORT**

- The story of GALWAD brought to life the possibilities of change from the seeds of self-organised, sustainable practices in the here-and-now. The visions of positive change were inspired by organisations such as the Centre for Alternative Technology and individuals and agencies across Wales who are already leading the way towards a more sustainable and equitable future.
- TV Drama and Live Broadcast are ALBERT Registered
- Applying Theatre Green Book Principles
- Environmental Impact Assessments completed to ensure no negative impact on environment or biodiversity
- Commitment to a net zero Carbon Footprint through energy reduction, fuel choice, and in set design, set against creative mitigation.
- Using principles of circular economy and applying the reduce, reuse and recycle method to our waste

INSETTING NOT OFFSETTING

- Using HVO fuel for event site power saved 71T carbon emissions.
- Support to a Blaenau Ffestiniog social enterprise, Y Dref Werdd, initiative around energy advice, electric bikes and the planting of 5,000 trees locally – reducing energy consumption and future carbon sequestration of over 3,000 tonnes of CO₂.
- Help in the establishment of a youth nature garden and a new market garden, supporting biodiversity and impacting health and wellbeing.
- Sending all wood from the scenic design in Blaenau to a startup wood recycling initiative – upholding circular economy principles, reducing waste and providing a boost to a new business.

159 TONNES

OF CARBON EMISSIONS
OFFSET OR REDUCED BY
GALWAD ACTIONS



PARTNERS

GALWAD was part of UNBOXED: Creativity in the UK, co-commissioned with Creative Wales with funding from Welsh Government and UK Government.

GALWAD was produced by Collective Cymru, a pan-Wales partnership led by National Theatre Wales including Frân Wen, Centre of Alternative Technology, Clwstwr, Disability Arts Cymru, Ffilm Cymru and Sugar Creative.

Our world-building community partners included CellB, Citizens Cymru, Disability Arts Cymru, Ethnic Minorities Youth Support Team (EYST) and Merthyr Tydfil Leisure Trust.

The People's Newsroom project was led by The Bureau of Investigative Journalism and Solutions Journalism Network.

PHOTO CREDITS

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Aisha-May Hunte and Alexandria Riley as Efa. Photo: Warren Orchard and Mo Hassan.

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Rhodri Meilir as Tomos in still from live finale broadcast by Sky Arts.

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Aisha-May Hunte in live finale. Photo: Kirsten McTernan. Light Installation Ronan Devlin.

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Rhoda Montemeyor as Luna GALWAD TV Drama. Photo: Suzie Larke.

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World-builder portraits by Mo Hassan.

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Banner on GALWAD TV Drama set. Photo: Kirsten McTernan

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Rhodri Meilir as Tomos in still from blog video post.

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Aisha-May Hunte and GALWAD live cast in still from first live scene Swansea.

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Stills from 2052 monologues featuring (clock-wise): Boo Golding, Anais Jessica Berinde, Seiriol Davies, Richard Harrington, Asnath Losala, Kel Matsena, Justin Melliush, Jenna Preece, Mali Ann Rees, Owen Teale

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Live cast and dancers on Swansea beach. Photo: Kirsten McTernan

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Live finale in Blaenau Ffestiniog. Photo: Kirsten McTernan. Design: Edie Morris and Marc Rees.

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Nitin Ganatra as Namit in GALWAD Drama. Photo: Kirsten McTernan

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Audience member at live finale. Photo: Kirsten McTernan

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Live cast in Merthyr Tydfil. Photo: Kirsten McTernan

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Live finale in Blaenau Ffestiniog. Photo: Kirsten McTernan. Light installation design: Ronan Devlin

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Richard Harrington in still from monologue written by Matt Colin Evans.

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Aisha-May Hunte in live finale. Photo: Kirsten McTernane

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Josh Attwood in 2052 costume designed by Rhiannon Matthews for live party scene. Photo: Kirsten McTernan

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Nadeem Islam as Dhiru in still from GALWAD TV drama.

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Aisha-May Hunte in still from live scene in Swansea.

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Ciaran O’Brien in conversation with sign-interpreters in Merthyr hair salon rehearsal. Photo: Kirsten McTernan

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Greta Isaac and Lemfreck. Photo: Ella Brolly.

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Still from Merthyr Tydfil film directed by Jamie Jones featuring Merthyr College students.

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Anthony Matsena, Lead Choreographer at Cwmorthin. Photo: James O’Doherty

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Merthyr Movers in rehearsal on Merthyr viaduct. Photo: Kirsten McTernan.

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Londiwe Mthembu in live scene in Swansea. Photo: Kirsten McTernan

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Merthyr Movers rehearse on Merthyr Tydfil viaduct. Photo Kirsten McTernan.

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Young cast participant in live finale procession in Blaenau Ffestiniog. Photo: Kirsten McTernan.

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Christ the King Catholic Primary School, Cardiff in live lesson for Week in the Future schools programme.

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Photos of schools’ participation in the Week in the Future schools’ programme.

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Production crew on location during filming of GALWAD TV drama. Photo: Kirsten McTernan.

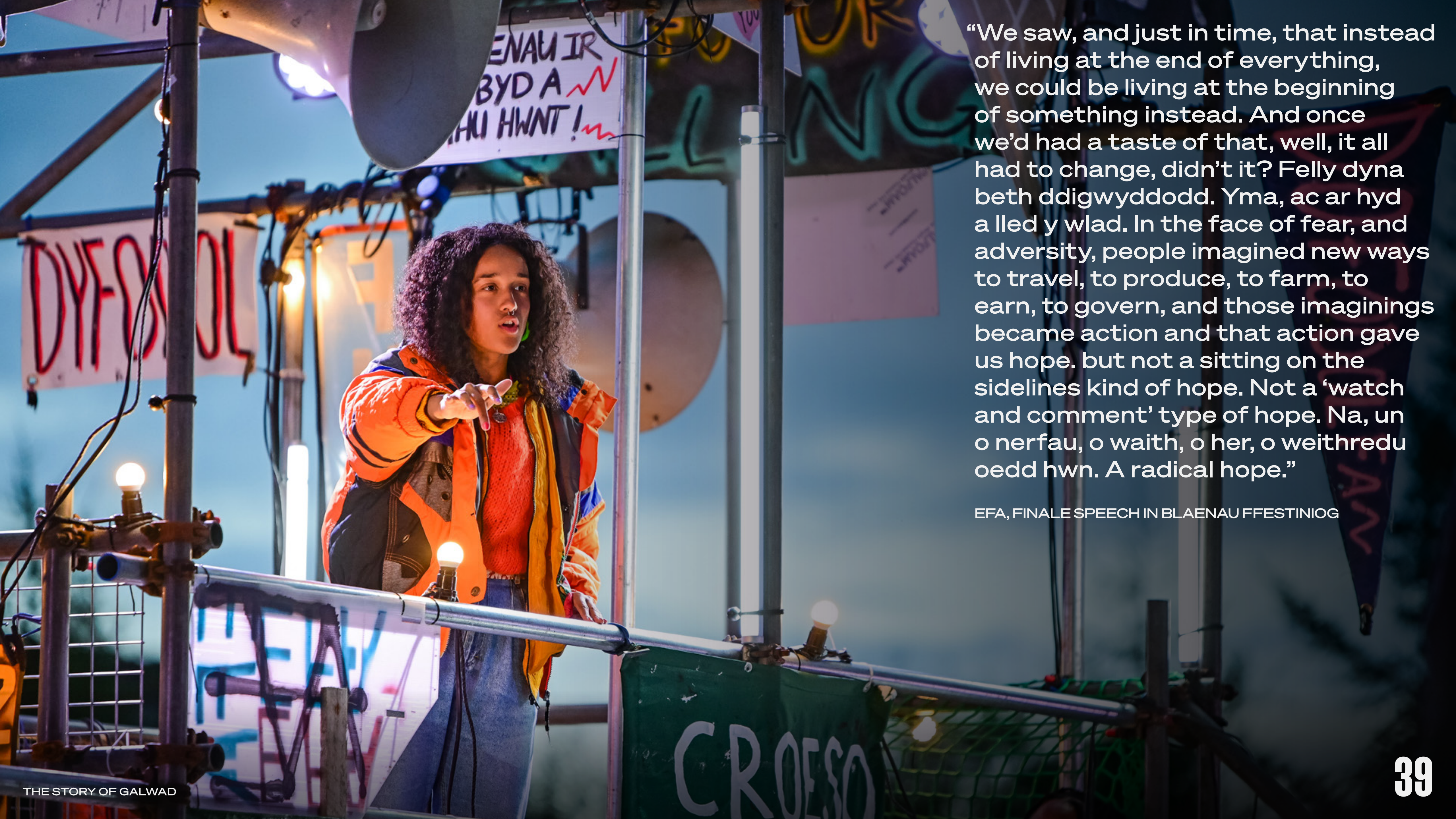
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Production shot from filming of GALWAD TV drama. Courtesy Mad as Birds.

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Boo Golding as Keefer in still from GALWAD TV drama. Courtesy Mad as Birds.

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Cwomorthin, location of live scene. Photo: James O’Doherty

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Young cast member in live finale in Blaenau Ffestiniog. Photo: Kirsten McTernan.

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Aisha-May Hunte as Efa delivers her final speech in Blaenau Ffestiniog. Photo: Kirsten McTernan.



“We saw, and just in time, that instead of living at the end of everything, we could be living at the beginning of something instead. And once we’d had a taste of that, well, it all had to change, didn’t it? Felly dyna beth ddigwyddodd. Yma, ac ar hyd a lled y wlad. In the face of fear, and adversity, people imagined new ways to travel, to produce, to farm, to earn, to govern, and those imaginings became action and that action gave us hope. but not a sitting on the sidelines kind of hope. Not a ‘watch and comment’ type of hope. Na, un o nerfau, o waith, o her, o weithredu oedd hwn. A radical hope.”

EFA, FINALE SPEECH IN BLAENAU FFESTINIOG



FRÂN WEN



Centre for Alternative Technology
Canolfan y Dechnoleg Amgen



clwstwr **sugar** CREATIVE EXPERIMENTAL



Cymru Greadigol
Creative Wales