

SHWSH helps spread the word on the Welsh language

SHWSH promised 'hot bands, secret locations and free, exclusive experiences' around Cardiff in the run up to and during the Eisteddfod. Participants signed up by text to receive instructions and information on the gigs and exclusive discount codes from retailers across the city.

Over 450 people attended the seven intimate performances by the likes of Huw Stephens, Gwenno, Chroma, Mellt, Papur Wal, Han2k, H.Hawkline and Gwilym.

56% of attendees surveyed said they had already planned to attend the Cardiff Eisteddfod. However, 29% more stated that Shwsh inspired them to attend the festival. 91% of those surveyed also said they would attend more SHWSH gigs in future and 92% said they would listen to more Welsh language music or that they are already fans.

Joshua Roberts from Cardiff said:

"I'd never been to a Welsh language music event before but I liked how the events were organised and the secrecy element behind the undisclosed locations. The gigs themselves were really enjoyable and it was great to discover new musical acts that I might not otherwise have heard. Not being able to speak Welsh didn't feel like an issue because I was just enjoying the music and great atmosphere."

Minister for Welsh Language and Lifelong Learning, Eluned Morgan said:

"As with its big sister, Dydd Miwsig Cymru, one of the aims of SHWSH was to encourage those who may not speak Welsh to enjoy Welsh language music and to use that as stepping stone to the Eisteddfod, which, for the first time this year was free to visitors. Over 80% of those surveyed visited the Eisteddfod with 29% saying Shwsh inspired them to visit.

"Reaching the target of a million Welsh speakers is a task that requires culture change and government cannot do that alone. Education has a very important role to play in boosting the number among future generations but we also have to encourage adults to engage with and to learn the language.

"The Eisteddfod provides an excellent opportunity to inspire people to embrace the language and all the cultural benefits that brings so I am delighted SHWSH had a positive effect in encouraging people who would not otherwise have attended the Eisteddfod to visit and to see what it has to offer."