

Pontypool Museum / Amgueddfa Pont-y-pŵl

Taking Over Day – More than a day, 3-year case study 2013-15 Diwrnod Meddiannu – Mwy na diwrnod, astudiaeth achos tair blynedd 2013-15

Taking Over Day celebrated its fourth year in 2015 and Pontypool Museum has been involved for the past three years. Here's how they have used their experiences to develop and deepen the involvement of young people in their organisation:

2013

What they did

The museum ran a competition for young people in the locality to design a video game for the museum. The competition was marketed to all young people aged 7-21 living in the Torfaen area and the game was to be based on an aspect of local history; participants were asked to write a short description of the game and to draw a scene from it. This provided a great opportunity to work with the secondary school adjacent to the museum and to invite all of their pupils to submit their designs. The competition judges included a top Welsh games developer; staff from a local branch of a computer games store and members of the Pontypool Rotary Club who had gifted a small prize fund. The fund was converted into vouchers for GAME for the top three winners. The winning game was about a Victorian street artist that used to live and work in Pontypool.

Taking it forward

- Although the school was next door to the museum, they had not been frequent users of the museum and this was the first time they had worked on a project together. Support from teachers in setting up the competition was the first step towards establishing a firm relationship with the school. The competition was implemented as part of the art and media curriculum.
- Museum staff felt they became more aware of teenagers as an audience. Taking Over Day gave them the enthusiasm to want to do more for and with this age group and the young people's designs gave staff an insight into their interests.

Bu'r Diwrnod Meddiannu'n dathlu ei bedwaredd flwyddyn yn 2015 ac mae Amgueddfa Pont-y-pŵl wedi cymryd rhan ers tair blynedd erbyn hyn. Dyma sut maent wedi defnyddio eu profiadau i ddatblygu a dyfnhau cyfranogaeth pobl ifanc yn eu sefydliad:

2013

Yr hyn wnaethon nhw

Rhododd yr amgueddfa gystadleuaeth i bobl ifanc yn yr ardal i lunio gêm fideo ar gyfer yr amgueddfa. Cafodd y gystadleuaeth ei marchnata i bob person ifanc 7-21 oedd yn byw yn ardal Torfaen ac roedd y gêm i gael ei seilio ar bob agwedd o hanes lleol: gofynnwyd i gyfranogwyr ysgrifennu disgrifiad byr o'r gêm a dangos un olygfa ohoni. Rhoddodd hyn gyfle gwych iddynt weithio gyda'r ysgol uwchradd gerllaw'r amgueddfa a gwahodd eu disgyblion i gyd i gyflwyno eu cynlluniau. Roedd beirniaid y gystadleuaeth yn cynnwys un o ddatblygwyr gemau gorau Cymru, staff o gangen leol o siop gemau cyfrifiaduron ac aelodau o Glwb Rotari Pont-y-pŵl oedd wedi rhoi cronfa fechan o wobrwyo yn rhodd. Trowyd y gronfa'n docynnau rhodd i GAME ar gyfer y tri enillydd gorau. Roedd y gêm fuddugol yn dilyn artist stryd yn oes Fictoria oedd yn arfer byw a gweithio ym Mhont-y-pŵl.

Ei ddwyn yn ei flaen

- Er bod yr ysgol drws nesaf i'r amgueddfa, doedden nhw ddim wedi defnyddio'r amgueddfa'n aml a dyma oedd y tro cyntaf iddyn nhw weithio ar brosiect gyda'i gilydd. Cefnogaeth gan yr athrawon i sefydlu'r gystadleuaeth oedd y cam cyntaf tuag at sefydlu perthynas gadarn gyda'r ysgol. Rhedwyd y gystadleuaeth yn rhan o'r cwricwlwm celf a chyfryngau.
- Roedd staff yr amgueddfa'n teimlo eu bod wedi dod yn fwy ymwybodol o bobl yn eu harddegau fel cynulleidfa. Roedd y Diwrnod Meddiannu wedi rhoi'r brwdfrydedd iddynt i wneud mwy gydag ac ar gyfer y grŵp oedran yma a rhoddodd gynlluniau'r bobl ifanc gipolwg i'r staff ar eu diddordebau.

- Following Taking Over Day, the town council asked the museum to contribute towards a digital education resource based on the town's heritage. The young person who had won the competition worked with the council to produce this and it was made available on the museum's website to support teachers.
- Yn dilyn y Diwrnod Meddiannu, gofynnodd cyngor y dref i'r amgueddfa gyfrannu tuag at adnodd addysg ddiigidol oedd wedi'i seilio ar dreftadaeth y dref. Bu'r person ifanc a enillodd y gystadleuaeth yn gweithio gyda'r cyngor i gynhyrchu hwn a chafodd ei roi ar wefan yr amgueddfa i gefnogi athrawon.

'This is why the idea about the game was so good. We thought, ah, we can engage (children and young people) in different ways that won't seem so old-fashioned and boring. That was a big thing to learn.'

Curator, Pontypool Museum

'Dyma pam fo'r gêm yn syniad mor dda. Ein syniad oedd y gallem gynnwys (plant a phobl ifanc) mewn gwahanol ffyrdd a fyddai'n dod drosodd yn llai hen ffasiwn a diflas. Roedd hynny'n wers fawr i ni.'

Curadur, Amgueddfa Pont-y-pŵl

2014

What they did

Inspired by their positive experience from the first Taking Over Day, the museum wanted to find other ways to involve young people and also involve more of the museum's staff and volunteers. A class of GCSE Media Studies pupils became press photographers and journalists as they documented artefacts within the museum. Museum staff ran a 'journalism training day' ahead of the event so that pupils could learn how to interview and take photos to professional standards. Local journalists came to report on the event and helped the children further by offering their top tips. The children's reports and photographs from the event were used to create a new school newsletter, a 50th anniversary book for the school and were included in the local newspaper. The children also had the opportunity to interview the Deputy Minister for Culture, Sport and Tourism, Ken Skates, who attended their Taking Over Day.

Taking it forward

- The day itself was a great opportunity to raise the profile of the museum, increasing awareness amongst government officials and local people alike. One of the young journalists was invited to write a feature for a newspaper which was later published.
- Students went on to produce an exhibition of their work at the museum in June 2015 which also had a very positive impact on their local audience, prompting visits from friends and family members, many of whom said they had never visited the museum before.

2014

Yr hyn wnaethon nhw

Am eu bod wedi cael eu hysbrydoli gan eu profiad positif ar y Diwrnod Meddiannu cyntaf, roedd yr amgueddfa eisiau canfod ffyrdd eraill o gynnwys pobl ifanc yn eu gwaith yn ogystal â chynnwys mwy o staff a gwirfoddolwyr yr amgueddfa. Daeth dosbarth o ddisgyblion TGAU mewn Astudiaethau'r Cyfryngau yn ffotograffwyr i'r wasg ac yn newyddiadurwyr wrth iddynt ddogfennu'r arteffactau o fewn yr amgueddfa. Bu staff yr amgueddfa'n cynnal 'diwrnod hyfforddiant mewn newyddiaduraeth' cyn y digwyddiad fel bod modd i'r disgyblion ddysgu sut i gyfweld a thynnu lluniau i safon broffesiynol. Daeth newyddiadurwyr lleol i roi adroddiad ar y digwyddiad ac i helpu'r plant ymhellach drwy gynnig eu hawgrymiadau gorau. Defnyddiwyd adroddiadau a ffotograffau'r plant o'r digwyddiad i greu taflen newyddion newydd yr ysgol, llyfr 50fed pen-blwydd i'r ysgol a chawsent eu cynnwys yn y papur newydd lleol. Hefyd cafodd y plant y cyfle i gyfweld y Dirprwy Weinidog dros Ddiwylliant, Chwaraeon a Thwristiaeth, Ken Skates, a aeth i'w Diwrnod Meddiannu.

Ei ddwyn yn ei flaen

- Roedd y diwrnod ei hun yn gyfle gwych i roi gwybod i fwy o bobl am yr amgueddfa, gan gynyddu'r ymwbyddiaeth ymysg swyddogion y llywodraeth a phobl leol fel ei glydd. Gwahoddwyd un o'r newyddiadurwyr ifanc i ysgrifennu erthygl ar gyfer papur newydd a gafodd ei gyhoeddi yn ddiweddarach.
- Aeth myfyrwyr ymlaen i gynhyrchu arddangosfa o'u gwaith yn yr amgueddfa ym mis Mehefin 2015 a gafodd effaith positif iawn hefyd ar eu cynulleidfifa leol, gan annog ymweliadau gan ffrindiau ac aelodau'r teulu. Dywedodd nifer o'r rhain eu bod heb ymweld â'r amgueddfa erioed o'r blaen.

'They know you're here now, the mums and dads. So we get people popping into the shop, we have a lady who comes in for a cup of coffee and a cake while she waits for her daughter to finish school.'

Curator, Pontypool Museum

'Maen nhw'n gwybod eich bod yma nawr, y mamau a'r tadau. Felly mae pobl yn galw i mewn i'r siop, mae dynes yn dod i mewn i gael paned o goffi a chacen wrth aros i'w merch orffen yn yr ysgol.'

Curadur, Amgueddfa Pont-y-pŵl

- All the museum staff and volunteers were involved in Taking Over Day and all reported a positive experience of working with the young people. This good feeling led to an organisation-wide desire to want to do more to support them, particularly after staff attended a local authority meeting about tackling poverty through culture and the introduction of the Pioneer Area scheme.

2015

What they did

A-level Politics students from a local sixth form ran a 'Question Time' event at the museum, quizzing a panel of experts on the theme 'tackling poverty through culture'. The panel included County Borough Councillors, staff from the Association of Independent Museums, Ward Councillors and Baroness Kay Andrews, author of the Welsh Government paper 'Tackling Poverty through Culture'. Students hosted the event and shared highlights throughout the day on social media.

Taking it forward

- Many of the young people involved had either never been to the museum or had not visited since primary school. The Taking Over Day experience re-introduced the young people to the museum and staff and helped them feel comfortable being there.
- The museum's use of social media had been steadily building, however during the week of Taking Over Day it increased significantly thanks to the young people's posts and tweets. The museum has a substantial online presence now and the amount of Facebook activity connected with the museum has increased by more than ten times since Taking Over Day.
- Museum staff and trustees now have a better understanding of how they can help disadvantaged young people overcome their difficulties. They are looking into how they can further remove barriers e.g. by investigating the possibility of free admission for under 18s.

- Roedd holl staff a gwirfoddolwyr yr amgueddfa'n cymryd rhan yn y Diwrnod Meddiannu a soniodd bob un ohonynt am y profiad positif o weithio gyda'r bobl ifanc. Arweiniodd y teimlad da yma at awydd drwy'r sefydliad cyfan i wneud rhagor i'w cefnogi nhw, yn enwedig ar ôl i'r staff fynd i gyfarfod awdurdod lleol ynglŷn ag ymdrin â thlodi drwy ddiwylliant a chyflwyno cynllun yr Ardal Arloesi.

2015

Yr hyn wnaethon nhw

Bu myfyrwyr Lefel A mewn Gwleidyddiaeth o chweched dosbarth lleol yn cynnal digwyddiad 'Hawl i Holi' yn yr amgueddfa, yn holi panel o arbenigwyr ar y thema 'ymdrin â thlodi drwy ddiwylliant'. Roedd y panel yn cynnwys Cyngorwyr Bwrdeistref Sirol, staff o Gymdeithas yr Amgueddfeydd Annibynnol, Cyngorwyr Ward a'r Farwnes Kay Andrews, awdur y papur 'Ymdrin â Thlodi drwy Ddiwylliant' gan Lywodraeth Cymru. Bu'r myfyrwyr yn rhedeg y digwyddiad ac yn rhannu uchelbwyntiau drwy gydol y dydd ar y cyfryngau cymdeithasol.

Ei ddwyn yn ei flaen

- Roedd nifer o'r bobl ifanc a fu'n cymryd rhan naill ai erioed wedi bod i'r amgueddfa o'r blaen neu heb ymweld ers yr ysgol gynradd. Roedd profiad y Diwrnod Meddiannu wedi ailgyflwyno'r bobl ifanc i'r amgueddfa a'r staff ac wedi eu helpu i deimlo'n gyfforddus yno.
- Roedd defnydd yr amgueddfa o'r cyfryngau cymdeithasol wedi bod yn cynyddu'n raddol, ond yn ystod wythnos y Diwrnod Meddiannu roedd wedi cynyddu'n sylweddol diolch i negeseuon trydar a physt y bobl ifanc. Mae gan yr amgueddfa bresenoldeb arwyddocaol ar-lein erbyn hyn ac mae maint y gweithgareddau ar Facebook sy'n gysylltiedig â'r amgueddfa wedi cynyddu fwy na deg gwaith ers y Diwrnod Meddiannu.
- Mae gan staff ac ymddiriedolwyr yr Amgueddfa well dealltwriaeth erbyn hyn o'r ffordd y gallent helpu pobl ifanc dan anfantais i ddod dros eu hanawsterau. Maent yn edrych ar ffyrdd o ddileu rhwystrau e.e. drwy edrych ar y posibilrwydd o roi mynediad am ddim i bobl iau na 18 oed.