

Chris Evans



Elizabeth  
Stonhold Draw...  
on Nature

**ART AND REGENERATION  
IN HAVERFORDWEST 2014-17**  
**YEAR 2 REPORT CARD ♦ ENGLISH**  
**1 NOVEMBER 2015 – 31 OCTOBER 2016**



cōnfluence



Ruth Sergeant:  
*Hwyl* part of  
**PLATFORM**  
three-day  
contemporary  
art event

Confluence is a creative collaboration between [PLANED](#), [spacetocreate](#), [iDeA Architects](#), [Pembrokeshire County Council](#) and [Transition Haverfordwest](#), which aims to devise and test new and imaginative ways of working in Haverfordwest that will bring the community together to inspire and shape the process of urban planning, design and regeneration.

Confluence is one of seven projects across Wales supported through the Arts Council of Wales strategic initiative *Ideas: People: Places*. Through an experimental programme called the Lab, linked to a series of artist commissions, the project aims to **develop a model for arts-led regeneration in small towns in Wales**.

To follow the story so far, view the project [timeline](#), which documents the project from the announcement of *Ideas: People: Places*, through to the present day.

Four performance measures are being used to measure progress:

- 1 Changing perceptions of Haverfordwest
- 2 Numbers of people engaging with the programme and giving positive feedback
- 3 Increasing understanding of what art can be
- 4 Support and commitment from key decision-makers for arts and regeneration

Chris Evans



Karen Ingham  
*Pembrokeshire...  
Drover...*  
premiered during  
Haverfordwest  
Festival Week

In **YEAR 2** Confluence reached out beyond a core group of supporters already interested in the arts, who had engaged in Year 1. Outdoor participatory events and those taking place in pop-up venues or as part of wider programmes, such as Haverfordwest Festival, provided the key to reaching and **engaging new audiences**. More than 2500 attendances were recorded and feedback continued to reinforce how much people welcomed the chance to get involved.

The network of supporters continued to grow, with both membership of the Lab's Facebook group and people signing up to the mailing list exceeding 800 by the end of the year. Comments on social media and high levels of engagements with posts

evidenced increasingly positive responses to the programme.

The biggest change is a subtle **change in perception**. A growing grassroots recognition that the town is full of opportunities and that things can be done is taking the place of feelings of loss and powerlessness. Initiatives such as the Ideas Lab have widened the scope of activism, providing a platform for individuals and organisations to generate and test new initiatives.

The Haverfordwest Festival proved to be a significant tipping point, with disparate organisations coming together to deliver a week-long programme of events, which included playing host to a diverse and accessible selection of arts and



Fenton  
Community  
School  
workshop in the  
run-up to The  
Big Model open  
days

regeneration projects associated with the Confluence partnership.

Diverse commissioning processes have attracted high quality fields of socially engaged arts practitioners from within West Wales, from across the UK and further afield. Empty buildings and Haverfordwest's public realm were used as a stage to **increase understanding of contemporary art practice.**

Key members of the town council are grasping the potential of the arts as a means of engaging the community, but there is still more work to be done in realising the full potential of working with artists amongst **key decision-makers** involved in regeneration and with the majority of the general public.

### Focus for Year 3

- To use the capital commission as an opportunity to produce something tangible that celebrates positive changes taking place in Haverfordwest
- To work with others to develop a legacy arts programme that will release the creativity of the town's people
- To continue to use Ideas Lab and Festival week as platforms to widen participation and support arts and regeneration grassroots activism.
- To explore the bigger picture by embedding artists in the design and delivery of engagement and regeneration work by Pembrokeshire County Council and PLANED.