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The launch of Seren Sailcraft's prototype boat as part of the Lab's placemaking programme for Haverfordwest Festival Week 2017.



**ART AND REGENERATION
IN HAVERFORDWEST 2014-17**
YEAR 3 REPORT CARD ♦ ENGLISH
1 NOVEMBER 2016 – 31 OCTOBER 2017



cōnfluence



Historic characters from Haverfordwest's past come back to life as illuminated puppets created by local artist Toby Downing for [River of Lights 2017](#).

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



Guided tour participants view one of over 30 new artworks placed at highly visible locations around town in [Breaking Out of the Gallery 2](#).

In **YEAR 3** [Ideas Lab](#) and [Festival week](#) provided platforms for **engaging new audiences**, widening participation and supporting grassroots arts and regeneration initiatives in the town. [Film\\$4Change](#) successfully modeled evening uses for repurposed premises after dark, while local businesses got involved in distributing [The Poetry of Haverfordwest](#). The launch of [Seren](#) pre-empted Paddlewest – a new enterprise offering canoes for hire to explore the Special Area of Conservation on the Western Cleddau.

Membership of the Lab facebook group and people signing up to the mailing list both exceeded 1000 by the end of the year. Comments on social media, feedback and questionnaires at and after events were highly positive, with for example 95% of

the more than 250 people commenting on River of Lights rating it good or excellent.

More than 700 people participated in a diverse programme of arts and regeneration workshops from the community mosaic project, [Something fishy](#), to the [Great Place](#) asset mapping activities. The end of Year 3 saw three thousand people process through the streets in [River of Lights](#), a celebration of the built environment and the ordinary people who made extraordinary contributions to the town's history.

Changes in perception and a renewed sense of civic pride were seen most tangibly in community support for the development of Haverhub – an ambitious plan to take ownership of and redevelop the former Post Office as a community hub.



Llangwm fisherwomen gather in the High Street, the culmination of [Searching for the Centre](#), a commission exploring the psycho-geographies of Haverfordwest by artist Janetka Platun.

Contested for the first time in many years, the Town Council elections in May also saw seven new councillors elected, four of them having close associations with the work of Confluence, including two young people in their twenties.

Local print media continued to provide a platform to promote the programme and a more positive view of Haverfordwest with regular features in the weekly *Western Telegraph* and a two-page spread in the monthly *Pembrokeshire Life* magazine.

The complexities and challenges of designing a series of river sculptures as a tangible celebration of the positive changes taking place in Haverfordwest provided **opportunities to increase understanding of contemporary art practice**. By the end of the year a scheme

for [the town's first public artwork](#) in 60 years was submitted for planning permission with a view to the works being installed in the summer of 2018.

Links were developed with [National Theatre Wales](#) who are embarking on a four-year programme in Pembrokeshire, which will provide opportunities to support new work from an emerging network of local creative practitioners.

The support and commitment of **key decision-makers** for the arts and regeneration was explored at [Doing things differently](#), a series of workshops looking at the potential benefits of working with an artist, which also provided an opportunity to launch the booklet created by Janetka Platun during her [Searching for the Centre](#) commission.



Ode to Haverfordwest displayed in the pop-up studios following *Letters to Haverfordwest*, a series of community printmaking workshops.

Co-hosting the [Ideas: People: Places](#) network event, brought 60 art and regeneration practitioners from all over Wales to Haverfordwest, providing multiple platforms for discussions over the two days, as well as introducing the Heritage Lottery Great Place scheme as a potential means of taking forward a legacy.

The aims, achievements and learning arising from Confluence were shared across Pembrokeshire and Wales through presentations to the Engage Cymru *Meaningful Communities* conference in Ruthin; the PLANED initiated Pembrokeshire Arts networking event in St David's, and the Pembrokeshire County Council hosted event for the Consortium of Local Authorities in Wales (CLAW).

[Stepping up](#), a seminar for artists and arts organisations strengthened support for a future arts programme in Haverfordwest. Four arts and regeneration initiatives were progressed through the leader rural development programme, including a town mural project developing out of *Breaking out of the Gallery*, and the procurement of a county-wide arts development service.