

## Chwarae Dy Ran / Play Your Part – Cwm Taf Morgannwg

### Creating a Safer Environment for Everyone in Cwm Taf Morgannwg

Reporting Period: October 2024 – June 2025

#### Campaign Overview

The “Chwarae Dy Ran / Play Your Part” campaign in Cwm Taf Morgannwg (CTM) is a multi-agency safeguarding initiative designed to empower communities, professionals, and young people to create safer environments for children. The campaign has successfully delivered a multi-strand safeguarding campaign across CTM, engaging professionals, parents, and young people through, awareness raising, behaviour change initiatives, theatre, workshops, co-production and participation and bilingual resources. It has also laid the groundwork for a Pan-Wales safeguarding model.

Aim: A proposed multi-agency campaign with the shared aim of **providing resources and advice to support parents, the community, children and young people and professionals help keep children safe in their community**. To support parents, carers and relevant professionals to feel confident in the **the importance of reporting child protection concerns by the general public and signs of coercive control**.

#### Key Achievements and Developments

##### 1. Youth-Led Healthy Relationships Campaign

- Following the success of the “It’s Not Love” theatre tour, a new youth-led campaign is being launched in partnership with the Youth Engagement and Participation Service (YEPS) in Rhondda.
- A dynamic group of young leaders has been identified to co-design and deliver the campaign, which will run through summer 2025.
- The campaign will focus on **challenging unhealthy norms**, promoting **respectful relationships**, and **empowering boys** to reflect on masculinity and allyship.

##### 2. “It’s Not Love” Delivery & Legacy

The It’s Not Love Tour was delivered across CTM for 2 weeks:

- **Delivery Model:** 2-week tour of *It’s Not Love*
- **Dates:** 17th–28th March
- **Reach:**
- **Children and Young People:** 1,841
- **Professionals:** 218

#### Highlights

- Collaborated with 3 groups of children in each local authority to localise the play script before the two week tour.
- Launched the campaign with a professional-focused event, showcasing digital resources, live play performance and engaging schools, youth groups, and education staff.
- Delivered a tailored session in a local authority special school, adapting the play to meet the learning needs of the children and young people involved.

- Ensured a bespoke workshop approach to ensure we met the children and young peoples needs in each school alongside NKtheatre.

#### Legacy

- A digital feedback film is in production to support the legacy of the theatre tour.
- Four workshops are planned to train school staff on how to use the digital resource effectively.
- All materials are being translated into Welsh to ensure accessibility and inclusivity.
- A dedicated insight session for professionals will be held to support implementation.

#### 3. Talk PANTS Cymru Week

- The January 2025 campaign reached:
  - **620 children**
  - **130 professionals**
  - **52 schools and community groups**
- Pantosaurus visited 2 schools across CTM, including a Welsh-medium schools.
- Planning for the 2026 campaign will begin in August 2025.

#### 4. Listen Up, Speak Up (LuSu)

- Monthly LuSu workshops continue to be delivered across CTM.
- A dedicated **LuSu awareness week** is planned for early July 2025, targeting all safeguarding boards in Wales.
- We aim to deliver four LuSu awareness weeks across this campaign.

#### Impact Summary

##### Total Reach by Audience Type

Audience Type	Total Reached
Children and Young People	2,600
Professionals	644
Public / Parents	80

##### Engagement by Delivery Format

Delivery Format	Children & Young People	Professionals	Public / Parents
Conference	0	123	0
Delivery	2,600	345	80
Meetings	0	176	0

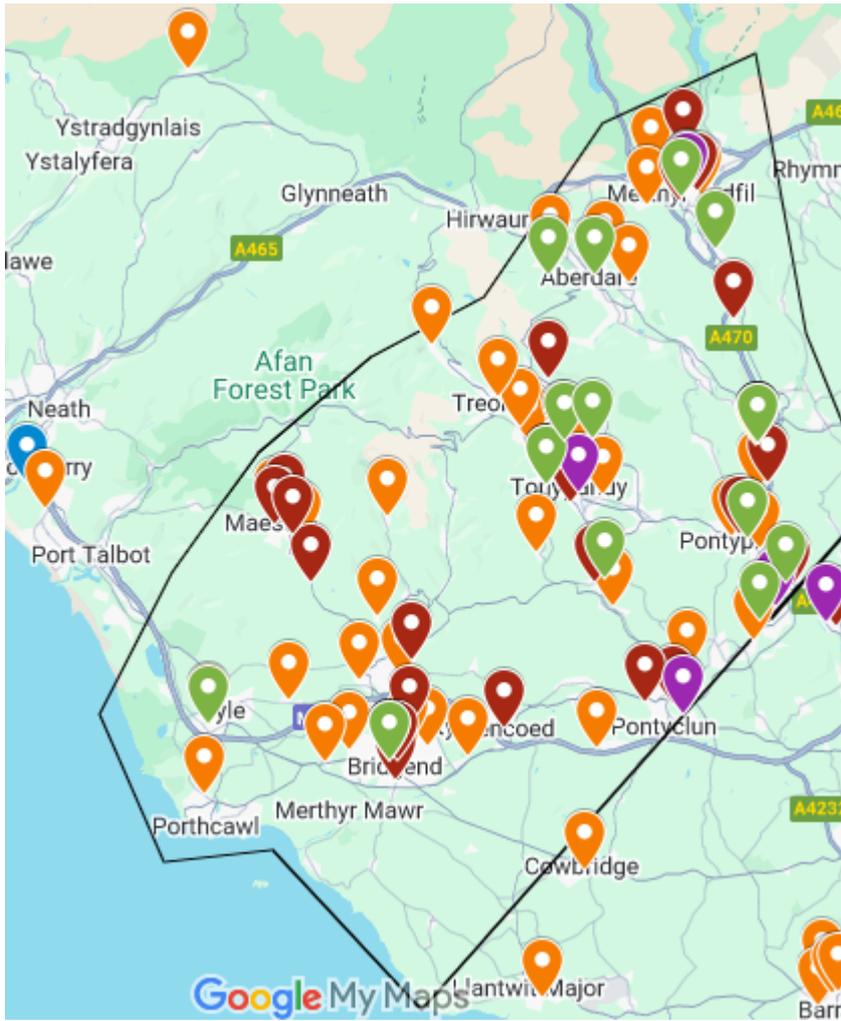
### Key Highlights

- **Talk PANTS Delivery**
  - 164 professionals and 760 children and young people engaged.
  - Delivered through workshops and assemblies across schools and community events.
- **National Eisteddfod- Pontypridd**
  - Reached 80 parents/public and 80 children through direct engagement.
- **“It’s Not Love” School Tour**
  - Delivered to over 1,500 children and 100+ professionals across multiple schools.
  - Included a mini-launch event and follow-up workshops.
- **Professional Engagement**
  - 176 professionals attended partnership and network meetings.
  - 123 professionals attended a CTMSGGB conference.
  - Meetings included key stakeholders such as CTMSGGB, community groups, and Voluntary Action Merthyr.

### Next Steps- Legacy (July–November 2025)

- Launch the **Healthy Relationships** campaign.
- Finalise and publish the **“It’s Not Love” evaluation and digital toolkit**.
- Deliver **LuSu Awareness Week** across CTM.
- Begin planning for **Talk PANTS Cymru Week 2026**.
- Expand partnerships with community groups for **Listen up, Speak up**.

### 2024/25 Reporting/Mapping



It's Not Love Lauch



