

Supportive

# Cwmpas x Ofcom Media Literacy Pilot in Rhondda Cynon Taf

Case Study

A commercial project  
conducted by Business  
Growth and Consultancy.





## **This case study outlines a Media Literacy Pilot Study that Cwmpas undertook, for Ofcom, within the County of Rhondda Cynon Taf.**

The Pilot Study took place between late January and March 2024. This example highlights our knowledge of Media Literacy Principles and within this Pilot we focussed on the key media literacy elements of communicating with others, online identity and critical thinking.

This comment from Louise Gaw, Project Coordinator at Arts Factory (a local social enterprise), outlines the barriers faced by the Pilot delivery team, but also highlights the interest in media literacy training within RCT:

“Health and well-being groups would have liked to engage with this project if there was more time. It is hard to recruit attendees with a 2-3 week notice period as there are lots of activity groups going on but I’m sure they would have been interested.”

### **Digital inclusion services by Cwmpas**

**We want a Wales where everyone has the skills, access and motivation to be a confident user of digital technology.**

Cwmpas has long-standing experience in delivering Digital Skills and Inclusion Support to communities across Wales, we have a clear and objective understanding of the importance Media literacy plays to ensure confident and included digital users and communities.



## The Pilot Study

During the nine-week Pilot Study, Cwmpas planned to deliver seven in-person workshops within key geographical areas of RCT, which had the most passive users of the internet. The overarching aim for the workshops was to increase understanding of the term “media literacy” and its outcomes directly to attendees and citizens within the County.

Cwmpas have significant experience of working across RCT and during the setup phase of the Pilot study the project coordinator was able to utilise established relationships with key networks and organisations to identify where we could deliver the workshops within the rapid timescales required. We also used these relationships to identify participants who would have the most to gain from attending media literacy workshops.

Cwmpas also pivoted our delivery as necessary, for example five of these were well attended, with two being cancelled due to lack of registrants.

The workshops were developed using a blended approach of both presentation style and small interactive group activities; ensuring key learning objectives were clear and the pace of delivery was appropriate to the needs of all participants.

Cwmpas utilised Ofcom’s MSOM Project evaluation frameworks to identify participants’ understanding of the term media literacy before during and after the workshops. In total there were 43 attendees, across the five workshops.

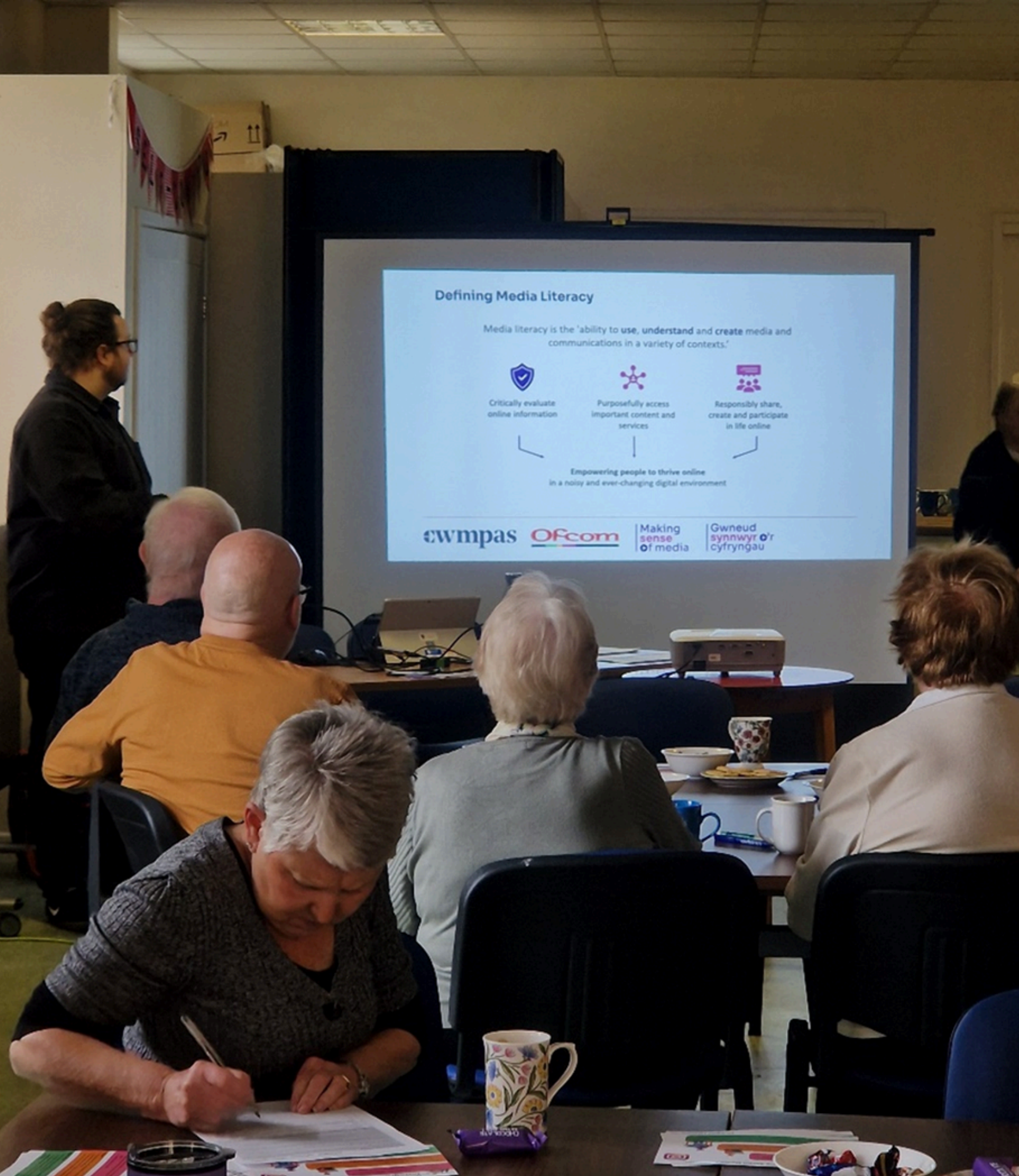
34 participants completed our evaluation questionnaire, the results indicated that:

- Only 12% (4) of participants fully understood the term media literacy, with the remainder of the participants having never heard of it before or were somewhat aware prior to the training.
- 88% (30) participants felt that the workshop improved their understanding of the term media literacy: thus clearly demonstrates the impact of the workshop in increasing the understanding of the term media literacy.

The Pilot project provided Cwmpas with insight on how to deliver a larger scale media literacy project within the County.







## Challenges

The Pilot provided a unique opportunity to identify key areas of learning, challenges and offered insight to overcome them, which we would transfer to a larger scale delivery project. Key challenges were:

- **The project delivery time** was nine weeks and in order to fulfil the pilot project as planned we had to make the most of our community-based relationships, our existing contacts and networks in RCT.
- **Time to promote the workshops** within local communities: Again, we overcame this barrier by working closely with our local contacts and being available in person within the communities that we wanted to work with.
- As the Pilot was delivered over nine weeks, **there wasn't sufficient time to ensure embedded and sustained knowledge** and skills exchange to citizens. We were unable to overcome this during the pilot but would plan to embed learning over a longer term project.
- **Some terminology on promotional flyers was unclear** and detracting to some of the people the project aimed to reach so we revised the wording and spoke to staff in key locations such as libraries who were able to further explain the aim of the pilot in clear terms.



## Our Project Delivery Team

To deliver the Ofcom Pilot, Cwmpas used two experienced members of staff who currently work within the Digital Inclusion programme. Michelle Walker, who was responsible for partnership working with venues and community spaces and groups to encourage attendees and Nicholas Moylan who was responsible for the development of Media Literacy content and resources. Both Nicholas and Michelle delivered the workshops during the Pilot.

Michelle has 18 years of experience working in digital inclusion, supporting people to increase their digital skills and confidence, working with organisations to explore ways to embedded digital inclusion support for their staff and people who access their services. Michelle is skilled and experienced in engagement strategies for communities and citizens to engage with provisions. The majority of Michelle's work is within the County of RCT and she is well networked within the Region.

Nicholas has worked in training and development for Digital Communities Wales since 2020. Nicolas is experienced in developing learning activities and resources for different audience groups, which was demonstrated through the Ofcom Pilot project, providing appropriately delivered to the range of attendees.

Due to the volume of support provision currently available in some community venues, there was some confusion between different ongoing digital-related workshops. Therefore, some people were referred the wrong session.

“I spoke to my learners, and these were some of the reasons they gave me: Perceived complexity (jargon that they wouldn't understand); Distrust on the internet, not wanting to get involved with the platforms in any shape or form.”

*Adult Community Learning at Rhondda Cynon Taf County Borough Council (RCTCBC)*





# Support us

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