

# Roll-up, Roll-up, Learn About Twmbarlwm!

PICTURE THE SCENE. Bronzed smiling young people strolling in the unbroken sunshine wearing shorts and sunglasses. Young mothers applying sun screen to impatient small children, eager to break away and explore the attractions. The gentle sounds of a singer crooning wartime dance hall favourites wafting on the breeze. Could this be San Tropez or Villefranche? No, it was the *Famous 40s Summer Fayre* in Risca on a very fine Saturday in early July and another opportunity for the Twmbarlwm Society to spread the word about our work to research, restore and protect the mountain and its unique landscape.

Now I don't know about you but I think that there is nothing worse at these events than seeing people sitting passively behind tables with a few leaflets. Our aims were to raise awareness of the mountain and our Society, to build support for our activities and, who knows, attract a few more members. To achieve these aims we would need to talk to as many people as possible.

We needed a gimmick to draw the crowds. Now I didn't know this, but there are lots of activities that groups can do to stand out from the crowd and raise money at these events. We considered and rejected the human fruit machine (too many people required), plate smashing (health and safety) and a baked bean bath (nobody wanted to show too much enthusiasm for this one in case they were invited to be the bather).

The greasy pole pillow fight was rejected on almost every possible ground, not least being too undignified for a serious organisation with charitable purposes. Sounded like fun though!

We decided to go for coin rolling. Terry, Chair of the Society and creative genius, performed miracles in

converting a large piece of plywood into a low-tech but intriguing board game. Players had to roll a coin down a chute to reach the summit of Twmbarlwm.

If you successfully evaded the obstacles of sheep and pot holes you won a prize of a bag of sweets. If you landed in a cloud you won an even bigger prize i.e. two bags of sweets. At 2p a go it wasn't a huge earner but it provided a fascinating and addictive challenge to some and, most importantly, made people pause long enough for us to engage them in conversation. Next time we might charge to watch the highly entertaining spectacle of Martin, our Treasurer, attempting to erect a gazebo single-handedly in a light breeze before realising that he didn't have all the pieces.

A good time was had by all and the event was an enormous success both for Risca and for the Society. Our team of enthusiastic volunteers spoke to a huge number of people and gained quite a few new supporters for our efforts to preserve the landscape and heritage of our iconic mountain, Twmbarlwm.

**We are compiling a list of events for the Autumn so to see what CTS are up to next please check out the website [www.twmbarlwm.co.uk](http://www.twmbarlwm.co.uk) or join our Facebook group at Cymdeithas Twmbarlwm Society for some lively discussion.**



Photos: Mike West

The latest CTS newsletter is now available from local visitor centres, libraries and other public places. It's full of news and interesting articles – pick up one now or visit our website to request a copy.



[www.twmbarlwm.co.uk](http://www.twmbarlwm.co.uk)