



Wales Federation of Young Farmers Clubs (Wales YFC) Case Study: Enhancing – Insights from PIWS Training

- **Delegate:** Carys Storer Jones | Marketing and Communications Officers
- **Location:** Royal Welsh Showground, Llanelwedd, Builth Wells LD2 3SY
- **Course:** Piws 4-day Champion Training Course
- **Date:** 26/02/2025



4-day Champion Training Course

Background

Carys Storer Jones, Marketing and Communications Officer for Wales YFC, attended the PIWS training course that focused on event accessibility. Wales YFC is a voluntary youth organisation that operates bilingually throughout rural Wales and offers loads of opportunities for individuals aged between 10 and 28 from public speaking to Eisteddfods, acting, singing, and many other opportunities throughout the year. Carys is responsible for social media, website updates, and supporting events managed by members.

Motivation for Attending the Training

Carys' motivation for attending the training was driven by her role, which involves helping with organizing several events throughout the year. She is aiming to ensure these events are accessible and inclusive for as many members as possible.

Key Takeaways from the Training

One of Carys' key roles is running the social media platforms, and therefore, one of the most valuable elements of the training for Carys included learning about website accessibility, the top tips for effective marketing strategies, and optimizing social media platforms. Given Wales YFC's reliance on social media to communicate with its youth-focused audience, insights gained from the training significantly enhanced her ability to make digital content accessible.

Impact on Accessibility Approach

Thank you to PIWS, the knowledge gained has helped equip Carys with a practical toolkit to positively transform the organization's approach to accessibility. This will enable Wales YFC to implement more inclusive practices at organizational and event levels, effectively serving members, past members, and supporters.

Identified Areas for Improvement

The training identified several practical improvements:

- **Physical and Hidden Disability Access:** Enhancing the Wales YFC Centre by incorporating accessibility features such as quiet spaces and familiarization tours.
- **Strategic Timing:** Leveraging upcoming refurbishment projects at the Wales YFC Centre to integrate learned accessibility measures into new building and floor plan designs. Utilising what was learnt from the course, and especially taking into consideration the specific accessible measurements required before the building is built.

The Value of Industry Collaboration

Carys found significant benefit from interacting with other event professionals during the workshop. Learning from larger organizations provided her with insights into common accessibility challenges and solutions, emphasizing the importance of peer collaboration.

Implementation of an Accessibility Strategy

Carys confirmed Wales YFC's intention to implement a comprehensive accessibility strategy, including:

- **Dedicated Accessibility Webpage:** Creating an accessibility-focused webpage to inform attendees about existing and new accessibility measures.
- **Ongoing Communication:** Ensuring open channels with training providers (such as PIWS) for continuous guidance on accessibility implementation.

Immediate Benefits and Expected Outcomes

Although immediate outcomes have yet to be realized, Carys anticipates significant positive impacts from planned actions, such as:

- **Enhanced member engagement and satisfaction** through clear accessibility communication.
- **Positive community perception** of Wales YFC as an inclusive and proactive organization.

Further Support and Training Needs

For continuous improvement, Carys identified additional training needs such as:

- **Club and County Level Training:** Expanding accessibility training to club and county levels to ensure uniform awareness and implementation across all organizational tiers.
- **Flexible Training Formats:** Offering online prerecorded inductions to accessibility, or self-paced training modules tailored for volunteers, including club leaders and county organizers, to accommodate their voluntary commitments.

Conclusion

Participation in the PIWS accessibility training has substantially enhanced Carys' perspective and practical capabilities regarding event accessibility at Wales YFC. The training facilitated valuable peer connections, identified actionable improvements, and underscored the need for organization-wide training. Carys remains committed to integrating accessibility into the organizational strategy, ensuring an inclusive environment for all members.