Wedi ei ariannu gan Llywodraeth y DU
Funded by UK Government

UK Shared Prosperity Fund

Pembrokeshire Sustainable Communities

Name of organisation: Narberth Town Council

Please briefly describe how the funding was used and the impact it made on your community.

The information will be used to update the overarching Communities Anchor Project which informs key local, regional and national stakeholders, as well as routine progress reporting to UK Government.

1. Brief overview of the project(s) that the funding was utilised for
We are developing a **Discover Narberth** Heritage Trail through Narberth town centre using a combination of high-quality interpretation panels and QR codes to encourage residents and visitors to explore the town, discover Narberth's heritage and learn more about the people, buildings and events that have shaped Narberth today.

2. Who benefitted / engaged in the project?
Working in partnership with **Narberth Museum**, engaging and accessible content has been developed to bring Narberth's heritage to life through historical facts, photographs, stories and local anecdotes. Interpretation boards will be located at key points around the town, with QR codes providing access to additional digital content at key points in the town to offer a richer and more interactive user experience. This project will continue to be developed in conjunction with Narberth Museum and the residents of Narberth to create a lasting, accessible heritage resource for both the local community and visitors. Discover Narberth will help to increase awareness and appreciation of Narberth's history while enhancing the overall resident and visitor experience of our town.

3. Please give a brief overview of any publicity and communications undertaken, including examples of marketing, links to social media, photos of activities or works

Our launch date is Saturday, 12th September 2026.

Our communications plan has been developed to create awareness prior to the launch, deliver a launch event and help us continue to promote Discover Narberth through to the end of October.

Discover Narberth Launch Plan 2026		
Week	Channel	Overview
35	Social Media Campaign	*Stories Behind Narberth*: 1-2 posts per week until launch Develop hashtag Contact Visit Pembrokeshire
36	Local Press and Media	Press release: *New Discover Narberth trail brings the Narberth's hidden stories to life* Invitation to launch event Prepare and provide responses for publications
36	Local Community Organisations	Invite their participation and capture any memories/local stories for post launch social media activities
36	Narberth High Street	Encourage shops to promote the launch with posters and flyers Develop Discover Narberth quiz for launch day with prizes donated by local businesses.
37	Launch Event Saturday, 12th September 2026	11.00am – Gathering and welcome 11.15am – Official launch 11.30am – Official unveiling and media photograph. 11.45am – First Discover Narberth guided walk 12.30pm – Community gathering & “Narberth Memories” activity. 1.00pm – Close
37	Local Press and Media	Launch Press Release with visitor reactions, trail stories and highlights
38	Report for SPF Team	To include: • number attending the community launch • number participating in the first guided trail • number of businesses/community organisations involved • press articles and radio coverage • photographs of the event • short visitor comments or testimonials
38-44	Social Media	Share highlights, visitor reactions, individual trail stories and posts developed from ‘Narberth Memories’

4. Please indicate which outcome(s) your funding was utilised for

Outcome	Tick ☑	Project/Event/Activity title
A local event or activity	☑	Discover Narberth Launch Event
A community-led arts, cultural, heritage and creative programme	☑	Discover Narberth – Heritage Trail

5. Please tell us about any impacts you can see your project has made to people and communities, for example a quote from a community group or event attendee, comments on a completed project and /or before/after photos.

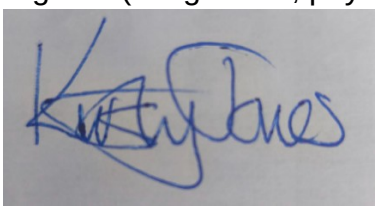
Discover Narberth will launch on Saturday, 12th September 2026.

The project will strengthen Narberth's sense of place and celebrate its distinctive cultural and historic identity, while providing visitors with an additional reason to explore the town on foot. By encouraging people to move between heritage locations and spend more time within the town centre, the trail will also complement Narberth's existing independent shops, hospitality businesses and visitor attractions.

Declaration

I declare that, to the best of my knowledge, the information in this form is a true reflection of the project.

Signed: (e-signature, physically signed copy not required)



Print Name: Kirsty Jones

Job Title: Narberth Town Councillor – Narberth Rural Ward

Date: Thursday 13th August 2026