

Eisteddfod yr Urdd 2027 is being held in Newport, an area associated with Augusta Hall (1802 – 1896), Lady Llanover, whose bardic name was 'Gwenynen Gwent'.



She was very supportive of the Welsh language in the area, and was an important historical figure in the Gwent Valley. She was responsible for re-establishing the custom of wearing the Welsh dress and modernising it.

She spent her life restoring the Welsh language and the traditions of the Welsh people in her area. She sponsored harpists, musicians and poets. She revived the triple harp, folk dancing and singing, the Welsh costume, the Mari Lwyd, the Plygain, and more.



Although there is no evidence to show that she was directly responsible for creating the Welsh national dress as it is known today, her activities influenced the early development of the idea of a national dress for Wales.

She won first prize at the Cardiff Eisteddfod in 1834 for her essay on the importance of preserving the Welsh language and Wales's national costume; the essay was published in 1836 in both Welsh and English.



In 1850, she helped to establish 'Y Gymraes', the first Welsh language magazine for women. She published a cookbook in Welsh, and funded a Welsh dictionary project.



The name also reflects the importance of the bee in nature and how it is key to ensuring growth and development for sustaining the natural world around us.

