



Comisiynydd  
**Cenedlaethau'r  
Dyfodol**  
Cymru

**Future  
Generations**  
Commissioner  
for Wales



**A Journey to**

# A Wales of Vibrant Culture and Thriving Welsh Language

- 1: Developing skills**, increasing opportunities and respecting our status as a bilingual nation.
- 2 Supporting people to engage with culture** in their daily working and recreational lives, and bringing out the best in our cultural professionals.
- 3: Using cultural and linguistic interventions** to address wider societal issues.
- 4: Using culture and the Welsh language** as a driver for economic and environmental change.
- 5: Enabling our citizens to access and engage** with their own and other cultures.





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In the Well-being of Future Generations  
Act, this goal is defined as

*“a society that promotes and protects  
culture, heritage and the Welsh  
Language and which encourages people  
to participate in the arts and sport and  
recreation”.*



# A Wales of vibrant culture and thriving Welsh language

## 4: Culture enabling prosperity and resilience

### Defining the goal

Mahatma Gandhi famously said that “a nation’s culture resides in the hearts and in the souls of its people.”

Culture is important to all our lives. From being a member of your local sports club, to visiting the theatre at the weekend, to singing in a choir, culture makes our lives worthwhile. Within Wales, culture is strongly associated with our heritage and Welsh language; it’s what makes us unique.

During times of austerity, however, culture can be mistakenly seen as a ‘nice to have’ or even a luxury when evidence shows that valuing arts and creativity is beneficial for our economic, environmental, social and cultural well-being. Research also suggests that creativity will be the number one desired skill for the future. Greater cross-sector support is needed to boost participation in and engagement with

culture, including arts, sport and recreation, as well as the Welsh language. Equality of access to culture is therefore vital in achieving this goal. Through promoting and protecting our culture and heritage, we come to value their role as mechanisms for social change and their potential to achieve prosperity and resilience.

Culture in this document is used as a term to encompass archives, arts, heritage, language, libraries, museums, play and sport.



#### Case studies

Throughout the document you will find a number of reports relating to the topic subject. Please read the link If you see this symbol.

Glas Glas Blaned ?

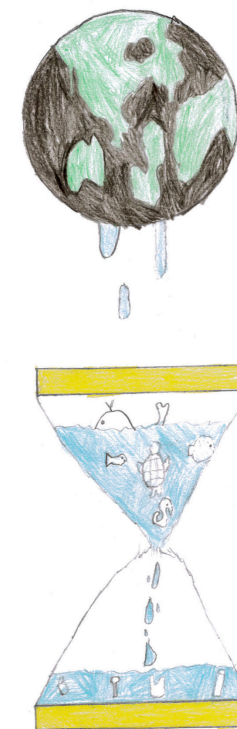


Image: Pupils of Ysgol Treganna

# A Wales of vibrant culture and thriving Welsh language

4: Culture enabling prosperity and resilience

## Defining the goal

Where to focus action in contributing to this goal

### **Promoting and protecting the Welsh language**

[\(See Wales of vibrant culture and thriving Welsh Language journey topic 1: Supporting the Welsh Language\)](#)

### **Promoting and protecting culture and heritage, valuing their role as mechanisms for social change**

[\(See Wales of vibrant culture and thriving Welsh Language journey topic 3: Culture as a mechanism for change\)](#)

### **Promoting and protecting culture and heritage, valuing their potential to achieve prosperity and resilience**

[\(See Wales of vibrant culture and thriving Welsh Language journey topic 4: Culture enabling prosperity and resilience\)](#)

### **Encouraging people to participate in the arts, sport and recreation, and valuing creativity**

[\(See Wales of vibrant culture and thriving Welsh Language journey topic 2: Valuing Creativity\)](#)

### **Encouraging organisations to ensure that the arts, sport and recreation are available to all**

[\(See Wales of vibrant culture and thriving Welsh Language journey topic 5: Culture available to all\)](#)



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4: Culture enabling prosperity and resilience

## Other statutory requirements in relation to this goal

**Public bodies** are required to adhere to legislation that covers them, and with any agreement set out between themselves and Welsh Government or their Sponsored Body.

**The Welsh Language Measure** was passed by the National Assembly for Wales in 2011, and put in place the Welsh Language Standards – more information is on the [website of the Welsh Language Commissioner](#).

**Some of the suggested steps and actions in this document are in line with the Welsh Language Standards**, so public bodies in Wales should already be doing them – these steps and actions are highlighted in orange with an 'St' symbol. Some of the steps, whilst they appear to be in keeping with the ethos of the standards, are asking public bodies to go further and embed language initiatives and opportunities across the organisation.



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4: Culture enabling prosperity and resilience

## Enablers

Achieving this goal is **more likely to happen** when...

- There is a national and local cultural strategy.
- Organisations understand how to make the most of local assets such as libraries, play facilities, museums, galleries, sports facilities, arts organisations, natural resources and historic buildings.
- There is understanding of the potential of creativity (particularly among cultural professionals) to support change in policy making and broader society.
- Business development in towns and cities is built around their cultural offer.
- There are innovative partnerships that allow for culture to be more visible in daily life, for example linking the culture and health agendas.
- Legacy projects show the long-term impact of investment in culture and language.



# A Wales of vibrant culture and thriving Welsh language

4: Culture enabling prosperity and resilience

## Disablers

Achieving this goal is **less likely to happen** when...

- The contribution of culture and the Welsh language to wider outcomes and the prevention agenda is not understood or valued.
- There is short-term support or funding for time-limited projects or pilots, minimising the opportunity for lasting impact.
- There is limited evidence or indicators to 'prove' value and impact.
- Cultural and language activities take place in siloes.
- There isn't a full picture of local cultural assets (including buildings, spaces, natural resources and people), and they aren't linked to delivering broader objectives.





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## 4: Culture enabling prosperity and resilience

Using culture and the Welsh language as a driver  
for economic and environmental change



# A Wales of vibrant culture and thriving Welsh language

4: Culture enabling prosperity and resilience

## Defining the issue

Recent [research](#) from Nesta demonstrates that the creative industries in Wales are growing twice as fast as other sectors. Swiss and Canadian evidence show a positive relationship between bilingualism and GDP. And we only have to see the recent war on plastic following David Attenborough's Blue Planet 2 to know that cultural intervention has a key role to play in educating our citizens about wider global issues.

In a world which needs to value creativity as we move towards automation, we need to capitalise on our strengths and support the development of a cultural nation that is fit for the future.

### Synergies and connections to other journeys



#### **Journey to a prosperous Wales**

**Topic 3:** Local economies



#### **Journey to a resilient Wales**

**Topic 3:** Knowledge of nature



# A Wales of vibrant culture and thriving Welsh language

4: Culture enabling prosperity and resilience

## Making **Simple** Changes

### Policy

**Map areas** of public land that are accessible for community use.

### Partnerships and Skills

**Cultural organisations and teams** to become members of the Wales Outdoor Arts Consortium led by [Agriculture](#). A collaborative partnership sharing best practice and commissioning cultural products.

## Being More **Adventurous**

### Policy

**Identify** and promote areas of public land accessible for cultural activity.

**In large-scale tender processes**, ensure that Community Benefit plans include culture as a requirement.

**Consider** how the carbon footprint of artists and sportspeople is offset in policy; maintaining recognition that it is important for cultural professionals to travel to broaden the cultural offer in Wales, place Wales on international platforms and develop sustainable cultural careers.

Eg

E.g. **The Office of the Future Generations Commissioner** use carbon-offsetting charities to offset the emissions generated through staff work travel.

[See annual report, p.93](#)

### Partnerships

**Recognise cultural tourism** as a vehicle for economic success and support cultural teams and organisations to develop this aspect of their work through joint promotion of events and activities, proactive partnership working to ensure smooth running of these and support to engage with local businesses to maximise impact and benefit.

**Develop environmental** and cultural sector partnerships around key local and regional issues. For example, in relation to Area Statements, sustainable management of natural resources etc.

## Being More **Adventurous**

**Be part of** developing guidance collaboratively with the environmental sector and the cultural sector, to support best practice in the use of the heritage sites and public land for cultural interventions.

Eg

E.g. **CADW partnerships with Natural Resources Wales** ([Sea Watch Criccieth](#)) – utilising heritage sites to support resilience and environmental awareness.

**Enable collaborations** between individual site managers and the cultural sector to increase opportunities for cultural products on heritage sites and in the natural environment.

HOME

### Skills

**Support cultural organisations** and individuals to be aware of the other six well-being goals so they can recognise and communicate how they meet each one.

**Recognise** the potential of culture for the development of skills and future skills especially in all educational and lifelong learning settings.

Eg

E.g. – **Andrew's Story**  
<https://youtu.be/2luvJQTKz5Q>

Eg

E.g. **National Waterfront Museum** as alternative learning space – the impact of taking learning outside of the classroom.

### Staff well-being

**Develop models** of corporate investment to support cultural activity for staff well-being and the growth of the cultural economy.

Eg

E.g. **Admiral** and **NoFit State Circus** sponsorship partnership – using cultural tools to support staff well-being in a private business, and in doing so supporting a local cultural business.

## Being More **Adventurous**

### Community engagement

**Consider opportunities** to develop audio and visual tools, exhibitions, displays and performances that engage citizens in positive action and demonstrate clearly why current economic, environmental, social and cultural issues are important.

E.g. **Migrations partnership with RSPB** – partnership with cultural organisation to raise awareness of environmental issues.

E.g. **Head4Arts Earth Hour** – using cultural means to make local communities aware of their environmental actions and making a commitment to change behaviour.

<https://vimeo.com/328447100/639a05c913>.

**Recognise, reward and celebrate** cultural programmes (in the same ways we celebrate sport and music) to raise the profile of culture locally, nationally and internationally.

E.g. **The Inspire!**

Family Learning awards  
[https://youtu.be/Md8jx0g\\_pLg](https://youtu.be/Md8jx0g_pLg)

**Utilise cultural activity** and locations to promote learning about the natural environment and increase environmental awareness.

E.g. **Natural Resources Wales partnership with Ford** to plant trees in old mining areas – linking culture, historical prosperity and the environment.

**Develop opportunities** to celebrate and promote the Welsh language and Wales' culture to broaden and maintain cultural identity locally and as part of the national picture.

E.g. **Urdd residential sites and activities** – culture and the Welsh language being celebrated.

## Owning your **Ambition**

### Collaborative or national actions

**An Architecture and Design Policy** for Wales developed nationally and implemented locally.

**Cultural landscape partnership** in place between cultural and environmental sectors with innovative approaches developed to mitigate key issues identified.

**Cultural partnerships** developed akin to the Fusion / Cyfuno model to support skill development and employability.

Eg

E.g. **Fusion programme** – Welsh Government partnership with different stakeholders to invest in culture as a means to develop new skills.

HOME

Eg

**Cultural sector** involved in scoping and developing large public infrastructure projects so that multiple well-being objectives are achieved and perceptions of Wales and its culture are improved e.g. A494 Queensferry road is a tourism link for North Wales

### Organisational actions

#### Partnerships

**Collaborate** with the cultural sector to develop products with the power to change people's perceptions about key national and international issues such as plastic use.

**Be part of strategic agreements** between landowner organisations and cultural organisations to encourage them to be proactive in jointly maximising the use of land in Wales for cultural activity

Eg

E.g. **Migrations** – cultural organisation developing partnerships that support awareness among audiences of environmental issues.

## Owning your **Ambition**

### Community engagement

#### **Use local cultural centres**

as sources of opportunity for citizen-centred developments such as business incubation, sourcing of local products and services and health intervention bases.

#### **Use Virtual and Augmented reality**

to creatively engage individuals and organisations to stimulate new thinking and identify potential consequences of actions.

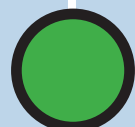
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4: Culture enabling prosperity and resilience

## Other examples and resources



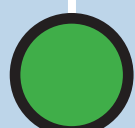
**Eisteddfod Genedlaethol / Green Man** – impact and potential of festivals in developing cultural awareness and identity.



**Zip World** – business development in an area of historic interest.



**Wye Valley River Festival** – engaging communities through a Festival to raise awareness of environmental issues and impacts.



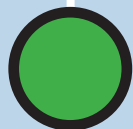
**Ty Pawb, Wrexham** – collaborative cultural space at the heart of the community contributing to economic development.



**UK City of Culture models** – investment in culture to fuel regeneration and prosperity.



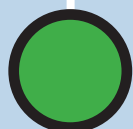
**Vetch Veg / Now the Hero** – collaborative cultural interventions to support skill development and growth of local economy.



**Warwick University** – how Britain could secure greater value from its cultural assets.



**Dyfi biosphere** – connecting culture, communities and the economy.



**Scotland / Scandinavia** architectural identity part of cultural identity as well as contributing to a vibrant economy.



**Angel of the North** supporting new developments and perception of Tyneside.