

Comisiynydd
Cenedlaethau'r
Dyfodol
Cymru

**Future
Generations**
Commissioner
for Wales

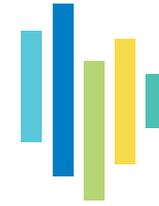


A Journey to

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.





Comisiynydd
Cenedlaethau'r
Dyfodol
Cymru

**Future
Generations**
Commissioner
for Wales



A Journey to

A Wales of Vibrant Culture and Thriving Welsh Language

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.”*



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.



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

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

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](#).

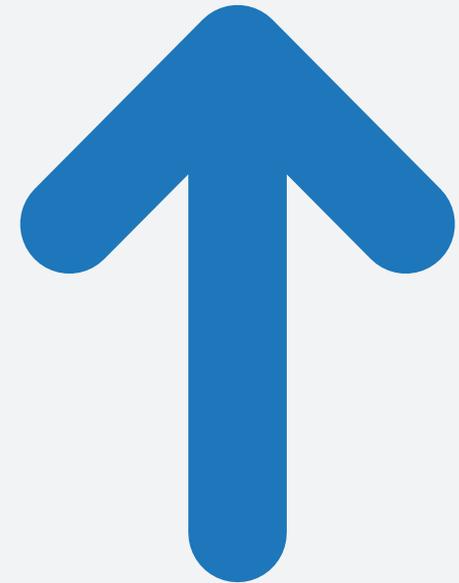
Some of the suggested steps and actions in this document are in line with the Welsh Language Standards, so public bodies in Wales should already be doing them, these steps and actions are highlighted in orange with an 'St' symbol. Some of the steps, whilst they appear to be in keeping with the ethos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



Enablers

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

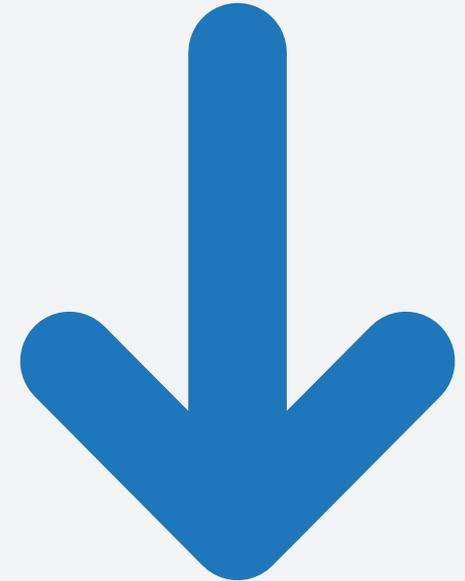
- **There is a national and local cultural strategy.**
- **Organisations understand how to make the most of local assets such as libraries, play facilities, museums, galleries, sports facilities, arts organisations, natural resources and historic buildings.**
- **There is understanding of the potential 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.**



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.**





Comisiynydd
**Cenedlaethau'r
Dyfodol**
Cymru

**Future
Generations**
Commissioner
for Wales



A Journey to

A Wales of Vibrant Culture and Thriving Welsh Language

5: Culture available to all

Enabling our citizens to access and engage
with their own and other cultures

Defining the issue

People experience culture in every part of their daily lives even if this is not acknowledged fully. From the clothes we wear to the music we listen to, to the games we play and the buildings we inhabit, culture is around us wherever we are and is key to our social connection and personal identity.

Article 27 of the Universal Declaration of Human Rights states that *“everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.”* Cultural rights are, therefore, inseparable from human rights, as recognized in Article 5 of the 2001 UNESCO Declaration on Cultural Diversity, and can be defined as the right of access to, participation in and enjoyment of culture.

Synergies and connections to other journeys



Journey to a Wales of cohesive communities

Topic 1: People active in their communities



Journey to involvement

Topic 2: Front-facing involvement



Journey to a more equal Wales

Topic 3: Participation



HOME

Making **Simple** Changes

Eg

Policy

Give free access to Park Run on any publically owned land.

E.g. **Councillor Ann Crimmings** who represents Aberdare West / Llwydcoed ward was involved in setting up Parkrun in Aberdare Park.
<https://youtu.be/YkGPQxzoq6E>

Eg

Support and promote the [Night Out Scheme](#) – committing to underwriting small amounts of money to enable community groups to access and promote professional performances in their community.

E.g.– Here are some simple steps:
<https://youtu.be/mSY1WfvIBKs>

Enable continued free access to museums, libraries and green spaces.

Write all your public documents in Cymraeg Clir (simple, natural and clear Welsh).

Eg

Map the local cultural provision in the areas and communities you work in.

E.g. [Powys Arts Engine](#) – an online directory of local artists and services.

Use United Nations International Days (e.g. International Mother Language Day February 21; World Poetry Day March 21; International Day of Sport for Development and Peace March 25; International Jazz Day April 30) to improve local and international cultural awareness.

Making **Simple** Changes

St

Skills

Ensure that existing delivery staff are asked if they can speak Welsh to enable cultural services such as swimming lessons, sporting sessions to be delivered through the medium of Welsh.

Access

Consider the opportunities to support and develop local clubs involved in sport.

Support the use of school facilities for wider cultural community learning and participation outside of school hours to include use of floodlit pitches for extracurricular and community use.

Eg

Enable the development of local cultural activity in publicly owned spaces such as for reading groups, sport teams, choirs, genealogy.

E.g. **The Ready Set Grow** project at Whitchurch Library

<https://twitter.com/cdflibraries/status/868127702666153985>

Being More **Adventurous**

Policy

Develop and implement a cultural strategy for your organisation.

Collect individual stories creatively (for example through digital stories) and present them to policy makers to ensure stakeholder voices are heard both to develop and refine policy and to demonstrate the impact of culture on individual and community lives.

Work with museums and archive facilities to develop collections for future generations to see what 'today' is like.

Identify a culture champion, preferably a cabinet member or board member with specific responsibility for culture.

Agree a programme of cultural dates with local cultural professionals accompanying AMs, Local Councillors, Chief Executives etc. to a cultural event or activity and discussing it with them to develop awareness and understanding of impact.

Partnerships

Work with local libraries as partners in key interventions to support targeted work with refugees, people living in rural isolation, older people, young parents etc.

Eg

E.g. The **Opportunities for Everyone** Innovation Fund highlights case studies and outcomes where libraries have taken targeted action working with vulnerable groups.
<https://www.gov.uk/government/publications/evaluation-of-the-libraries-opportunities-for-everyone-innovation-fund/evaluation-of-the-libraries-opportunities-for-everyone-innovation-fund>

Being More **Adventurous**

Nurture collaboration between cultural providers (such as community arts organisations, local museums, sports clubs, heritage societies etc.) to add value to existing offers and support skill development.

Skills

Support those involved in the support or education of children and young people to actively signpost them to extra-curricular cultural opportunities and support creative career choices.

Ensure that cultural provision in education establishments (e.g. Music Services) are accessible by all, are preserved and made fit for the 21st century.

Consider how cultural projects and activity can be developed as a vehicle to nurture Welsh language skills and confidence.

Eg

E.g. [University of Bangor / Pontio](#) – opportunity to develop language skills through cultural participation.

Enable cultural spaces to be utilised as alternative learning spaces.

E.g. **Tŷ Pawb in Wrexham** host cultural activities and lessons for schools as well as running a free family cultural event every day in the school holidays.

Being More **Adventurous**

Community well-being

Ensure cultural grassroots activity is available locally for all citizens, including community and intergenerational opportunities for engagement, for example through carnivals or festivals.

Eg

E.g. – **Cyfuno Gwynedd Fusion project.**

<https://youtu.be/1st8tZ7kFNY>

Eg

E.g. **The Ffrind i Mi Intergenerational Programme** in Gwent has a range of case studies highlighting the benefits of intergenerational programmes using culture and arts

<https://www.ffrindimi.co.uk/case-study>

HOME

Recognise cultural

organisations as potential community anchor organisations (who understand local communities and give a voice to local people, are supported to hold assets and build resilience within the community).

Enable cultural organisations to participate in pilot participatory budgeting activity (where local people can have their say in how public money is spent).

Promote your local cultural offer and ensure this is not duplicated through new publicly funded initiatives. Promoting the culture offer that is outside of what you currently support is important to ensure that newly funded initiatives do not thwart existing provision.

Ensure that heritage is

connected to contemporary society with reimagining of the past taking place in collaboration with local communities, rather than reliance on telling the story as it has always been told.

Eg

E.g. **Collaborative Hedd Wyn projects** in North Wales – reimagining our history.

Eg

E.g. **Shooting roots** – festivals that support young people to access traditional folk arts in contemporary society.

Being More **Adventurous**

Enable active engagement in the BBC's [Get Creative](#) initiative to inspire staff and local communities to engage with cultural activity.

Develop cultural activity that allows communities to connect with the diversity of the world and deepen understanding of global issues.

Eg

E.g - **Treganna Diwedd Y Byd**
https://youtu.be/CJfZNGWZ_NU

Access

Enable accessible performances and interpretation to be widely available, including consideration of Welsh language interpretation and accessibility as well as relaxed performances, events and opportunities (those that are suitable for people with autism or dementia).

Eg

E.g. **Blackwood Miners' Institute / Rhondda Cynon Taf Theatres** – relaxed performances.

Eg

E.g. **Theatr Genedlaethol's 'Sibrwd'** app - supporting access to Welsh language productions.

Eg

E.g. **National Trust sensory maps** - supporting disabled people to more fully access cultural sites

Consider how cultural programmes of work can be supported by public transport infrastructure or active travel opportunities, for example at evenings, weekends and Bank Holidays. Ensure communications about events and programmes provide information about public transport and active travel.

Eg

E.g. **The Hay Festival** provide comprehensive information on public transport options, car share and active travel.
<https://www.hayfestival.com/wales/travel>

Being More **Adventurous**

Undertake an access audit of cultural facilities with people with different needs, such as disabled people, parents with young children, and people from different cultural backgrounds, to consider accessibility for audiences, freelancers and staff with an action plan developed and implemented as a result of this.

Invest in making culture accessible to local communities through for example membership schemes or local citizen cards etc.

E.g. **CADW** [monument pass](#) and [free access schemes](#)

Eg

HOME

Tell individuals' stories through cultural mechanisms (digital stories, museum interpretations etc.) to inspire others to have a voice and provide different perspectives on Welsh life.

E.g - **Cardiff Story Museum** is working with Syrian refugees to create a community space and tell the story of Cardiff as a city built on migration. <https://www.youtube.com/watch?v=dT7rGjBEDck> (Credit: Museums Association)

Eg

Prioritise the diversity of participants in cultural activity, particularly in those historically seen as elitist, such as golf, opera.

E.g. [Welsh National Opera](#) outreach programme—making opera more accessible to communities.

Eg

Promote and utilise green spaces for cultural activity and play including through innovative partnerships to reach rural communities.

Ensure there are Welsh language options readily available in all digital systems including parking machines, doctor surgery appointment systems, library booking systems etc.

Build trust with diverse communities across Wales to gain wider understanding of contemporary Welsh culture and ensure this is reflected in your programmes of work.

Owning your **Ambition**

Collaborative or national actions

National culture strategy

developed and implemented in partnership with all sectors.

Joint advocacy of the impact of cultural engagement developed.

Futures thinking developed

to make cultural services and facilities fit for purpose both now and for future generations.

Strategic partnerships in place between cultural providers to ensure equity of provision across Wales and layers of opportunity from grassroots to elite activity as well as local and national events.

Work with the culture sector

(including arts sport museums libraries and heritage) to create a lifestyle passport to promote opportunities at a range of cultural sporting and recreations venues. This should include providing discounted opportunities and mapping take up and gaps in order to diversify participation.

Large scale approach to making cultural facilities accessible to staff, audiences, participants and cultural professionals, including specific capital pots in place to deal with overarching building developments needed.

Cultural corridors and quarters

developed across Wales that utilise public and third sector land to connect cultural sites and creative institutions to support opportunity, reach and prosperity.

Eg

E.g. [Yorkshire Sculpture Triangle](#) – creating cultural corridors across rural areas.

Owning your **Ambition**

Organisational actions

Utilise creative interventions

(for example forum theatre, story circles) to connect local communities with policy makers.

Access

Work in partnership to ensure there are county and regional mechanisms developed to ensure voices of communities are heard and reflected in the representation, programme and interpretation of the local cultural product offer.

Eg

E.g. [National Museum Wales Diversity Forum](#) – finding new ways of interpreting culture through engagement with representatives of different communities.

HOME

Collaboratively develop and utilise immersive technology to connect people, share information and engage communities with the cultural offer.

Eg

E.g. **Migrations 'In the Eyes of the Animal'** exhibition
<http://www.migrations.uk/In-the-Eyes-of-the-Animal>

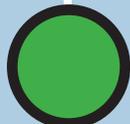
Have a clear collaborative local plan in place to engage diverse communities in Welsh culture. This to recognise what being 'Welsh' is (which will be different across Wales) as well as how ideas on culture are celebrated, redefined and locally implemented.

Other examples and resources



[Health and Heritage](#)

[partnerships](#) to support people to access culture through volunteering.



[Dusty Forge](#) [Caer Heritage](#)

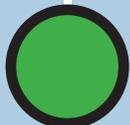
– supporting local people to access and value their heritage.



[Guerilla Museum](#) (**Cardiff Story Museum**) – taking culture to communities.



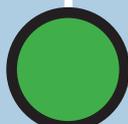
[Natural Resources Wales](#) [ICiPS award](#) for land collaboration with Welsh Archaeological Trusts.



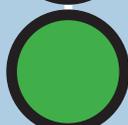
[Gentle / Radical](#) – people's symposia to support communities to get their voices heard.



Canadian model of support for music and circus (investment from the public purse to develop opportunity and prosperity).



[Carmarthenshire physical literacy passport](#)



Hay-on-Wye, the book town – creating concentrated markets and concepts around culture.