



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.

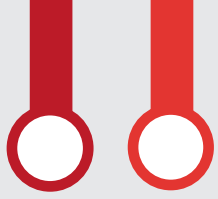
**2: Supporting people** to engage with culture in their daily working and recreational lives, and bringing out the best in our cultural professionals.

**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.”*



## 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.**





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## 2: Valuing Creativity

Supporting people to engage with culture in their daily working and recreational lives, and bringing out the best in our cultural professionals.



## Defining the issue

Being creative in the workplace can stimulate productivity as well as support employee mental well-being. It is reported that companies with culturally engaged employees report [40% higher](#) customer satisfaction, a [30% increase](#) in productivity, and a [36% increase](#) in [overall performance](#).

A recent [IBM study](#) of 1,500 CEOs revealed that creativity is the single most important skill for leaders. In a workforce preparedness study

conducted by the Conference Board, 97% of employers said that creativity is of increasing importance. Creative practice encourages experimentation and innovation throughout organisations while creative leaders take more calculated risks, find new ideas, and keep innovating in how they lead and communicate. We can nurture this through our cultural workforce in Wales (whether employed by the Public Sector or not) to the advantage of all.

### Synergies and connections to other journeys



#### **Journey to involvement**

**Topic 3:** Impact and communication of involvement

## Making **Simple** Changes

### Partnerships

**You develop new projects** with those who already have community links.

Eg

E.g. [Caerphilly CBC / Torfaen CBC Fusion programme](#) and [Inside Out project](#) – supporting adults to achieve potential through cultural means by first working with community groups to identify need.

### Skills

**You encourage creative staff teams** to sign up to Creative Cardiff, Creative North Wales or Creative South West.

<https://www.creativecardiff.org.uk/>

**You map current creative** and cultural skills of your staff.

### Staff well-being.

**Encourage your staff** to sign up for and use their free library card, providing accessible information on what the library offer.

Eg

E.g. – [Carmarthenshire Libraries](#)

## Being More **Adventurous**

### Policy

**Invest in** culture from across your organisation not just from within the cultural portfolio.

**Ensure all culture teams** are working together (for example arts, tourism, sport, heritage, libraries) to encourage collaboration rather than competition within these areas, and then seek to broaden collaboration across your organisation.

**Value cultural and third sector professionals** and pay them appropriately for their time.

**Capture evidence of well-being** and other outcomes from cultural programmes and projects, and promote them to support awareness and demonstration of the wider impact of culture to inform other policy service design and delivery locally and nationally.

**Build in Welsh history, language** and culture awareness sessions into induction and continuous professional development programmes.

**Develop and deliver Welsh language** content for podcasts, audio, virtual reality and augmented reality to ensure the language isn't left behind in the latest technological developments.

**Review the bureaucratic requirements** of your grant giving schemes to ensure they do not act as a barrier and are proportional to the requested amount.

**Provide access** to space for creative professionals, such as empty shops, hot desks, and have a policy in place to support this.

**Ensure your tender documents** are appropriate for work being procured to allow space and time for flexibility and creative thinking.



E.g. [Addo / Swansea City Council](#) partnership to look differently at tendering processes for creative work.

## Being More **Adventurous**

**Consider** how the creation of multi-functional creative spaces (including green space) can be achieved through the planning process for new developments and redevelopment or regeneration of existing sites.

Eg

E.g. <http://www.arts.wales/arts-in-wales/ideas-people-places/confluence>

Eg

E.g. – Creating town centre spaces for creativity and skills development in Llandudno <https://youtu.be/UADAGoeNepA>

Eg

**Consider** how multi-functional cultural learning and retail centres can be developed as part of town and city centre regeneration plans.

E.g. **Wrexham Council** worked with the Arts Council to redevelop the old indoor market into a cultural centre whilst retaining market stalls and developing increased community activity and footfall  
<https://www.typawb.wales/home>

### Partnerships

**Work** with creative individuals or cultural organisations to find ways to creatively promote services and products to connect in different ways with communities and individuals.

## Being More **Adventurous**

**Be part of innovative collaborations** between the culture sector and other organisations to gain greater understanding of cultural activity and impact, share expertise, support creative thinking and inspire new ways of working, for example through staff swaps, secondments.

E.g. **Manchester Museum** partnership and skills swap with a **Health Board**.

**Maximise spaces** for cultural and Welsh language activity through partnerships with other cultural and relevant third sector organisations.

### Skills

**Provide volunteering** opportunities in cultural settings with volunteers working alongside staff, not instead of them, and support mechanisms in place to support this.

**Identify and support** aspiring cultural entrepreneurs with cultural leadership opportunities in place.

E.g. **Sport Wales Ambassadors / MonSport Playmaker** – supporting young people to achieve their potential through cultural activity.

E.g. **Egypt Centre, Swansea** young volunteer programme – nurturing the curators of the future.

**Develop mechanisms** to support young people with talent to access fit for purpose equipment, such as musical instruments, sport kit etc.

**When you work with** schools and young people, encourage cultural subjects to be taught across the secondary school curriculum and give young people opportunities to learn about and experience Welsh culture, language and heritage.

**Provide opportunities** to employ young people with cultural talent (as musicians at events / local sport coaches / blogging, vlogging about services / interpreters at heritage sites etc.)

E.g. <http://getthechance.wales/>

Eg

Eg

Eg

Eg

## Being More **Adventurous**

**Put apprenticeship models** in place to support aspiring professionals to learn their cultural trade in a professional environment.

Eg

E.g. **BBC apprenticeships** – supporting people to learn their craft in a professional cultural environment.

**Recognise the importance** of creativity for future skills and develop learning opportunities across the cultural sector.

**Develop Welsh language** skills of cultural professionals to nurture the development of Welsh language product and ability to work bilingually in community settings.

HOME

**Develop new ways** of supporting people to enter the cultural professions at various stages of their lives, identifying and mitigating the barriers that are in place that prevent people following traditional routes to employment and recognising that not all people learn in the same way. This should include support for individuals to learn about business, budgets, communications and marketing, as well as the development of their cultural practice.

Eg

E.g. **Cultural Ambition programme** – collaboration to diversify and upskill the cultural workforce.

Eg

E.g. **Natural Resources Wales and CADW** informal mentoring programme – informal sharing of skills taking place that developed naturally between two individuals who recognised there were gaps in their knowledge bases that could be supported by the other.

## Being More **Adventurous**

### Staff well-being

**Promote the range** of different cultural opportunities available in the local area to staff outside of work (including choirs, green spaces, gyms, heritage sites, theatres, events, cinema).

**Encourage your staff** to make use of local cultural facilities (such as libraries, museums, galleries, parks) during lunch breaks.

**Provide opportunities** for staff to participate in cultural activity including running clubs, choirs, reading groups, museum visits, walks in natural environment etc.

## Owning your **Ambition**

### Collaborative or national actions

**Recognise the role** and potential impact of culture in its wider context across all public services and communities.

**Put long term funding commitments** in place to support cultural development and the creative industries across Wales.

**Create innovative partnerships** to allow Wales to take its place on international cultural platforms and be acknowledged as a place of best cultural practice.

**Recognise and value cultural jobs** as a profession on a par with others, such as scientific, technological, engineering.

**Ensure that the national curriculum** recognises and values the role of culture in the education system, embedding opportunities for young people to develop skills for the future as well as equipping those who are interested with the skills for a career in the creative and cultural professions.

**Develop clear, sustainable pathways** for people to access and achieve success in the cultural professions.

### Organisational actions

#### Partnerships

**Make use of cultural professionals** when developing new large-scale projects, capital builds and redevelopments.

E.g. **Constructing Excellence in Wales** have described the Menai Science Park as an 'exemplar' project.



## Owning your **Ambition**

### Develop and utilise creative

**tools** to support local people to understand and engage with key strategic issues, allowing them to connect with you and support or challenge your decision making in new ways.

Eg

E.g. [Breaking Barriers Digital Storytelling](#)

**Engage** with cultural organisations, departments and individuals to collectively and creatively plan for longer term change, for example through taking creative approaches to ten-year visions or plans and supporting innovative ways of working.

### Skills

**Achieve** Investing in Volunteering status.

**Put business mentors** in place to support cultural professionals and organisations develop more resilient, sustainable business models. Arts Council of Wales resilience programme is one example that is being piloted

Eg

E.g. <http://www.arts.wales/arts-in-wales/arts-portfolio-wales/resilience-programme>

### Staff well-being

**Develop and utilise creative tools** to address organisational and staff well-being issues, such as drama for stress management, yoga for relaxation etc.

Eg

E.g. - The **Ready Set Grow project** art Whitchurch Library  
<https://twitter.com/cdflibraries/status/868127702666153985>

## Other examples and resources



**Canolfan Bedwyr** – supporting people to use and learn Welsh in different ways.



**A2 Connect** – Arts in Education network to collaboratively develop creative skills of teachers.



**Tyne and Wear Museums model** – collaborative, regional approach to supporting local museums.



**Arts and Humanities Research Council** – considering how we value culture.



**Commonwealth Games / Wales in Venice** – collaborations to ensure Wales can take its place on international platforms.