



Comisiynydd
Cenedlaethau'r
Dyfodol
Cymru

**Future
Generations**
Commissioner
for Wales

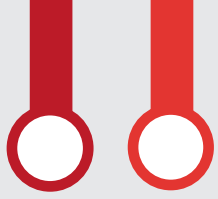


A Journey to

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.

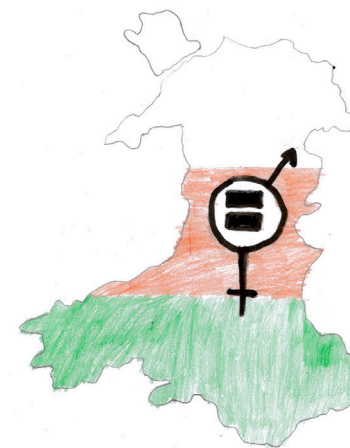
Culture in this document is used as a term to encompass archives, arts, heritage, language, libraries, museums, play and sport.



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.

CYDRADDOL DEB
MENYWOD + DYNION



EQUAL
OPPORTUNITY

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](#).

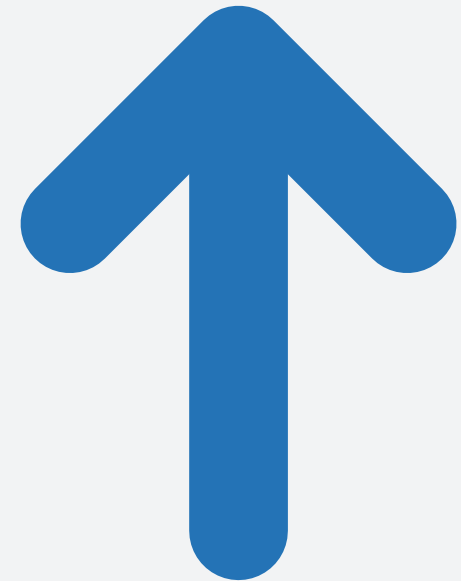
Some of the suggested steps and actions in this document are in line with the Welsh Language Standards, so public bodies in Wales should already be doing them – these steps and actions are highlighted in orange with an 'St' symbol. Some of the steps, whilst they appear to be in keeping with the ethos 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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3: Culture as a mechanism for change

Using cultural and linguistic interventions
to address wider societal issues

Defining the issue

We are all too aware, as a society, of the long-term issues we face with an ageing population, long-term illnesses becoming more prevalent and poverty of resource and aspiration increasing around us. There is an increasing strain on public services across Wales which are already facing challenges in a difficult economic climate.

We need a shift in focus to support us to prevent long-term issues recurring or deteriorating further, and culture and the Welsh language have a key

part to play. Many studies have identified the physical and psychological benefits of cultural and linguistic engagement. Enhanced feelings of well-being in [older age](#), the prevention of the development of depression, [the speed of recovery from mental illness](#), the [prevention of development of chronic pain](#) and the [protection against cognitive decline](#) are well-documented. Cities of culture across the UK are models of where culture has driven [widespread regeneration](#) and [addressing issues of poverty](#) through culture are evidenced to be highly successful.

Synergies and connections to other journeys



Journey to a healthier Wales

Topic 3: Community health and well-being



Journey to a Wales of cohesive communities

Topic 4: Community anchor organisations



Making **Simple** Changes

Policy

Implement the five ways of engagement (Motivation, Confidence, Awareness, Resources, Experience) in all community-based work.

Eg

E.g. [Sport Wales](#) – developing and utilising the five ways of engagement.

Ensure that arts venues you work with are signed up to the National Access Scheme – [Hynt](#).

HOME

Partnerships

Engage in National Play Day (first Wednesday in August).

Community well-being

Promote opportunities for older people to engage in culture through the [Gwanwyn](#) Festival.

Eg

E.g. [Cardiff and Vale University Health Board](#) engagement in the Gwanwyn Festival.

Being More **Adventurous**

Policy

Make budget decisions with an understanding of the context and impact of cultural services and activities, and how these support the prevention agenda.

When you are involved in development, use Section 106 rules to develop Art in the Public Realm.

When you work with schools, ensure that they are engaged in the [Creative Learning through the Arts](#) programme of work.

Adopt 'Be Creative' alongside the [5 ways to well-being](#) as a mechanism to improve the well-being of staff and communities.

Eg

Give cultural and Welsh language opportunities and provision consideration in care plans for older people.

E.g. [Age Cymru](#) – utilising creative activity to support older people to live full lives.

Develop your understanding of the potential for culture in other fields of work to address current and future issues, such as in education, health, social care, Adverse Childhood Experiences etc.

Eg

Utilise cultural professionals to develop programmes of work to support future-proofing systems and processes e.g. town centre regeneration, health care, planning, housing, social care.

E.g. **Unloved heritage?**

A project in Llanelli
<https://youtu.be/zzQRA9Jzf9Q>

Engage in existing alternative models of health schemes e.g. National Exercise Referral Scheme, Books on Dementia.

Eg

E.g. **Natural Resources Wales / Theatr Clwyd Coed Moel Famau** project linking well-being to [creativity, physical activity and immersion in nature](#)

Being More **Adventurous**

Partnerships

Enable members of targeted communities to co-produce cultural projects to ensure content of work created is relevant and representative of contemporary Welsh communities.

Eg

E.g. **Trivallis Housing Association** worked with the the local community, the Arts Council of Wales and Artes Mundi to redevelop space on their Trebannog Estates securing multiple ongoing benefits to well-being.

<http://www.arts.wales/126272>

Eg

E.g. **Night Out Young Promoters' Scheme** – supporting young people to develop cultural activity in their local community.

HOME

Develop partnerships with the third sector organisations with Welsh language priorities (e.g. Urdd Gobaith Cymru, Mudiad Ysgolion Meithrin, Young Farmers, Menter Iaith etc.) to take forward initiatives and programmes of work that address wider societal concerns.

Develop holistic approaches to health and well-being with cultural partners. This to consider programmes that support prevention and early intervention (for example falls' prevention, mental health care) alongside aiding recovery and developing mechanisms to live with long term health conditions (for example Parkinson's and dementia). This should include robust evaluation to ensure that impact is captured and the

potential of cultural interventions is recognised and valued in parallel with traditional medical care.

Eg

E.g. **National Dance Company Wales** - [NHS Dance for Parkinson's programme](#)

Develop partnerships with Higher Education establishments to support robust evaluation of the wider benefits of cultural programmes.

Develop partnerships to drive forward the arts and health agenda.

Being More **Adventurous**

Community well-being

Include and promote cultural opportunities in national days such as World Mental Health Day, Fairtrade Fortnight.

Develop opportunities for communities to participate locally in wider, national opportunities such as [Gwanwyn Festival](#), [Family Arts Festival](#), [Get Creative](#).

Maximise opportunities to provide Welsh language activities and possibilities in places you provide services such as hospitals, care homes, respite centres etc.

Develop targeted programmes of work that utilise cultural tools and cultural professionals to support wider issues e.g. community safety, literacy, poverty, social isolation.

E.g. [Denbighshire County Borough Council](#) Lost in Art (page 33) and Arts Together programmes (page 47) – utilising creative means to support adults with dementia and intergenerational opportunities for young children transitioning to school.

E.g. [Mid and West Fire Service](#) – [cultural intervention to support work with young people at risk](#)

E.g. [Newport Libraries](#) targeted events, [Conwy libraries](#) reading friends – libraries as a community resource and a means of reducing social isolation.

Consider opportunities for cultural activities to be utilised as a catalyst for both mental and physical health.

E.g. [Cardiff and Vale University](#) Health Board providing arts experiences for patients to support recovery.

E.g. [Amber project Cardiff](#) – self-help group that utilises cultural activity to support young people who self-injure.

E.g. [Meet the Choir with Wendy Lewis](#) - Inside Out Cymru.

Being More **Adventurous**

Through partnership working, support the employment of an Arts Co-ordinator in each of the Health Boards across Wales, to develop innovative programmes of work linked to health.

Develop care pathways through the medium of Welsh involving those with experience of living with health conditions.

Owning your **Ambition**

Collaborative or national actions

Demonstrate that investment in culture is considered important; social return on investment understood and money is invested in the prevention agenda to support this.

Roll out social prescribing and other programmes which focus on individual well-being as an option for earlier intervention for relevant health and social issues.

Recognise, value and embed all aspects of culture into alternative models of health schemes and initiatives.

Develop a national strategic message that promotes the benefits of culture (similar to that of the 5 portions of fruit and vegetables a day and 5 x 30 minutes of physical activity).

Develop long-term funding models to support involvement and engagement of communities with cultural professionals as a catalyst for change.

E.g. **Involving people** in a [people-centred creativity project](#) reclaiming unused community spaces in Maindee.

E.g. **Ideas, People, Places - Arts Council of Wales** collaboration with communities to develop creative interventions in response to need.

Develop the [Hynt](#) model, which enables people with accessibility needs to register once and have their needs recognised and met in any cultural facility, as an integrated cultural resource across Wales and beyond.

Owning your **Ambition**

Organisational actions

Partnerships

Engage cultural professionals in the development of strategic planning to consider new ways of working to meet identified need.

Enable investment from statutory services (e.g. education, social services, health boards etc.) to develop partnerships with cultural organisations to enable joint cultural initiatives and record impact in a variety of social settings.

Eg

E.g. **National Dance Company Wales** partnership with **Abertawe Bro Morgannwg Health Board** – [Dance to Health](#)

HOME

Community well-being

Utilise collaborative creative approaches to societal issues such as teaching dance to combat falls.

Ensure collaborative approaches to care through the Welsh language are developed and implemented.

Health and culture sitting side by side in community settings actively contributing to each other's development and service delivery needs.

Eg

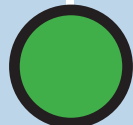
E.g. Culture embedded in wellness hubs [Llanelli](#) and [Penarth](#).

Other examples and resources



[National Museum of Wales](#)

– developing partnerships to address wider societal issues.



[Night Out Young Promoters' Scheme](#)

– supporting young people to develop cultural activity in their local community.



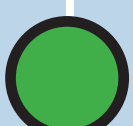
[Museums](#)

across Wales contributing to the well-being agenda.



[Street Games](#)

– using cultural means to develop opportunities for young people in communities across Wales.



www.meddwl.org

– website in Welsh to support those with mental illness.



Daisy Fancourt and Andrew Steptoe

research indicating that [engagement with culture predicts improved wellbeing in older age.](#)



[What Works Well-being](#)

– resources that evidence the potential of cultural activity to address the well-being of individuals and communities.