

Culture Committee - CC-18-01(p.4)

Date: 21st November 2001

Time: 9.00am - 12.30pm

Venue: Committee Room 1, National Assembly Building

CULTURE STRATEGY

Purpose

The purpose of this paper is to enable the Minister for Culture, Sport and the Welsh Language to share with the Culture Committee the final draft of her culture strategy.

Summary/Recommendations

The annex to this paper provides an action plan for the future development of culture in Wales, both in terms of intrinsic artistic and economic development.

Timing

The Committee is sitting on 21 November and the Committee Clerk should receive this paper and the Annex by 14 November

Background

The now dissolved National Assembly Post-16 Education and Training Committee published its report on the arts in Wales "A Culture in Common" in October 2000.

The Minister for Culture, Sport and the Welsh Language responded to the report on 28 March 2001 (Ref. CC-6-01 (p1)) and provided a draft of her culture strategy for the Culture Committee to consider on 20 June 2001 (Ref. CC-11-01 (p1)).

Following further consultation during the summer this revised draft strategy is tabled for Culture Committee to consider and builds on the earlier draft and comments made by members of Committee during the meeting on 20 June

Compliance

Under Section 32 of the Government of Wales Act 1998, the Assembly may do anything it considers appropriate to support:

- museums, art galleries or libraries in Wales,
- buildings of historical or architectural interest, or other places of historical interest, in Wales,
- the Welsh language, or
- the arts, crafts, sport or other cultural or recreational activities in Wales.

These powers have been delegated to the Minister for Culture, Sport and the Welsh Language.

There are neither issues of regularity or propriety nor any "novel or contentious" proposals within the annex.

Financial Implications

The financial implications of each action plan in the strategy have not been costed. The strategy is clear, however, that any new funding will need to be considered in future budget planning rounds, following discussion with each of the bodies identified as having to deliver the action plan

FP and LGF has been consulted about this submission, and are content with the financial aspects.

Cross-Cutting Themes

Culture is part of everyday life. It has various cross-cutting issues including the involvement of local authorities in developing cultural activity in co-operation with cultural ASPBs.

The development of the creative industries has an economic impact, as does encouraging cultural tourism. The draft strategy encourages the cultural Assembly Sponsored Public Bodies to work closely with the Welsh Development Agency and the Wales Tourist Board to optimise the economic potential.

Action for Subject Committee

Members of the Culture Committee are invited to discuss the draft strategy with the Minister for Culture, Sport and the Welsh Language.

The National Assembly for Wales

Creative Future: Cymru Creadigol

A Culture Strategy for Wales

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Introduction

The National Assembly for Wales can take pride in the fact that it has given so much attention to cultural issues in the first two years of its life.

A review of cultural policy was one of the first tasks undertaken by the former Post-16 Education Committee. Even before the Committee had completed its task and published its report, the new Partnership Government established, in October 2000, a new Cabinet position of Minister for Culture, Sport and the Welsh Language and a corresponding committee. I too am proud of that achievement and to be the first holder of the post.

The report of the Post-16 Education Committee, ***A Culture in Common***, has given the Assembly a valuable survey of some of the deeper cultural issues and a foundation for the Partnership Government's thinking and strategy. Our task now is to refine that thinking into a clear vision, an achievable strategy, and practical action plans.

I believe this document sets out a bold vision for the future and an ambitious strategy for the next decade. However, the strategy cannot be set in concrete for it is inevitable that our aspirations for Wales will change over time, as our circumstances change and as we - and the way in which we think of ourselves - change. Nevertheless, we must begin to chart and take the steps needed to fulfil the vision as we see it today.

Wales has a rich past and a wealth of present day talent but it still has an opportunity to achieve a new cultural transformation. The National Assembly must take a lead in bringing about that transformation - in our thinking, planning and funding and, as a result, in our delivery. If we achieve that it will inevitably result in greater recognition and profile for Wales, with all the wider benefits that that can bring.

This will also mean fulfilling the National Assembly's commitment to equality of opportunity for all of the people of Wales. Sporting facilities, arts centres, theatres, recreational facilities should all be accessible to all people regardless of age, religion, language, disability, gender, ethnicity, or sexual orientation. The whole of this document should, therefore, be read with that binding principle in mind.

I believe passionately that our cultural life cannot be parcelled up separately from the rest of living. Rather it infuses everything. It follows that the task of creating "a culture in common" and a truly creative society is a task for the whole administration. It will be a test of our capacity for 'joined-up thinking', across the whole range of government. The full development of our cultural potential should be an over-arching theme.

That approach should also apply to the whole of our society. It is not just a task for specifically cultural organisations. My hope, and that of every member of the Partnership Government, is that Wales as a whole will respond to this challenge so that ideas and creativity can flourish everywhere, so that specific aspirations can be fulfilled, so that everyone of us can lead a fuller, richer life, as individuals, as part of our national community and as valuable and valued contributors to the cultural diversity of our world.

Jenny Randerson, AM

Minister for Culture, Sport

and the Welsh Language

November 2001

Section 1: Preparing a transformation

1 First principles

Culture - the texture of our living

Culture is not a luxury in our lives, nor a mere embellishment to the material tasks of daily existence. It is the texture of our living. Our culture is the aggregate of our actions and aspirations, interests and passions, values and beliefs.

The task of the National Assembly, in exercising a cultural responsibility, is to ensure that, in all that it does, it enables us to enrich that texture, and in doing so that it releases the energies, talents and creative potential of individuals.

Such a wide definition can embrace every part of our living. This document is intended to be a practical strategy to help focus our activity.

Culture has an intrinsic value, but it also brings economic benefits. The flowering of individual talents as well as the success of cultural industries can raise the profile of Wales to potential investors and visitors alike. But the connection between our culture and the economic measures of our lives is much deeper than the simple statistics of how many are employed in the arts and media, or in the monetary turnover of cultural industries, important though those factors are.

A modern, culturally-rich society will be a society that is also economically prosperous, because it will have nurtured curiosity, imagination, creativity, and diversity – as well as particular skills - in its young people.. It will have valued those attributes throughout their lives, and ensured their full expression in the arts, in business, in science and in every kind of service to our society.

That imaginative commitment will also have ensured that all people - men and women, young and old, able-bodied and disabled, as well as from the diverse cultural strands of our society – have participated and shared in this enriching process. It will have opened doors to learning and new skills - artistic, technical, managerial and physical. It will have built confidence in individuals and cohesion in communities.

Such a society cannot be created by one department of government or by government alone. We must seek to extract new cultural value from all that we do – whether building a school or hospital or planning our towns and cities. Equally, we must extract the maximum economic benefit from all that we invest in cultural policy.

We must reject the false choices that so often disfigure debate and discussion – an arts centre or a stadium, a gallery or a hospital, a theatre or a school – as if a rounded society can do without any of these things, as if there were no room for theatre in a school, nor room for children in a theatre, no room for art in a hospital, nor for the sick or recovering in a gallery. As if those who shout in a crowd have never applauded in an auditorium.

We must create a new awareness of cultural opportunities and benefits, amongst the public, across government at all levels, and in all manner of public and private organisations. We must do this not as a distraction from our material problems but because culture is a crucial component of their solution. In all its variety of form and appeal culture is a prime component of both the social cohesion and the necessary internal challenge that distinguishes a healthy society.

We must treasure our distinctive culture which gives Wales its unique identity. The Welsh language is one of the most obvious features that distinguishes Wales as a nation. We shall create the climate and circumstances to ensure that the Welsh language can be strengthened and developed as a vibrant everyday means of communication. We have provided financial support to Urdd Gobaith Cymru to mount a promotional campaign in order to raise awareness of its activities and to boost membership.

Bilingualism is a jewel in our national crown. We want the living reality of bilingualism to be reflected across the range of our cultural and sporting life. We also want

there to be plenty of opportunities for people to participate in the arts, sport and other cultural experiences through the medium of Welsh. We will expect all our ASPBs to reflect this in their areas of responsibility.

The Assembly has a broader commitment to supporting the Welsh language, which extends beyond the cultural sphere and beyond this Strategy, including the cross-cutting Culture Committee's in-depth review of Welsh language policy. This strategy supports the Committee in that endeavour and the Assembly Government will set out fully its future strategy for the language in its response to the review.

The Partnership Government is, therefore, committed to

- making cultural development a prime, cross-cutting theme for the National Assembly
- establishing cultural development as a primary task for local government
- ensuring a strong, well-funded and efficient Arts Council of Wales
- the effective co-ordination of planning and activity across all cultural bodies
- extracting cultural value from a wide range of public and private expenditure

These commitments are made in order to achieve the following vision:

A Vision for 2010

By 2010 Wales will be, and be known to be, a nation whose culture

- is indivisible from the rest of its living
- is rich, distinctive, and creative
- is both diverse and shared
- treasures its bilingualism as a growing reality
- nurtures and cherishes imagination, innovation and excellence
- nurtures imaginatively the talents of the young
- enables the arts, sport and creative industries to thrive at every level
- supports a creative approach to the promotion and public understanding of science
- ensures a ready outlet for the creativity of us all, individuals and communities
- ensures equality of access for all to participate
- is the springboard for both individual fulfilment and collective prosperity

The realisation of this vision will require policy priorities that

- are developed in a spirit of openness and transparency
- nurture creativity and embed the arts and culture firmly in the education of our young people at all stages
- aspire to and sustain the highest standards in a wide range of the professional arts
- create the widest possible access to cultural activity for people of all ages and backgrounds
- ensure first rate accessible facilities exist throughout Wales
- make cultural development a key component of community development
- extract the maximum positive value from our linguistic and cultural diversity
- support the development of competitive cultural enterprises

- ensure that every pound of public money invested in cultural activity is used wisely and well
- use our distinct culture and its achievements to improve the international perception of Wales and to raise its profile

Responding to ideas

The purpose of a cultural strategy is to enable the fullest expression of people's aspirations and creativity. It follows that a national strategy should be based upon meaningful consultation. Moreover, the strategy must be capable of responding to the profusion of ideas that will be generated by a truly creative society.

The document contains three kinds of proposals:

- a. policies and projects to which the Partnership Government is already committed
- b. proposals for the detailed investigation of particular issues and ideas designed to create a sound evidential base for policy
- c) other ideas that are worthy of investigation but whose operational and financial feasibility, and degree of support, have yet to be tested. They are included here both because of their *prima facie* value and because they convey a sense of the scale and ambition to which we should aspire. Responses to the ideas in this third category will inform the longer term development of the strategy and its implementation.

Implementation

The National Assembly's Minister for Culture, Sport and the Welsh Language will have overall responsibility for the implementation of the strategy set out in this document.

Individual policies will be delivered either by the National Assembly Government, or local government or a range of Assembly Sponsored Public Bodies, both cultural and economic, acting individually or in partnership. The co-ordination of these policies and associated projects will be achieved by the National Assembly Government, assisted through the cultural forum, Cymru'n Creu. (Organisations represented on Cymru'n Creu are listed in Annex A.).

There are also a number of other organisations that have a role to play in implementing the strategy, which are not always recognised for the contribution they make to the nation's cultural development. The following list of such organisations is not exhaustive and other organisations can and will be included as the occasions arise:

- National Parks Authorities
- Countryside Council for Wales
- The National Trust
- Archaeological Trusts
- Science organisations e.g. Techniquest
- Voluntary Organisations

To implement this strategy successfully there will need to be high level joint working between the National Assembly and its key partners. This will require a co-ordinated approach to policy development within the National Assembly and amongst the public bodies identified as having a role in its implementation.

Action Plans

- Each Policy Priority will be implemented via an action plan.
- Short term changes and innovations can be introduced relatively quickly within existing budget resources.
- Longer-term actions will become part of the Culture Minister's annual remit to the relevant organisations.
- The timing for implementing recommendations will be the subject of discussion at the regular meetings between the National Assembly and the organisations responsible for implementation and at meetings of Cymru'n Creu
- Implementation will be subject to the resources made available under future budget planning rounds and announced by the National Assembly annually.

Each action point within the plan identifies a lead body to take forward action. Many of the action points will have more than one organisation working on their development. Cymru'n Creu will have an important co-ordinating role, but where lead bodies have been identified it will be for them to initiate discussion with other organisations they feel should be involved in delivering that part of the strategy. Although overall responsibility for ensuring that the strategy is implemented rests with the National Assembly, Cymru'n Creu will play a key role in monitoring implementation against the action plan on a regular basis.

2 The Responsibilities of the Minister of Culture in the National Assembly

The enrichment of our culture is a task for all parts of Government. As well as constituting the remit of a distinct ministry, culture should be seen as a 'cross-cutting theme' and an important element in the policies of several government departments. A Minister for Culture and a supporting National Assembly Culture Committee, have a responsibility to draw the strands together to add a particular cultural value to policy, and to enlarge opportunities for each and every one of us, the better to enrich the whole. Culture can add to the value of other existing cross cutting themes of the National Assembly - for example as a bridge to social inclusion, equal opportunities and sustainable development.

Specific responsibilities

- The Minister for Culture, Sport and the Welsh Language has responsibility for a wide range of cultural policies encompassing the arts and sport; libraries, archives and museums; the Welsh language; publishing and film.
- The Minister for Culture is a member of the Culture Committee and the National Assembly's Cabinet Sub-Committee responsible for raising Wales' profile in the world.
- National Assembly policy delivery in the cultural field is achieved through a number of cultural Assembly Sponsored Public Bodies (ASPBs), including the Arts Council of Wales (ACW), the Sports Council for Wales (SCW), the National Library of Wales (NLW), the National Museums and Galleries of Wales (NMGW)

and the Welsh Language Board (WLB).

- There are a number of other organisations which, to varying degrees, are sponsored or supported by the National Assembly that have a direct or indirect role in delivering this strategy.
- The National Assembly has well established links with the Department of Culture, Media and Sport, with whom it has regular meetings
- The National Assembly also provides funding for the Council of Museums in Wales, the Welsh Books Council and for the planned Wales Millennium Centre. The Library and Information Services Council (Wales) provides advice on its area of expertise.
- The Assembly issues policy directions to the SCW and ACW to guide them on the distribution of lottery funds in Wales. It can also supplement the directions which the Department for Culture, Media and Sport (DCMS) gives to UK lottery distributors with regard to their activities in Wales – the Heritage Lottery Fund, the New Opportunities Fund, the Community Fund and NESTA Responsibility for broadcasting policy remains with DCMS, though the National Assembly is consulted on broadcasting matters and gives DCMS its views on how broadcasting policies affect viewers and listeners in Wales.

3 The Public Policy Context

There is a need to marry cultural policy with other initiatives across government and refine our own practice by studying innovation and best practice in other nations and regions. This includes working constructively with a wide range of international organisations and networks.

Although the work of the Culture Minister is focussed primarily on enhancing the cultural life of the people of Wales, it must also address the important matter of raising awareness of Wales elsewhere in the United Kingdom, Europe and the rest of the world. This can be undertaken in many ways and contacts with UNESCO and the European Union have already been established to start the process.

The United Nations

The United Nations Education, Scientific and Cultural Organisation (**UNESCO**) supports international intellectual co-operation. UNESCO provides funding to support project work as well as engendering communication, lobbying and exchange between government agencies in areas such as cultural policy, copyright and safeguarding cultural heritage. UNESCO has a comprehensive role in sustaining the preservation and enhancement of the cultural and natural heritage, and in promoting living cultures. Among its current objectives, UNESCO aspires to:

- foster cultural tourism as a factor of sustainable development;
- promote arts education;
- enhance traditional and popular cultures;
- encourage the development of crafts;
- raise the status of the artist;
- strengthen local capacities in the book and other cultural industries;
- promote reading and other cultural practices;
- promote the use of the internet for cultural purposes.
- Promote world heritage

Europe

The Council of Europe

The European Cultural Convention, adopted in 1954, is the legal framework within which the **Council of Europe** exercises its function to promote cultural co-operation as a means of bringing the peoples of Europe closer together. The Council, unlike the European Union, has had culture as an important part of its remit

since it was formed. It has also adopted conventions on the heritage, landscape and human rights, which shape our common values in constructing cultural policy.

The UK government recently signed the Council of Europe's **Charter for Regional or Minority Languages**. The Charter is the first international agreement to enshrine the measures taken by the UK to support Welsh and other indigenous minority languages.

The European Union

The Treaty of Maastricht in 1992 created a "legal basis for cultural activities". This Treaty (and the subsequent Treaty of Amsterdam) states that the **European Union** will help Member States "contribute to the flowering of cultures" and emphasises regional cultural diversity as well as the objective of "bringing the common European heritage to the fore". The Treaty also says that the European Union has an obligation to take the cultural objective into consideration in all other policies. Culture is increasingly recognised as an important driver in regional development.

The Council of Ministers, which the Minister in Wales attends when devolved issues are to be discussed, co-determines actions in culture with the **European Parliament** and, in practice, its **Committee on Culture, Youth, Education, the Media and Sport**.

The principal EU programme of support for the arts, culture and heritage is **CULTURE 2000**, which aims to contribute to the promotion of a cultural area common to the people of Europe, supporting co-operation between creative artists, cultural operators and the cultural institutions of the member states.

The year 2001 is designated as the '**European Year of Languages**' with the purpose of drawing public attention to the benefits of learning languages, through publicity campaigns and other events and projects at the European, national and regional levels. The eligible languages are the 11 official languages of the EU, plus Irish and Letzeburgesch, and '*other languages recognised by the member states*' – which includes Welsh. Wales is fully involved in events to celebrate this year and we are taking full advantage of the opportunities it presents.

Media Plus is the EU's programme to support film and audio-visual projects. The emphasis of EU policy in this area is on promoting the continued development of the European audio-visual industry and European film product. The **Media Plus** programme began on 1 January 2001 and runs until 31 December 2005 with a budget of €400 million. Media Plus supports professional training in screen writing, business and new technologies, project development and the distribution and promotion of European audio visual works. In Wales, Sgrîn, the media agency for Wales, acts as the 'antenna' for Media Plus, providing information and guidance for potential applicants for funding from the programme. Several Welsh film and television companies have attracted grants from the programme.

The United Kingdom

The National Assembly maintains close contact with the **Department for Culture, Media and Sport**, in London.

The **British Council** is the UK's principal agency for cultural relations with other countries. The Council enhances the UK's reputation overseas through programmes in education, English language teaching, libraries and information, the arts, science and technology, governance and human rights.

The Council's Welsh offices in Cardiff and Bangor promote opportunities for Welsh educational and cultural institutions overseas. This work is being developed in partnership with ACW through Wales Arts International. The British Council offices also support the efforts of the Further and Higher Education institutions, as well as English language centres, to attract international students to study in Wales.

Wales

National Assembly departments

The **National Assembly's** cultural policy agenda is affected by other departmental activity, not least, economic development and education. The National Assembly's National Economic Development Strategy (NEDS), examines the scope for a more sectorally selective basis for economic planning which seeks to assist and nurture the growth of competitive industrial clusters in Wales.. . The creative industries have been identified as a cluster that merits further development, and has the potential to assist in the delivery of our objectives for economic development and community regeneration.

Committee for Culture, Sport and the Welsh Language

The National Assembly's Committee for Culture, Sport and the Welsh Language assumed responsibility for cultural policy from the former Committee for Post-16 Education and Training in October 2000, as a consequence of the creation of the post of Minister for Culture.

Before its demise the Post-16 Education Committee had carried out a major review of cultural policy resulting in the publication of the Committee's report, '**A Culture in Common**', in November 2000.

The Report set out five key principles against which the policies should be taken forward:

- the National Assembly to be responsible for setting overall policy, defining its implementation and funding;
- the National Assembly should also take the lead in setting policy and in raising the profile of Welsh culture both at home and abroad;
- that organisations other than ACW should be brought much more into the process, and that this should be done in a spirit of openness and transparency;

- the First Minister should give serious consideration to appointing a dedicated National Assembly Minister for Culture.

- The Committee recommended that a Cultural Consortium - Cymru'n Creu - be established to provide a forum to support action on the basis of partnership, and to provide an open information channel between the key cultural bodies in Wales. Cymru'n Creu was formed in February 2001 and is chaired by the Minister for Culture

National Assembly Cabinet Sub-Committee

The National Assembly's Partnership Government has established a Cabinet Sub Committee whose objective is '*to raise the international profile and influence of Wales and establish it as a first class place to live, study, visit and do business*'. In doing so, the Sub Committee will:

- determine the priorities for raising and maintaining the international profile of Wales;
- identify and pursue the most fruitful ways of meeting those goals;
- ensure that international issues are given due priority in all Cabinet and Assembly policy making.

4 The Culture of Wales: strengths and weaknesses

Strengths

That Wales has survived as a nation over the centuries has been due more to its cultural resilience than to civic institutions or force of arms. The Welsh language has guaranteed for Wales a distinct identity, while the embracing of the English language in Wales in a distinctive way has created a powerful, new strand to that identity. Its religious institutions have not only influenced its political development but also created a wider familiarity with literary activity than in many other societies, as well as shaping a truly popular amateur music tradition. There is, therefore, a strong foundation of democratic culture on which to build, albeit a foundation that was weakened in the 20th century by profound social and economic changes.

To the extent that Wales has an image beyond its borders, it is largely based on cultural factors – landscape, language, music, poetry and sport. These are valuable attributes that Wales must see as assets to be developed and used to the full.

As culture has itself become a global commodity, Welsh talent has been highly significant in maintaining a wider presence for a small country. Wales can boast of singers, actors, artists, writers, poets and sportsmen and women with international reputations. National companies such as Welsh National Opera and the BBC National Orchestra of Wales have become "ambassadors" for Wales, as have Welsh rock bands that have achieved huge popularity far beyond our borders. Institutions such as the National Library of Wales and National Museums and Galleries of Wales can and do reach international standards. The Welsh Language Board is sought after for its advice on minority language planning by other nations and regions in Europe.

Creativity is just as diverse and meaningful in scientific direction as it is in artistic effort, and Wales has much to be proud of. Techniquest has been heavily involved in co-ordinating Wales Science Year, making science more attractive to younger audiences. There are around thirty providers of non-formal science education in Wales. There are also major contributions made to scientific culture by the National Museums and Galleries and the Universities in the form of research and continuing education. The British Association for the Advancement of Science has its own paid staff in Wales and there are other well-established bodies that contribute greatly to the cultural wealth of Wales.

Wales has a rich heritage of historic landscapes, buildings and townscapes. These vary from great castles, cathedrals and grand areas such as Cardiff Civic Centre to more humble but well loved traditional farmhouses and village streets. The built heritage of industrial communities is being increasingly appreciated. In addition there are some examples of award winning modern design such as the glasshouse of the National Botanic Garden of Wales and the Aberystwyth Art Centre. There have also been exemplary townscape improvement schemes and public art initiatives such as those in Wrexham and Cardiff Bay .

The National Assembly has developed new planning policies and guidance to emphasise the benefits of protecting and enhancing the best of our built heritage. These recognise that a quality built environment not only provides an attractive setting for people to live and work in but is also of economic value in supporting tourism and in creating an environment that is attractive to investors. The National Assembly is in the process of establishing a Design Commission for Wales to take forward its aim to raise architectural standards and the quality of our built environment.

In terms of physical assets for performance and participation, provision in Wales has improved markedly in recent decades, with new theatres, auditoria, arts centres and leisure centres established across the country. The Millennium Stadium and the National Botanic Garden have attracted worldwide publicity as well as providing superb facilities to be enjoyed by the people of Wales. The Wales Millennium Centre would be another asset on the same scale.

There is an improved understanding of the Welsh contribution to visual arts history and an appreciation of the increasing activity in the visual arts sector across Wales. A network of local museums, galleries, public libraries, historic buildings and monuments provides increased access to our heritage, while free entry to our national museums has seen a significant surge in attendance figures.

Our cultural institutions are making ever-increasing use of information technology to connect with their audiences and to enhance their services. It is significant, therefore, that investment in information technology through the People's Network will, by 2002, have increased tenfold the number of public access computers in Wales in only two years.

The Arts Council for Wales has been recognised by the Joseph Rowntree Foundation for the effort it has made in developing community arts. Its report "Creative Regeneration: Lessons from ten community arts projects" shows how ten arts projects in Wales have made a major impact in their communities. We need to build on the good practice identified here. Community and participatory arts are a genuine strength in Wales and the achievements of Community Music Wales, Valley Kids, Broli, the Pop factory and the Penrhys Project all offer examples of good practice.

Arts and cultural activities play an important part in the economy of Wales. A broad range of organisations serve the cultural agenda – including management and marketing and a report published in November 1998 on 'The Economic Impact of the Arts and Cultural Industries in Wales' found that:

- The annual turnover generated by the arts and cultural industries in Wales was £1.1 billion;
- 29,000 people worked in the arts and cultural industries in Wales: 1 in 40 of the working population. This is equivalent to 16,000 full time jobs.

- Expenditure by the arts and cultural industries generated the equivalent of a further 7,000 full time jobs.

In addition consumer expenditure on sport in 1998 was £589 million and employed over 20,000 people.

At the same time demographic global trends suggest that cultural events and facilities have an increased economic potential. Major international sporting events at the Millennium Stadium draw fans, and huge spending power, to Cardiff and Wales from around the world, as has been demonstrated by the staging of the 1999 Rugby World Cup Final and the 2001 FA and Worthington Cup Finals at the Millennium Stadium. Golf too has received a significant boost in winning the bid to stage the Ryder Cup in 2010. A golf development plan is already in place which focuses on mass participation, creating opportunities for all with particular emphasis on women and girls.

Weaknesses

Not everything in the Welsh cultural garden is rosy. Arts organisations have had to weather years of under-funding that have cramped achievement and, in many cases, imagination and ambition. Local authorities, under financial pressure, have often chosen to reduce cultural expenditure. The UK as a whole has never given the same public spending priority to culture as its partners in the Council of Europe and much of the Commonwealth. Even so, Wales was slower than Scotland or England to modernise its arts infrastructure after the Second World War and slow to put in place a network of secure arts institutions. This means that there is still some way to go before the 'map' of cultural institutions in Wales matches that of comparable nations in Europe.

Major performing arts companies and venues have seen their sizeable fixed resources under-used. Paradoxically, the advent of lottery funding has created many new and exciting developments, yet without solving deep-seated revenue funding problems. In such circumstances, it is not surprising that the Arts Council of Wales has been faced with some difficult choices, ones that, ultimately, have severely risked the organisation itself.

The development of some art forms, for example theatre and others like the visual arts and dance, has in the past suffered from weak and unpredictable strategies. In publishing, we have found production easier to master than distribution and marketing. Literature, one of the greatest assets of Wales, has not had the imaginative support it needs, either in terms of enabling writers to make a reasonable living by writing in English or Welsh, or in terms of attracting the publishers, agents, booksellers and press attention required to make the most of the contemporary literary talent. Dance has been slow to develop a significant professional base and, although the two 'flagship' classical music companies, BBC NOW and WNO, are stronger in reputation than ever, even they have not been without difficulties in recent years.

Elsewhere, too, the professional music scene needs strengthening. Many important festivals are living hand-to-mouth financially and unable to programme as adventurously as they should to make an international mark. Despite the quality of the Brecon Jazz Festival, jazz is under-represented year round in the major cities of Wales. We also lack an adequate range of classical chamber and early music ensembles and we should consider if such provision would enhance our national cultural well-being. The grass roots infrastructure, both physical and in terms of training and management, are not sufficiently developed to support even apparently successful musical forms, contemporary rock and pop music being just one example.

Despite the good work undertaken by the National Museums and Galleries in respect of the exhibitions they put on and their outreach work, museums and heritage sites are widely perceived only as places where cultural artefacts are presented and displayed - but they are much more than this. They are places where social activities take place whether at the level of family education and learning or through presentations to educational groups or public audiences.

Despite a strong base of domestic production in broadcasting, we have not penetrated sufficiently the large UK market. The development of our film industry has not kept pace with competitor countries. We have been slow to realise the full potential of cultural tourism and, therefore, to make proper provision for it in terms of both the product and its marketing. Other cultural industries - for example crafts, design and advertising - have made significant strides but are still too weak, whether in distribution, outside awareness and sometimes, it has to be admitted, the quality of what is generally available.

The development of community arts, although recognised as being excellent in places, has been piecemeal. Public policy and practice has undervalued the impact of

good architecture, design and public art in shaping and regenerating individual spaces and whole communities.

Wider aspects of culture in Wales – its community music and poetry in particular – have suffered as the old industries and religious organisations, which used to support them, have declined. Compared to Scotland and Ireland, Wales has inadequate structures for traditional music, whether in terms of research, performance, amateur participation, professional practice or its place in the international image of Wales.

The strong consensus that exists for supporting the development of the Welsh language has resulted in substantially increased public investment. At one level – in schools and on television - the language has managed to project itself as a living contemporary force, and yet it remains fragile in its heartland communities. Welsh is in danger of becoming stronger as a second language than as a mother tongue, with damaging results not only for the communities which see themselves culturally weakened but for the standards and expressive vitality of the language itself.

The perception of culture in Wales amongst its people is mixed. On the one hand we have a fine tradition of democratic participation in sport, the arts, in amateur music and in literature, as exemplified in the National Eisteddfod. On the other hand a significant proportion of the population may not see cultural activity, particularly the 'high arts' as relevant to their lives. There is much to be done to reconnect a wider public with the arts – raising awareness, appreciation and participation, whilst not diluting quality and innovation, or reducing their scope to challenge the imagination.

Despite obvious success, for example winning 26 medals at the ParaOlympic Games, Welsh sporting performance is inconsistent. Rugby has suffered as the industrial culture that supported it has been dismantled and it is evident that in recent years Wales has found it hard to match the pace of the game's development in England and the southern hemisphere. It is hard to argue that Welsh Rugby today is on a par with teams of the past. Wales can point to a group of world-class young athletes but our real quality will be examined in the 2002 Commonwealth Games. In football Cardiff, Swansea and Wrexham long ago made the decision of playing in the English league rather than that of their home country, despite the prospect of losing European competition places. The lack of either a strong televised home league or a Premiership club means that little of the current largesse available in football is invested in Wales. Golfing prowess rests on a small number of established professionals. Wales is beginning to have reasonable facilities for some sports. However the provision of facilities is patchy and the links between local authorities, educational institutions, governing bodies, professional clubs and community organisations need to be strengthened.

Although the built heritage of Wales has many fine features it must also be recognised that in some areas there is a legacy of buildings and townscapes which have deteriorated and are in great need of regeneration. Areas affected by economic decline have suffered damage to their appearance due to poor maintenance and a lack of new investment. Pressures on the rural economy may make the maintenance of traditional man-made landscapes and buildings more difficult. The quality of some past development, including some in relatively modern times, has been poor in terms of both the materials used and in design. It must be recognised that more effort is needed in the maintenance and enhancement of the best of traditional features and in securing higher design standards for new development

Investment in the infrastructure of facilities in Wales needs to be increased in order to meet the Assembly's commitment to equality of opportunity for all the people of Wales and the final phase of Part III of the Disability Discrimination Act that comes into force on the 1 October 2004. This will require service providers to make reasonable adjustment to physical features of their premises if access to their services is impossible or unreasonably difficult for disabled people.

Opportunities

The major opportunity for Wales over the next decade lies in the eradication of the above weaknesses, in giving cultural development a new importance and profile and in projecting that change into our communities and to the world outside.

To do this we need to

- increase understanding of the important inter-relationships between the cultural and scientific communities and economic development
- search out more systematically the gaps in cultural provision at national and community level and prioritise their removal
- measure more accurately the financial needs of our cultural infrastructure, in order to exploit more fully those fields in which we excel and strengthen those in

which we are weak and to secure the most rigorously effective use of public money in every cultural sector.

- provide opportunities to transform the perception of, and participation in, cultural activity by the people of Wales
- explore and act on the potential to see learning as a means of promoting cultural development and vice versa
- produce a deeper, more productive relationship between all national remit companies and the youth arts sector,
- increase participation rates in sport and the arts,
- make the fullest use of and to improve access to new technologies in exploring new departures in artistic form, in inter-action with the audience, and in marketing and worldwide projection,
- highlight the importance of using ICT to facilitate remote electronic access to cultural material held in libraries, archives and museums thereby promoting social inclusion and a greater awareness and understanding of Wales' cultural heritage
- capitalise on the strengths of the physical heritage,
- ensure that the opportunities created by the decision to hold the Ryder Cup in Wales in 2010 are fully exploited to effectively raise the awareness of Wales as well as Welsh golf
- produce a step change in the output and impact of our creative industries,
- increase sharply the return on our cultural investment through the development of varied, but coherent, year-round cultural tourism provision,
- multiply many times the overseas awareness of Wales as a cultural nation,
- increase the effective engagement of Wales in international cultural developments.
- increase sharply the opportunities for our young people to lay down a strong physical foundation through sport and to explore their intellectual dimension through participation in and understanding of the arts
- encourage activities other than conservation and display when considering the future role of museums, science centres and heritage sites
- maximise the opportunities that Lottery funding provides in Wales.
- increase the amount of written material produced in differing formats in order to further promote social inclusion.

Threats

Without a positive focus on the development of our cultural policy and its fullest manifestation there is a very real danger

- that much public investment will be rendered wasteful or inefficient
- that the perceived gap between Wales and competing regions and cities in Europe will widen
- that we will be left behind by other cities, regions and nations in the UK
- that the quality and quantity of our cultural output will stagnate
- that our best talent will leave Wales
- that we will be left with a much smaller creative resource with which to stimulate innovation
- that our ability to project ourselves across the world will diminish.
- that the Welsh language will continue to weaken in its heartlands.

5 First Steps – National Assembly action so far

The National Assembly has already demonstrated the importance it attaches to cultural policy by the following actions:

- The creation of a Cabinet post with responsibility for culture, sport and the Welsh language
- The preparation by the former Post-16 Education Committee of a report on cultural policy – "*A Culture in Common*"
- The preparation of this document – Wales' first national cultural strategy
- Established a Cabinet sub-committee to raise the international profile of Wales

In parallel with these important structural and procedural decisions, the Partnership Government has already begun to give substantial additional support to cultural activities. It has:

- budgeted for an increase of 35% in the funding of the Arts Council of Wales between 2000-01 and 2003-04
- established a task force to re-structure the ACW to improve its overall effectiveness and its responsive to local priorities
- provided free entry to all national museums and galleries, which has led to visitor numbers almost doubling
- completed an audit of performance space in Wales
- increased funding for *Mentrau Iaith* by 50% during 2001/2002.
- supported the development of the Wales Millennium Centre

- committed to investing £2m in arts activities in communities throughout Wales if the building of the Wales Millennium Centre proceeds
- supported the development of the National Library's new visitor centre
- established a Design Commission for Wales which will contribute to maintaining and enhancing the environment, to the efficient use of resources and to economic success
- provided financial support to ensure that the FA and Worthington Cup Finals came to Wales
- provided support for the People's ICT Network in public libraries
- supported major improvements to the Llanberis Slate Museum

- honoured the partnership commitment to explore scope for a Welsh Film Fund.

In addition, the National Assembly has committed itself to achieving the following

- to increase attendance levels at arts events to 43.5%% of the population (by 2003-04)
- to increase the number of remote users of the National Library to 151,000 (by 2003-04)
- to ensure that all public libraries are online (by the end of 2002)
- to support the National Museums and Galleries of Wales plans for a major redevelopment of Big Pit, Blaenavon (by 2003-04)
- to sustain the increase in visitor numbers at museums through an improved programme of exhibitions (by 2003-04)
- to stabilise the proportion of Welsh speakers; sustain the growth in the number of young people who speak the language and support adult learners (by 2003-04)
- to support the National Museum and Galleries of Wales in developing a new Waterfront Maritime and Industrial Museum in Swansea (by 2003-04)
- to support the National Museum in its consultation on the future display of its art and implementing the outcome of that exercise
- to increase participation of adults in sport to 60% of the age group (by 2005)
- to halve the gap between men's and women's participation in sport (by 2005)
- to increase the level of children in the 7 – 11 age group participating in extra curricular activities to 80% (by 2005)
- to set up Dragon Sport schemes in 50% of Welsh primary schools (by 2005)

- to increase support and facilities for disabled people to participate in sport (by 2005)

Section 2 Priority Action Plans

Priority Action Plan 1: Creating evidence-based policies

Research which will create sound foundations for policymaking

The word culture covers a broad area of activity, economic, sporting, social and artistic. While some parts of this activity are well and systematically documented, particularly professional sport, others have too rarely yielded the data for Wales, which is necessary to view the true impact of policy. For example, a recent study of spending on the arts in the UK as a whole has confirmed the weakness of the statistical knowledge that we have of this sector. This issue needs to be tackled in Wales if we are to lay solid foundations for policy over the next decade and more. The development of virtual cultural environments giving access electronically to our heritage and culture compounds the problem.

We must build upon the significant quantity of research and development undertaken by the cultural ASPBs if this strategy is to succeed. The Arts Council, for example,

- consulted widely on its document "Building a Creative Society" published in 1999
- has commissioned an ongoing needs analysis programme
- is reviewing a range of sectors including festivals, umbrella bodies and galleries
- has commissioned its own corporate plan

There are five broad areas of statistical need:

- a comprehensive and regularly updated database recording all spending on cultural activity in Wales, analysed by sector and source of funding,
- the collection of data on education, training and learning related cultural activities,
- a continually updated database of public response to cultural spending, in terms of attendance at arts and sport events, visits to museums and galleries, as well as participation rates,
- a comprehensive and regularly updated database of the creative industries,
- a consistent method for reporting local government activity in these fields to allow fair comparisons and funding allocations to be made. This will also allow the role of local government in these fields, and its relationship with the work of other bodies such as ACW, to be clarified.

Filling these major gaps will require co-operation and co-ordination across all cultural bodies, local government, the WDA and Wales Tourist Board.

It is essential that a cultural strategy should lay strong foundations for future generations. There is, therefore, a need to research the place of the arts (including design and technology) and sport in our schools, both within the curriculum and outside it. That work should be extended to include a review of the adequacy of provision for "youth arts".

Action	Lead Body	Timing	Ref
To research in consultation with the Welsh Local Government Association the best model for an arts database for Wales, in order to provide the accurate and comprehensive data necessary to develop evidence-based policy.	Cymru'n Creu	2002-03	P1A1
To institute a review of all arts marketing data for Wales and to explore ways in which all grant-aided arts organisations to pool their market data on a continuing basis, within the constraints of the data protection requirements	ACW	2002-03	P1A2
To require the WDA to form and lead a group to co-ordinate and collect up-to-date statistics on the creative industries.	WDA	2001-02	P1A3
To carry out in consultation with the WLGA an audit of cultural venues (including sports venues and community facilities), their geographical spread and reach, in order to create a balanced, evidence-based investment programme for the period to 2005. The audit will build on the work already undertaken by ACW and SCW	WLGA/SCW/ACW	2002-03	P1A4

To produce statistics identifying the pattern of spend, participation and activity in cultural pursuits to encourage cross-over and the sharing of facilities and projects.	Cymru'n Creu	2002-03	P1A5
To develop in consultation with the WLGA an agreed format for local cultural strategies in the context of local community plans, and reports on spending, in order to establish fairness and comparability.	NAW	2002-03	P1A6
To develop a definition as to what is regarded as expenditure on education, training and learning related to cultural activities and to consider how best this information could be gathered	ELWa	2002-03	P1A7
To develop proposals for an audit of training venues related to cultural activity	ELWa	2002-03	P1A8
To develop proposals for measuring performance in the delivery of electronic cultural content	Cymru'n Creu	2002-03	P1A9

Priority Action Plan 2: Laying the foundations

Young People

Any long-term cultural strategy must begin by laying the foundations in our schools and colleges. The National Curriculum does give our children not only the opportunity to learn about their history, culture and language and those of other countries, but it also provides a chance to explore and develop their own talent, imagination and creativity. That must mean, at all ages, opportunities must be available to fulfil themselves through music, drama, dance, arts, design, technology and sport as well as core academic and vocational subjects.

To fulfil these ends we must ensure, first, that schools can make the most of the opportunities implicit in the curriculum. Second and subject to competing demands, they and others should be resourced to provide further extra-curricular opportunities, including regular exposure to and contact with the professional arts and participation in sports at as high a competitive level as talent allows.

Beyond school, we must enable the outlook of young people to remain just as broad, by ensuring that provision is made at a community level and that professional arts organisations have an active commitment to the engagement of the young.

The Welsh ASPBs can and already do play a major role in making cultural activity more accessible and interesting to young people. The National Museums and Galleries for example considers improving access as fundamental to their business, and the development of a programme linking video conference and access sessions to remote schools and colleges in following up "Project Cambrensis" is evidence of this commitment.

Under the National Curriculum in Wales, music is compulsory up to and including Key Stage 3. The National Assembly has already recognised the importance of providing all young people with opportunities to take part in musical activities of all kinds, regardless of their social background or where they live. The Assembly is providing £8 million over a three year period (1998-99 to 2001-02) to support a wide range of extra-curricular music activities through the Grants for Education Support and Training (GEST) programme. We have extended this programme for a further year and this includes further provision for the continuation of the Music Development Fund whilst we consider arrangements beyond 2003. The main part of funding (£6.5 million) was allocated to local education authorities with the remainder coming from the Arts Council..

We have also asked Estyn, the Education and Training Inspectorate, to report on standards and provision for arts and cultural activities at the transition from Key Stage 2 to Key Stage 3.

Similarly, in relation to sport and in consultation with DCMS, we have agreed that the New Opportunities Fund will make a major investment in encouraging young people to take part in physical activity. As a result the NOF will provide over £48 million for school sports facilities in Wales. This will fund the refurbishing of existing, and the building of new, indoor and outdoor sports facilities for school and community use, as well as providing initial revenue funding. It will also fund the re-building or refurbishment of outdoor adventure facilities for young people. NOF will also allocate £3.3 million to allow young people in Wales to take part in adventure programmes and other challenging activities. This cash support aims to improve the self-confidence of young people and to increase the numbers who go on to further education, training or a job with training.

We have published the report of the PE and School Sport Task Force, which promotes a common vision for improving standards and strengthening the delivery and effectiveness of provision. We believe in the importance of physical education and school sport and the vital contribution that it makes to maintaining children's health and fitness.

We have made £500,000 available in 2001-02 to take forward a number of the recommendations in the PE and School Task Force report – including the development of programmes for the continuing professional development of teachers and the establishment of Curriculum Development Centres to identify, strengthen and develop good practice in physical education and school sport. A national co-ordinator will be appointed to oversee this work and develop plans for the implementation of other areas of the report.

Action	Lead Body	Timing	Ref
To advise on standards and provision for the arts and cultural activities at the transition from Key Stage 2 to Key Stage 3.	Estyn	2001-02	P2A1

To publish a survey of arts provision covering Key Stage 2 and 3, providing advice on how best arts and creative enterprise can feature in extra-curricular activities for young people	Estyn	2002-03	P2A2
To review and implement proposals for the engagement of young people in the arts via the ACW Task Force on 'Arts and Young People', and to develop new proposals as necessary.	ACW	2002-03	P2A3
To review the Music Development Fund and to consider the future arrangements for supporting local authority music services over the coming years	NAW / WLGA	2001-02	P2A4
To require that both Careers Wales and the "Extending Entitlement" agenda take fully into account the opportunities that exist for work experience and employment in the creative industries, thus improving careers advice in relation to the cultural industries. We will consider incorporating a requirement that local Extending Entitlement Partnerships should have an arts strand in the guidance.	NAW	2001-02	P2A5
To require national remit arts companies and heritage organisations to have in place declared policies and programmes to exploit their talent base fully for educational purposes, including the active participation of young people, and to have devised relevant measures to be reported annually.	ACW/ CADW	2002-03	P2A6

To expand free instrumental teaching, participation in youth orchestras, choirs and many other forms of music normally available in all schools and colleges and to explore similar initiatives in respect of other art-forms	WLGA/ ELWa	2002-03	P2A7
To review the training opportunities in Wales for those entering the cultural professions – not only as artists or sportsmen and women, but as managers, curators, officials, administrators and community activists	ELWa	2002-03	P2A8
To produce through Education extra, a code of practice for publication in the forthcoming academic year on those out of school activities capable of inspiring creativity more broadly. The code will include information on a series of demonstration projects being funded by NAW.	NAW	2002-03	P2A9
To make more widely available to students and teachers in our schools existing locally produced materials on the arts and culture of Wales.	NGFL	2002-03	P2A10
To consider the outcome of the audit of Theatre in Education and to propose new stretching targets for quality and attendance.	ACW	2003-04	P2A11
To review existing exchange networks involving students and pupils – and especially those relating to the continuing professional development of teachers and lecturers – to ensure they take maximum advantage of opportunities to promote and extend Welsh cultural achievements.	NAW	2003-04	P2A12
To establish a Youth Arts Fund	ACW	2002-03	P2A13
To ensure a co-ordinated approach to national youth theatre in Wales	NAW	2002-03	P2A14

To review the opportunities for life-long learning in cultural subjects- through formal education and community initiatives, professional bodies, arts and sports organisations.	NAW	2002-03	P2A15
To draw up a concordat with Resource which will set out its relationship with the museums, archives and libraries sector in Wales.	NAW	2002-03	P2A16
To support redevelopment at the Urdd's Glan-Llyn camp, providing a lecture and activity space; new sleeping accommodation and increased security	WLB	2002-03	P2A17

Priority Action Plan 3: The Professional Arts and Artists

The aim of this holistic cultural policy is to produce a culturally rich society in every sense. The arts have a crucially important place in that landscape and require specific attention, both at the professional and at the amateur/community level.

A thriving arts sector is essential to a successful cultural policy in Wales, as elsewhere. Its range and quality should be a source of enjoyment and pride for large, diverse audiences. Its innovation and relevance should inspire and challenge. Its roots should be deep in the community, as well as drawing on the rest of the world. Its reputation, built on these qualities, should speak of a society that has something to say to the world, and which has the power to draw people to visit and to witness.

Our policies must ensure conditions that allow both individual artists and organised ensembles of talent the opportunity to achieve all those things.

No policy to improve significantly the standing and performance of our professional arts sector can start without a recognition of the difficulties the sector has faced in recent decades. Combinations of policy deficiencies and under-funding or stand-still funding have often left many individual artists and organisations to endure prolonged financial difficulties that have sapped creative energies, constrained talent and, in extreme cases, seen important talents lost to Wales.

The totality of those harmful effects cannot be undone quickly. We must, however, give all parts of the sector the confidence that those effects will be tackled and undone.

In all the professional arts five strands emerge as vital to any strategy:

- **Arts and the public.** The link between the arts and the public needs to be strengthened. This does not always mean giving the public exactly what it knows it wants, but it does mean working to gain the widest popular support for the arts, even when people individually see and use different art forms in different ways

and to varying extents.

- **Arts and the community.** Funding should be used effectively to ensure that the professional arts and amateur, community organisations develop complementary relationships rather than see each other as competitors for funds. This will allow both to benefit from real creative engagement.
- **Artists as individuals.** We must respect individual artistic endeavour as we would any other valuable professional contribution to our society. There must be more effective support for creative professionals in order to recognise adequately the time and work involved in producing high quality results and to enable them to deliver high standards of business discipline and a reasonable income level.
- **Arts organisations.** Arts organisations and institutions must be placed on a sustainable financial footing. We must aim to provide sufficient financial support to allow for full use of the creative resource, sensible long term planning, and a viability that allows for a necessary measure of creative risk. Publicly funded organisations must also continuously improve their business management skills.
- **Lines of patronage.** Responsibility for funding the professional arts must be clearly delineated, so that long term funding and development relationships can be built with the relevant public authorities at local, national, UK or European levels. This will also clarify the role of private sponsorship and patronage. We must encourage the growth of private sponsorship.

Music

Wales is famous for its musical tradition but if truth be told, whilst opera and some contemporary popular rock and pop musicians are achieving a higher international status than Wales has ever enjoyed in the past, other forms of music – classical, traditional, jazz, choral and folk as well as grass roots rock and pop activity – are far more fragile than they should be. The infrastructure in terms of physical buildings and training and business support are not sufficiently well developed to nurture this fundamental area of Welsh culture.

Despite the excellent work of Welsh National Opera, the recent quality of the BBC National Orchestra of Wales and the rising standards of the Welsh College of Music and Drama, the classical music infrastructure is inadequate. Groups like Music Theatre Wales do not have the resources to produce as much work as they should and though a small number of choirs and individual classical and popular performers enjoy international renown, Wales does not have the strength in depth to maintain its reputation far into this century.

In the classical sector, in terms of permanent ensembles, Wales has one symphony orchestra and one full-time opera company. Despite the successes of these two ensembles, it is an insufficient basis to sustain a world reputation for Wales in music in the long term. We need to review the range of provision and the priorities for development in this sector, especially given its potential as a catalyst for cultural tourism

In traditional and folk music Wales is too far behind Scotland and Ireland in celebrating its heritage and nurturing its performing traditions.

We need to rectify these deficiencies in a number of ways:

- ensuring the financial viability of our key performing organisations considering what additional provision is needed in the classical sector to broaden the range of music making in Wales and to reinforce our international reputation ,
- inviting local authorities across Wales to submit suggestions for modern venues appropriate to local needs and national ambitions,
- increasing the opportunities for professional musicians to earn a secure living in Wales, so that the resident freelance pool is deepened, by investing in festivals, arts centres, and encouraging investment by recording companies and broadcasters.
- re-invigorating amateur and semi-professional community music organisations that have suffered as the heavy industry which supported them has declined.

- Improving research facilities and training in Wales' traditional music.
- helping performers and composers in all forms of music to reach international audiences.
- developing proposals to strengthen the infrastructure of small venues for the performance of all types of music
- developing training and business support mechanisms for performers which help to develop the skills required to enable talent to succeed

Theatre

Theatre has been at the centre of controversy in Wales' artistic life for many years. Drama policy-makers have found it difficult to know whether to concentrate slender resources on producing capacity, local theatre companies with strong education and community functions or flagship companies in Welsh and English. It will help, we believe, to state here that it is impossible to have a successful drama culture without all three – and that the evident connections between theatre and audio-visual production make all three essential to home-grown cultural industry. Resources are the key and too often in the past uncertainty as to whether funding responsibility lay with local authorities, local education authorities or the Arts Council has left organisations unnecessarily exposed to financial uncertainty.

We should:

- Decide on the scale, function and remit of companies to be supported, which body is responsible for which aspects of their work and make sufficient funding available to allow companies to fulfil their agreed tasks,
- Increase the production capacity of companies in Wales (in both languages) so that audiences can rely on a steady supply of high quality work,
- Review the stage capacity in Wales, looking at the condition and standard of theatre buildings and equipment, identify the gaps in provision and remedy them,
- Increase the opportunities for communities to work with professionals,
- Ensure that buildings equipped through lottery funding have sufficient revenue to be fully used.

Writing

Wales has one of the longest literary and oral traditions in Europe but it also has some of the poorest conditions for writers in the EU, ineffective promotion and an inadequate stock of indigenous publishers, independent bookshops and library purchases. The symbiotic relationship between books, theatre and broadcasting must be nurtured and supported if these sectors are to develop effectively. Good quality writing must be supported through organisations such as Academi who can play a key role in developing individual writers. But support for writing in both Welsh and English also needs to focus much more effectively on marketing and distribution within and beyond Wales. We need to review all our arrangements in this field. Popular writing in Welsh needs ongoing support from the Books Council's publishing grant. The Council's design, editorial and distribution services are key support services for the book trade.

The access of writers to residency programmes in support of the publishing and booksellers sectors is important if we are to stimulate and develop good writers and keep them in Wales

It is necessary to:

- increase considerably the size and number of writer's bursaries, writer in residence schemes and other financial incentives,
- improve the marketing and distribution at home and abroad of books and magazines from and about Wales, including increased use of online marketing
Encourage full use of European programmes for the translation and dissemination of books in Welsh,
- take advantage of new modes of electronic publishing
- Seek ways to improve the profitability of independent bookshops, , and increase the stock of books from Wales carried by High Street booksellers in our towns and cities,
- to increase the number of books from Wales purchased by libraries,
- Take advantage of new modes of electronic publishing
- Make more books from Wales accessible in alternative formats such as large print editions etc.

Dance

Despite the high quality of Diversions Dance Company, dance is under-represented in Wales's artistic life. While it is probably too late to adopt a full-scale ballet company, there is no doubt that Wales could and should support a greater range of dance organisations, together with training facilities. The Millennium Centre would provide a home and, it is hoped, a catalyst to dance activity. However we should investigate the prospects for other locations and training provision which can, in time, offer Wales a significant pool of resident dancers.

We should:

- Offer further support to current dance companies and organisations to enable consolidation and development.
- Assist independent artists to develop creatively and within their careers.
- Ensure an adequate range of training and professional development opportunities exist within Wales.
- Develop new artistic and professional initiatives where there are obvious gaps in provision.
- Increase the range of in-coming professional dance on offer to audiences within Wales.
- Energetically promote dance from Wales within the UK and abroad.

Visual Arts

Wales has not made the most of its available talent in the visual arts. The many artists who live in the country are faced with a very modest network of exhibition spaces, patchy training facilities and an under-developed market – despite the Arts Council's imaginative and successful scheme for payment by instalments and the role being developed by the National Museums and Galleries in nurturing the visual arts.

There has been a long-standing debate about the need for a gallery for contemporary art. This issue needs to be resolved in the context of the NMGW's and ACW's current review of galleries.

Public art in Wales is underdeveloped. Public art is one means whereby many areas of public expenditure can deliver a cultural return. Moreover, there is a need for far wider recognition of the part public art can play not only in creating more beautiful and secure public spaces, but also in contributing to the regeneration of communities. Best public art practice brings a high degree of community involvement. There is a need to extend the best practice seen in places like Cardiff and Wrexham to the whole of Wales. Similarly, despite the excellence of many of our craft products, the sector remains under-developed. As with literature we need to ensure more effective marketing and distribution of the best products. Design issues are dealt with more fully in Action Plan 6 on Culture and the Economy.

There is too little critical debate about the visual arts in Wales (compared to that about literature, for example) and Wales is only rarely in a position to host major exhibitions from other countries. If any area of the professional arts needs a complete overhaul in Wales, it is this.

We should:-

- Increase the number of exhibition spaces (private, charitable and public) throughout Wales,
- Improve the marketing of the visual arts,
- Encourage the installation of public art,
- Improve facilities for research, training and publication of critical and historical writing on the visual arts,
- Assist artists to find studio spaces, bursaries and commissions,
- Improve the interaction between artists, designers and crafts outlets,
- Attract more exhibitions from around the world,
- Establish a Wales Contemporary Arts Fair

Festivals

Wales has a long and honourable tradition of festivals; the Eisteddfod movement, and Llangollen International Music Eisteddfod for example. There is also a resilient network of music and literary festivals. However very few have the resources or facilities to establish a sustainable presence on the international circuit. Hay-on-Wye's Book Festival has now become a prestigious and important event but it finds it as hard to operate financially every year as any other, despite the media attention. There are a number of other prestigious festivals that have the potential to make a far greater impact than they do at present. We need to look at ways to put arrangements in place for funding and support that will help these festivals become more sustainable and Cymru'n Creu can help facilitate this consideration.

We should:-

- Review the map of festivals and designate some for significantly greater investment,
- Recognise the need for festivals to have full-time staff and properly paid artistic directors,
- Enable festivals to have more contact and co-producing ability with festivals abroad,
- Encourage all ASPBs to include festivals in their support strategies.
- Look at those areas where Wales could link and create imaginative festivals, for example early music, music for brass, poetry, film, sculpture, radio drama, rock music, light music and the use of towns, the seaside and historical sites etc.
- Encourage accessibility to venues for performers and audiences to enjoy festivals on an equal basis.

Objectives

To make Wales an artist friendly country

To reaffirm Wales' position as a leading musical country by increasing the professional musical activity in Wales, stabilising community music organisations, and ensuring that Wales has a wide range of international class ensembles, venues and festivals.

To ensure stable and high-quality theatre life throughout Wales.

To help make literature in Wales a thriving economic sector, and enhance Wales' reputation as the home of writers of the first rank.

To strengthen existing companies, both in terms of numbers and performing opportunities, and to support new initiatives in dance and physical theatre whenever possible.

To transform the exhibition infrastructure, the employment climate for professional artists and the international reputation of Wales.

To consider ways in which we can make the festivals of Wales a major feature in the European cultural calendar.

Action	Lead body	Timing	Ref

To develop a new drama strategy in the context of the 5 year arts development plan with proposals for widespread access to mainstream professional theatre in both Welsh and English, as well as the development of other forms of theatrical expression and grass roots activity.	ACW	2001-02	P3A1
To review grant in aid and lottery funding in the context of providing financial support to individual artists, writers, musicians and other creative professionals.	ACW	2001-02	P3A2
To review feasibility for a wider range of quality gallery spaces across Wales including: a Wales Gallery of Contemporary Art taking account of the NMGW and ACW reviews of galleries, a Contemporary Art Fair in the context of the ACW review of festivals and the role of local authorities..	NAW ACW NMGW WLGA	2002-03	P3A3
To improve the stability of existing festivals (including their ability to employ professional directors and administrators) and stimulate new initiatives.	ACW	2002-03	P3A4
To examine the feasibility of creating a Wales Institute for Music, incorporating a Wales Music Information Centre and Museum, instrument construction and restoration workshops, scores and recordings library.	NAW/ ACW/ ELWa/ NMGW	2004-05	P3A5
To provide sustainable funding for new initiatives in music performance, e.g. chamber, jazz, popular and other forms of music .	ACW	2004	P3A6
To develop a strategy for supporting creative professionals through training and education to enable them to deliver work of high standard and to improve their business skills	ELWa	2002	P3A7

To consider the options for introducing management development programmes tailored to the needs of arts organisations	ELWa	2002	P3A8
To extend access to writers in residency programme	ACW	2002	P3A9
To review support mechanisms for the publishing industry in Wales, with a view to improving the marketing and distribution of books and other publications from and about Wales at home and abroad.	ACW	2002	P3A10
To develop a new action plan for dance aimed at significantly raising the status and resource level available for this artform. The Arts Council of Wales will work with the National Assembly of Wales and with educational and cultural bodies to implement this plan.	ACW	2002-03	P3A11
To Develop proposals for access to Welsh language theatre in the context of the Arts Council for Wales' 5 year arts development plan	ACW	2002-03	P3A12

Priority Action Plan 4: Culture and Communities

The Role of Local Authorities

This cultural strategy has two starting points: first, that culture is a central rather than a peripheral issue in public policy, second, that a cultural strategy must release the energies not only of individuals but also of our local and national communities.

Such an ambitiously wide strategy cannot be realised without putting communities at the heart of our vision or without mobilising local authorities and other

community organisations.

Local authorities will be essential partners in the delivery of this strategy. They have a fundamental role in the provision of education, in shaping the quality of our natural and built environment, of our architecture and urban spaces, in the protection of the landscape, the archaeological and material heritage, in the provision and maintenance of sporting and arts facilities, public art, libraries and archives, and in sustaining the Welsh language and a wide range of cultural activity in the community. They are uniquely placed to weld together community regeneration and cultural objectives.

Traditionally, local authorities in the UK have not given the same priority to cultural life as local authorities in many other European countries. To create a distinctive Wales within the UK, and to achieve all the other benefits of an imaginative and active cultural policy, we must change that and persuade local authorities of the importance of investing in cultural activity and benchmark our policies and achievements against the best in Europe

We will give local authorities every encouragement to invest in cultural activity. The requirement for local authorities to develop community plans will provide an opportunity to develop local cultural strategies as part of the planning process, including strategies for cultural tourism, that will increase the range and impact of cultural activity and the profile of their areas.

To this end we, and the relevant ASPBs, will work in partnership with local government to ensure that the same cross-cutting approach that we will operate at the National Assembly is replicated at the local level. We would expect all local authorities to include cultural issues as a key component in their community plans and to do so conscious of the potential of the outreach work undertaken by the Sports and Arts Councils, the National Museums and Galleries of Wales and some of the national remit companies.

In this way we will ensure that we

- reflect fully local circumstances in every part of Wales
- establish fairness and comparability in cultural provision and funding
- create a rational basis for strategic investment and avoid wasteful competition between local authorities
- develop clearly defined and complementary roles for ASPBs and local authorities to avoid duplication of activity and confusion for client organisations
- make cultural policy an integral part of the *Communities First* programme
- avoid creating culturally disadvantaged communities
- build on the good work already being undertaken in many of our communities and develop new projects across Wales

To support this overall approach we will support the University of Glamorgan who are appointing a Chair in community arts, within higher education in Wales, to research, develop and disseminate best practice. We will work with the University of Glamorgan to develop an all-Wales remit for the Chair.

We will also require ASPBs to appoint officers with specific responsibilities for liaison with local authorities and in return we encourage all local authorities to form dedicated cultural departments which go further in their thinking than the old departments for 'leisure and recreation'. We hope that local authorities will take a lead in establishing not only cultural venues but work spaces, retail quarters and discovery centres. We will also encourage them to look at planning regulations, especially in rural areas, so that change of use and other building codes allow cultural enterprises and professionals to make imaginative use of under-used or neglected resources.

The National Remit Companies

The above approach should ensure that proper support is given to grass-roots activity, but within a soundly-based strategic context – local, regional and national. An important ingredient in implementing this policy will be the work undertaken by the national remit companies. In addition to touring their main work, these companies are already active in the field of education and community outreach, although under-funding and reliance on short-term lottery schemes has sometimes meant that delivery has been *ad hoc* rather than the result of longer-term planning.

In responding to the needs analysis now being carried out by ACW, we will consider what should be the appropriate level of funding for these companies, in light of competing priorities and the budget set annually by the National Assembly. We will take into account the need to ensure that the inevitably high fixed costs of these companies can be fully exploited in order to tour their main work across Wales and to ensure the maximum benefit for schools and communities. This will guarantee the optimal return for the public on the initial investment. In this process ACW will encourage proposals for practical co-operation between national companies and community organisations and will arrive at formal agreements with the national remit companies on the scale of their outreach work.

The same approach will be expected from museums, galleries, libraries and those bodies (like CADW) responsible for the preservation and presentation of the heritage.

Neither should the importance of the contribution of community based arts organisations be overlooked. As was mentioned earlier the Joseph Rowntree Foundation has recognised the important role that such organisations can play in community regeneration.

Action	Lead Body	Timing	Ref
To encourage local authorities to include cultural issues as a key component in the development of their community plans in the context of the national priorities adopted by the National Assembly and its ASPBs. This aspect of community plans could include provision for initiatives which strengthen the collaboration between cultural professionals and the community	NAW / WLGA	2001-02	P4A1
To review the effectiveness of the ACW's regional structures, in respect of its central tasks, its relations with local communities, its liaison with local authorities and ability to provide more useful and immediate advice to local practitioners.	ACW	2003-041-02	P4A2

To establish agreements between ACW and all national remit arts companies on their outreach in schools and communities, as well as the extent of their touring of central productions.	ACW	2003-04	P4A3
To develop an evidence based investment programme for the period to 2005 Based upon the recently completed audit of arts venues.	ACW	2002-03	P4A4
To improve the linkage between the various forms of cultural activity and cultural enterprise development by helping to develop related businesses	ACW SCW WDA	2002-03	P4A5
To support the Wales Design Commission in championing high standards of design and architecture in every community in Wales.	NAW	2001-02	P4A6
To initiate a feasibility study for an institutional mentoring scheme, whereby established organisations could assist newer companies and organisations.	NAW	2002/3	P4A7
To review the way future streams of lottery money are allocated to community arts, heritage and sports projects to ensure that optimal use is made of funding from other sources and that capacity building is supported effectively	NAW	2002/3	P4A8

To develop, in consultation with the Environment Minister and ACW, guidelines for the implementation of active public art policies at national and local level by the National Assembly, local government and other public bodies	NAW	2002-03	P4A9
To work with the Environment Minister, local Authorities and ASPBs to identify ways in which planning and conservation policies can be more closely linked to cultural development priorities	NAW	2002-03	P4A10
To review the options for providing a one-stop venue for an overview of Welsh history	NMGW	2004-05	P4A11

Priority Action Plan 5: The Culture of Sport and Recreation

Participation and success

Sport is both an inseparable part of any country's cultural identity and a vital element in promoting health, individual fulfilment and social interaction. Sport also provides the opportunity to bring people together. It is inclusive and can provide accessibility to all sections of the community, young and old, those with disabilities and people of different ethnic origins.

Wales can boast great traditions in some sports and more fragile ones in others. Inevitably the success of a sport at any one moment depends on the ability and enthusiasm of participating individuals, particularly those with the skill and endurance to rise to the top in professional sports and international competition. However good policy-making in sport can ensure that the facilities, encouragement and arenas are available to make the most of their talents when they emerge. The Sports Council for Wales ' plans are based on delivering its published strategy "Young People First", which is updated annually.

Wales has a range of public and governing bodies involved in providing support for sport, along with local authorities and the private sector. The Millennium Stadium has given a huge boost to the perception of Wales as a host for sport. There are other venues too, both public and private, which are playing their part: the National Ice Rink; the indoor athletics centre at UWIC; the cricket facilities at Sophia Gardens and the Celtic Manor Golf course being good examples. Nonetheless, as with the arts, Wales does not have sufficient strength in depth – enough modern venues, high quality competitions and training regimes – to be able to meet its ambitions consistently.

There are also plans for the development of international standard facilities in Wales for swimming: the 50 metre pool being constructed in Swansea and for cycling:

plans for a national velodrome The development of Wales top class competitors is the key to the future profile of Wales on the international sporting stage, many of whom utilise the facilities at the Wales Institute of Sport. To build on current successes and to ensure that our representatives make Wales their training base for the future, it will be necessary for the Institute to maintain its current high regard throughout the UK.

But sport isn't restricted to institutionalised arenas. The provision of informal outdoor recreation such as walking, cycling, climbing, horse riding, are significant recreational activities in rural areas and contribute to our culture, to cultural tourism by attracting visitors, and the economy.

There is no single venue in Wales that can claim to be a true museum celebrating Welsh sporting history. Although there are single sport "museums" in existence, these are by their nature very limited in putting a context to the nation's sporting achievements.

We need to:-

- Map the sports facilities of Wales to give an honest assessment of the quality and distribution,
- Decide which sports Wales should adopt as 'flag carriers' and invest in them appropriately,
- Help young people enter the talent nurturing system early enough to enable them to reach a high level, and ensure that they do not drop out of the system after leaving school or college,
- Provide more support, practical as well as financial, for amateur sport at the community level,
- Continue to invite major events to Wales, and promote new ones where it proves impossible to attract those already existing.

Objectives

- To raise the number of competitors from Wales succeeding at the highest levels of sport and to ensure that the benefits are available throughout the community.
- Explore way of improving the broadcast coverage of sport in Wales
- To increase the number of young people taking part in sport in school and to maintain their interest in sport

Action	Lead body	Timing	Ref

<p>The Working Party on Health and Active Lifestyles, will bring the key agencies in Wales together to focus jointly on preventative actions and to prepare an agreed Vision for the future health of the Nation and health services.</p>	NAW	2001-02	P5A1
<p>To establish opportunities for all people to take part in sport within the community, with a focus on children of school age. .</p>	SCW	2001-02	P5A2
<p>To continue to support the essential volunteer resource through funding of training and coaching development and aiming to increase the number of volunteers significantly in support of new programmes targeted at children of school age.</p>	SCW	2001-02	P5A3

<p>The Physical Education and Schools Sport Task Force will oversee the implementation of those recommendations of the Task Force Report approved by Ministers, including the appointment of a national co-ordinator to drive forward developments to improve and develop PE in schools, continuing professional development for teachers and the establishment of pilot curriculum development centres</p>	<p>NAW SCW</p>	<p>2001-02 2002-03</p>	<p>P5A4</p>
<p>To work with local authorities to identify facilities, especially playing fields and other amenities, which can be upgraded or brought back into public use.</p>	<p>WLGA</p>	<p>2002-03</p>	<p>P5A5</p>
<p>To explore ways of improving the broadcast coverage of sports in Wales</p>	<p>NAW</p>	<p>2002-03</p>	<p>P5A6</p>

Identify major sporting events which could be brought to Wales and encourage sporting bodies to promote new ones.	NAW	2001-02	P5A7
Review feasibility for a Welsh Sporting Museum to exhibit our sporting heritage and enable young people to learn about our sporting history	Cymru'n Creu	2002-03	P5A8
New initiatives will be taken to encourage young people to continue to be involved in sport by applying the principles of Dragon Sport to children in secondary schools	SCW	2003-04	P5A9

Priority Action Plan 6: Culture and the economy

Culture as a Springboard

It is a fundamental underlying proposition of this strategy that culture can be a springboard to a more prosperous society. If we realise the strategy's aims for nurturing imagination, skills, creativity and enterprise in our people, we must have in place policies to ensure that those talents are used to maximise their economic contribution.

The **creative industries** are now a major component of the world economy. They are no less important in Wales. As set out in Section 4 of this document, the arts and cultural activities make a substantial contribution to the Welsh economy. The turnover of the arts and cultural industries exceeded £1billion in 1998, when 29,000 were working in the sector in Wales. Today the figures would be even higher.

However they should be higher still. We are a long way from realising the full potential of this sector to contribute to the wealth of our economy, to the quality of our lives, and to our profile abroad.

To some extent our performance in this sector is a symptom of our general economic performance: low economic activity rates, low skills and qualifications levels, a low proportion of GDP in high growth, high value-added sectors, sharp variations in economic performance regionally, and a low number of businesses relative to the size of population. The creative industries sector will benefit like other sectors, if our general policies are successful. But there are actions that we can take that are specific to the creative industries.

ELWa is undertaking a review of its education and training support for the creative industries in Wales and this will help in the development of strategies which will enable this potential to be realised. We will support the WDA and the ACW in their joint initiative to develop the creative industries cluster - to include television and film production, new media, publishing, recording and art and design – and the proposed Economic Forum on the Creative Industries. We will also encourage development of the appropriate skills within the cluster and the ability to generate and apply knowledge from one company to another. We will also give urgent consideration to what support we can give arising from the proposals developed for an Industry-Led Economic Forum following the Creative Industries conference at Aberystwyth in September 2001.

Design in education

Design is a priority area for development, since it is a key component of every industry, and one of the most significant deliverers of added value. It takes many forms – architecture, graphic art, animation and computer imagery, fashion, theatrical design, and industrial design, to name but a random selection. In industry, design is also closely allied to product research and development. To ensure that we can deliver to international standards in these fields we have to ensure

- that art, design and technology do not play a subsidiary role in the education of children at primary or secondary level
- that ample provision is made for design disciplines at FE and HE levels
- that any significant gaps in provision are filled
- that HE institutions, in particular, collaborate to ensure that we can deploy the best expertise for students in Wales and raise the profile of design education within Wales and beyond
- that design expertise within the HE system is systematically accessed by other industries in Wales.

Design enterprise

We must be better at putting design into industry, but also better at making an industry out of design. In tackling the latter we would do well to study the example of Scandinavian countries, some of which have built their reputation in this field over many decades. They have done so by developing industrial structures in a way that has international appeal on the foundations of craft traditions, which in turn were based on natural resources. The potential of wood, wool, stone and mineral products, for example, and the cultural industries that stem from them (including furniture, textiles, glass and jewellery) merits fuller exploration.

Design and production initiatives will not be enough on their own. Unless the marketing, distribution and retail environment is right, then much of the effort will be wasted. For Wales to make the most of its creative design, a more co-ordinated effort will be needed. Dublin's Temple Bar development has shown what can be done. The cities and major towns of Wales lack the specialist retail concentrations that lead to a close identification between cultural design and economic performance. Wales does not have a Fifth Avenue or Beverly Hills. Neither does it have Barcelona's Ramblas or Bergen's waterside market. There is a poverty of expectation as well as opportunity.

Broadcasting and film

The National Assembly does not have devolved responsibility for broadcasting, but the Administration is determined to speak up for Wales's interests in the broadcasting debate. We have made specific recommendations to the British Government in relation to its proposals for communications legislation. Our recommendations include the need for Wales to be represented on the new regulatory body, the Office of Communications (Ofcom). We want the 3 conditions for the switch-over to digital TV to be shown to have been met in Wales, as well as in the UK as a whole, before switch-over happens. We will look to Ofcom to maintain and develop regionalism as a key element of public service broadcasting

Availability is, we recognise, still a major issue of controversy in the Welsh border communities, where news from Wales is hard to come by since the geography means that only English channels have a strong enough signal in many areas. This has implications for democratic accountability as well as freedom of choice which will not be solved completely until analogue technology is fully replaced.

The new digital channels coming on line offer another way forward to Wales; to make its culture – whether in the arts and sport – more available to radio and TV audiences, irrespective of its availability via mainstream UK broadcasters. This may be achieved by encouraging the start-up of channels with content tailored for Wales (in both languages) and by helping people in Wales acquire the hardware necessary to receive them.

The development of radio in Wales has not kept pace with that in England. Much of Mid Wales is still without satisfactory local radio coverage and the number and range of stations and formats in other areas is more limited than is ideal. Part of this is the result of geography and sparsity of population. However there is also a suspicion that Wales has been low on the priority list of entrepreneurs and regulators in the broadcasting industry. We will ask the Radio Authority and other regulators to investigate ways of making the audio-visual environment in Wales a leader in the field, not an afterthought.

Film in Wales has made enormous strides over recent years but there is a long way to go before we reach the level of production or distribution of either the Republic of Ireland or of Scotland. Sgrin is proving a valuable resource and the news that major new production studios may be built near Bridgend is enormously welcome. We must make sure that the combination of S4C, independent production companies and new studio facilities are between them enabled to transform the film industry in Wales into one of the most active in Europe.

Cultural tourism

The uniqueness of Wales' history, language, culture and way of life are distinctive tourism assets. People are now looking for an experience not a destination and, above all else, are interested in being entertained. Visitors expect a consistent approach to the way in which they can access the "Welsh holiday experience". Vital to this is the need for authenticity – visitors go to a country to experience its reality and will soon lose interest in any cultural activities, as will local residents, that are obviously false and manufactured.

Our Celtic heritage and rich rural and industrial heritage position Wales to benefit from the growing demand for cultural tourism. The Wales Tourist Boards' draft Cultural Tourism Strategy identifies three objectives if we are to optimise our potential in attracting visitors:

- i. to make the culture of Wales more accessible to all visitors and to add value to the total visitor experience
- ii. to develop and improve the cultural tourism product to meet visitors' expectations and to improve the total visitor experience.
- iii. to research and develop niche markets for cultural tourism.

The work undertaken by the Welsh Tourist Board in developing its cultural tourism strategy is encouraging, but the cultural ASPBs also need to do more to attract more visitors to Wales by utilising its cultural assets. The economic benefits of bringing large sporting events to Wales are easier to identify, but real economic benefits can also be derived from the arts, sciences and heritage sectors in terms of the employment opportunities it affords, the opportunities for the promotion of tourism and as vehicles for generating positive images of Wales.

Use of new media

A consortium led by the National Library has secured funding of over £1m from the New Opportunities Fund for the "Gathering the Jewels" project, which will provide on-line digital information on the culture of Wales.

The Peoples Network in libraries throughout Wales will provide internet access to our communities and is an obvious example of how the new media can be utilised to make culture more accessible to the people of Wales and to raise our profile abroad.

The mechanisms for delivering digital cultural content are converging. The increasing use made of the internet and the rapid expansion of digital television has blurred the borders between broadcasters and film makers in both production and delivery. We must ensure that Wales is well placed to utilise the new technologies and that the creative industries can take advantage of the opportunities to forge partnerships and disseminate cultural content in different formats.

Action	Lead Body	Timing	Ref
To establish an Economic Forum for the Creative Industries.	WDA/ ELWa/ ACW	2001-02	P6A1
To ensure that the particular features and needs of the creative industries sector is fully taken into account in the Entrepreneurship Action Plan.	WDA	2001-02	P6A2
<p>To encourage HEFCW and the National Councils to consider what more could be done to support the provision of art and design education in Wales with a view to ensuring the fullest cross-institutional collaboration. This will aim to</p> <ul style="list-style-type: none"> ● strengthen the educational provision ● attract more students from Wales and elsewhere ● improve design services for industry ● contribute to building the creative industry cluster ● raise the international profile of Wales in design fields ● increase the number and quality of design-related business 	HEFCW	2002-03	P6A3

To convene a Task and Finish Group to consider the situation of the publishing industry and to make recommendations	NAW	2001-02	P6A4
To consider ways in which young musicians can be enabled to promote their work to record companies e.g. by providing support in the preparation of videos	ACW WDA	2002-03	P6A5
Establish a Cymru'n Creu sub-group on ICT to develop proposals for a Welsh 'Culture on Line' concept.	NLW	2001-02	P6A6
To ensure that the web-based Arts Database for Wales, to include details of all companies and events and to be able to link effectively with the Wales Tourist Board's proposed Destination Management System.	ACW	2002-03	P6A7
To develop proposals to assist the cultural sector to ensure an increased take up by Welsh companies of available European funding sources.	ACW/ WDA	2001-02	P6A8
To work with the Wales Tourist Board in developing a Cultural Tourism Strategy, supported by our partners in Cymru'n Creu.	WTB	2001-02	P6A9
To restructure the work of film commissions in Wales to ensure the most simple, efficient and effective service to the film industry and to increase the total inward investment.	WDA / Sgrin	2001-02	P6A10

To provide support, through Wales Trade International, for the creative industries' international trade efforts, including representation at international fairs such as the Frankfurt International Book Fair.	WTI	2001-02	P6A11
To establish a film production fund of sufficient scale as to allow for the doubling of film production activity from the highest recent levels.	NAW	2002-03	P6A12
To develop a crafts strategy to maximise the economic potential of producing high value products; the potential contribution to the tourist industry; our international profile, the potential for a crafts trail and provide a framework within which individuals can work	WDA / ACW	2002-03	P6A13
To establish a scheme with challenge money for local authorities with a view to establishing cultural industry retail concentrations for products from Wales	NAW	2002-03	P6A14
To support the efforts of Arts and Business in Wales in gaining sponsorship support for arts activities in Wales.	ACW	2002-03	P6A15
To will strengthen our relationships with the broadcasters based in Wales, and to continue to represent the interests of Welsh viewers and listeners. We will, in partnership with UK wide authorities, encourage new broadcasting initiatives based in Wales and increase the number and range of TV and radio channels covering the affairs and interests of Wales	NAW NAW	2001-02	P6A16
To ensure that the development of a 10 year strategy for higher education promised under the Partnership Agreement takes full account of the way in which knowledge exploitation can contribute to, and benefit from, the cultural and creative industries.	NAW	2002-03	P6A17

To commission research into modes of electronic publishing and use of IT in the books trade and to make recommendations for the books trade in Wales	WBC	2002-03	P6A18
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Priority Action Plan 7: Cultural Diversity

Diversity and Cultural Inclusion

The National Assembly is committed to tackling social disadvantage and to promoting equality of opportunity – not least in the interests of access for people with disability. There are barriers to cultural, sporting and recreational activities being available for everyone to enjoy. We are particularly concerned to ensure that this strategy contributes to the improvement of the facilities available, and access to cultural activity for the people of Wales. The National Assembly wants to promote access to cultural activity for disabled people in accordance with the Disability Discrimination Act 1995.

We will expect all cultural ASPBs to work with practitioners in ethnic minority communities and representatives of disabled people’s groups to ensure that they have a full understanding of the needs of those communities, and that they design policies that meet those needs. In a modern and mature democracy, this aspiration sits comfortably with our determination to treasure and protect our distinctiveness.

We fully endorse the Arts Council’s Cultural Diversity Strategy which promotes equality of access to a full range of arts events for people of all cultures and also acknowledge the events programmes run by the National Museums and Galleries for raising awareness in diverse communities. We are committed to seeking more black and ethnic minority and disabled candidates for membership of ASPBs and to seeing that the heritage of all communities in Wales is properly recognised.

Objectives

- To support bi-lingualism, multi-culturalism and the equality of opportunity.
- To ensure that culture helps tackle social disadvantage
- To improve access to our cultural wealth
- To promote and support access in accordance with, and in the spirit of, the Disability Discrimination Act 1995
- To ensure that black and ethnic minority communities are properly served by all cultural organisations and that they are properly represented.

Action	Lead Body	Timing	Ref

To give consideration to the requirements for new materials to support schools in applying the Curriculum Cymreig. In relation to the programmes of study the revised National Curriculum for Wales now offers more opportunities for learners to study, and appreciate, the importance and strength of creative talent in Wales.	ACCAC	2001-02	P7A1
To work on guidance which will highlight the opportunity that requirements in the National Curriculum for Wales provide for promoting equal opportunities and understanding of diverse cultures – not least through the arts programme.	ACCAC	2001-02	P7A2
To ask the ASPBs to set realistic but challenging targets for achieving equality of opportunity.	NAW	2002-03	P7A3
To continue to provide resources to honour the commitment of providing free entry to the National Museums and Galleries of Wales. We will encourage Local Authorities to do like wise.	NAW	2001-02	P7A4
To review the distribution of the Ethnic Minority Achievement Grant, which includes provision for English as a Second Language, to ensure that it continues to reflect the current size and distribution of ethnic groups and further enhances the wider cultural diversity of Wales.	NAW	2001-02	P7A5
To ensure that black and ethnic minority communities are properly represented on our cultural ASPBs.	NAW	2003-04	P7A6
To review the co-ordination of sporting provision for people with disabilities at local level and fund, through SPORTLOT, local authority development officers with a focus on the development of sport specific disability clubs.	SCW	2001-02	P7A7

To implement an action plan designed to help address the imbalance in participation between boys and girls.	SCW	2002-03	P7A8
To examine with those who have first-hand experience of immersion education in Wales how we can broaden provision not just for those pupils who opt for a bilingual education at an early stage but also for those who may wish to transfer into it midstream. At the same time, we shall want to examine some of the international evidence so that, where appropriate, our thinking can be informed by the experience of those for whom immersion is a feature of their education system.	NAW	2001-02	P7A9
To assist clubs to ensure that they are well prepared to look after children and will adopt a child-centred approach in their work.	SCW	2002-03	P7A10
To produce an action plan based on further consultation on its Cultural Diversity Strategy	ACW	2002-03	P7A11
To produce plans for ensuring compliance with the Disability Discrimination Act	Cultural ASPBs	2002-03	P7A12
To produce plans to promote cultural diversity	Cultural ASPBs	2003-04	P7A13
To consider how the cultural ASPBs can encourage funded organisations to take steps to ensure that black and ethnic minority communities and the disabled are fully represented in all aspects of the culture of Wales as participants and in audiences	NAW	2003-04	P7A14

Priority Action Plan 8: National Ambition – International Reach

Promotion via performance and international participation

Wales has the potential, the goodwill and the talent to be a major cultural force in international affairs. We have a distinctive role to play shaped by our languages, traditions and artistic energy. At the institutional level The National Assembly has given Wales the confidence and opportunity to pursue its own national ambition while respecting the rights and traditions of other parts of the UK in the EU context and more widely. The National Assembly is very aware that for too long Wales has been a "hidden secret". The National Assembly Cabinet has established a sub-committee to promote the role of Wales in the world.

We are delighted with Cardiff's success in attracting major events such as the Rugby World Cup, the Network Q Rally and the FA Cup Final. Similarly, Wales' success in winning the Ryder Cup for 2009 is a great achievement. Cardiff's bid for European Capital of Culture status in 2008 has our full support and success in this ambition will bring far-reaching benefits to the whole of Wales. Should the bid be successful, not only will it bring economic benefits to Cardiff and the rest of Wales during the year of events which are being developed to support the bid, it would also considerably raise the profile of Wales abroad.

We shall continue to support those developments that are appropriate and fitting for a modern capital city. We will balance this with support for the rest of Wales. The attention which we gain in the international media when we host international events can raise awareness of Wales generally and encourage people to come here and to travel widely within the country.

Our international engagement must also be more than opportunistic public relations. We recognise the important contribution people in Wales can make to European and international cultural networks and organisations - and the contribution they too can make to Wales. We must deepen that engagement. We will examine ways in which can be more fully represented in these networks and as well as seeking opportunities to centre some networks here in Wales. We will also explore the potential of creating a Chair in International Cultural Development in the higher education sector, as a mirror image to the Chair in Community Arts. By taking a lead in cultural debate Wales can increase its international profile significantly.

It is important that Wales uses the reputation of its artists, performers and cultural traditions. to project an image of the culture of Wales into international consciousness. Inevitably, that image will draw on the heritage of Wales but it must be more than mere nostalgia. It must be a modern image of excellence that improves Wales' standing and draws visitors and investment to us.

It is important, too, that cultural professionals from Wales play their full international role and, equally, that international organisations are able to count on Wales as a favourable location for meetings and secretariats.

The Secretary of State for Wales has a lead responsibility for minority language policy issues at the European level. The Secretary of State has visited Brussels regularly to discuss this and other issues. The Secretary of State's Office keeps the Assembly Administration closely in touch with developments. Wales has a leading role to play in the wider international community in the battle to protect and promote minority languages and we will develop the contacts and networks to

enable us to do so.

London Welsh School offers a Welsh-medium education for primary-aged children, in the heart of England's capital city. The Administration is supporting the school through the Welsh Language Board. There may be a case for encouraging other educational institutions beyond the borders of Wales to support the teaching or study of the Welsh language. The recent course in Welsh run by the University of Cardiff at Zagreb University, as part of the British Council's Welsh Days in Croatia in March and April 2001, demonstrated the interest there is in the language in countries a long way from home.

If Wales is to achieve its potential in being recognised on the international stage, we must also develop the way in which we communicate with potential consumers of our creative industries. Similarly if we are to attract more visitors from overseas we must be able to relate to them, even if it is only superficially, in their own language. The National Assembly's National Languages Strategy focuses on developing the linguistic skills and the profile of Wales through action by schools and local authorities, through looking at the issues affecting lifelong learning and through working with businesses.

The new technologies provide a potential means for making Wales much more recognised on the international stage. The work of Cymru'n Creu in establishing a group to look at the ways in which Wales can best display its treasures will result in one example of how Wales can become better known. We need to ensure that the infrastructure to support continued development in the new technologies is in place if we are to take advantage of the opportunities offered by these new technologies.

Objectives

- To improve the international profile for Wales through the use of its cultural assets and to increase the number of international activities using Wales as its venue.
- To encourage cultural professionals in Wales to play a full part in international cultural networks

Action	Lead Body	Timing	Ref
To develop a strategy for attracting major events to Wales. This will involve sport and arts events but also craft fairs and major international conferences.	WTB	2001-02	P8A1
To create a new Destination Management System on the web. This will enable visitors to Wales to book a complete holiday package, including accommodation and tickets for events.	WTB	2001-02	P8A2

To take forward work on "Gathering the Jewels" to better display the treasures of Wales.	NLW	2001-02	P8A3
To review the funding policy for the international promotion of festivals and major exhibitions , in liaison with the Wales Tourist Board, WDA, NMGW and the WLGA.	ACW	2001-02	P8A4
To progress planning on a new competition for Wales focussing on the human form– 'Humanitas' .	NAW	2001-02	P8A5
To develop proposals to strengthen Wales Arts International.	ACW	2001-02	P8A6
To sponsor a 3-year project to support the Welsh language and culture in Patagonia. Exciting opportunities are available each year for teachers from Wales to work in Chubut.	NAW	2001-02	P8A7
To establish partnerships with other places around the world where Welsh immigration played an important part in the development of the community.	NAW	2002-03	P8A8
To develop a new and modern Visitor Centre, which will include a multi-media theatre, classroom facilities for visiting school parties, a new restaurant and shop. There will also be a new entrance, giving adequate access for the first time to users with mobility difficulties.	NLW	2001-02	P8A9
To support the City and County of Cardiff to enable them to prepare their bid to become the European Capital of Culture in 2008.	NAW	200-02	P8A10

To establish a new Wales Screen Commission brand. Wales Screen Commission will include a national office located at Sgrîn, working together with regional offices. This includes the marketing of Wales as a location for filming.	Sgrîn	2001-02	P8A11
To attract a major animation conference, the European Cartoon Forum, to North Wales in 2002.	NAW	2002-03	P8A12
To organise a Focus on Film conference, .	Sgrîn	2001-02	P8A13
To resources to help cultural organisations in Wales play a full part in international associations and networks.	NAW	2001-02	P8A14
To ensure that the National Assembly engages as fully in the cultural discussions of inter-governmental organisations (like the Council of Europe and UNESCO) and networks as protocol allows.	NAW	2001-02	P8A15
To engage with other regional administrations and countries of a similar size to consider best policy practice	NAW	2001-02	P8A16
To ensure Wales is prominent in international gatherings, exhibitions and trade fairs.	WTI	2001-02	P8A17
To develop strategies to attract more individuals to learn Welsh, encourage imaginative ways of learning Welsh and ensure effective learning.	ELWa	2002-03	P8A18
To develop web-based system for marketing books and placing reviews	WBC	2002-03	P8A19
To promote books from Wales more widely on the internationally arena	WBC	2002-03	P8A20

Review arrangements for co-ordinating the marketing of Welsh institutions abroad	Cymru'n Creu	2002-03	P8A21
To explore the potential of creating a Chair in International Cultural Development in the higher education sector, as a mirror image to the Chair in Community Arts.	NAW	2001-02	P8A22
To consider ways in which we can help: cultural professionals to participate in European and International networks; such bodies to regard Wales as a home for their operations and, ensure that Wales is fully engaged in intergovernmental bodies wherever possible and appropriate.	NAW	2001-02	P8A23

Section 3: Resources

Costs in perspective

The National Assembly Partnership Government has shown its commitment to culture by providing significant extra financial support from 2001-02 onwards for cultural organisations, and for the Welsh language. This strategy is intended to encourage ambition as well as create stability in these fields. This is an area where it is right that our reach should exceed our grasp. Our hope is that, over the coming decade, Wales will be able to boast an increasing cultural investment and a demonstrable return upon it to the benefit of our cultural life and international profile and standing.

Many of the action points included in this strategy can be funded within the new budget allocations. However, we recognise that other actions may require funding outside those parameters. The precise funding implications will become clearer as partner organisations take their detailed planning forward. Inevitably some plans will fall by the wayside as their feasibility is tested. Proposals for investment in specific major developments as well as any proposed increase in overall cultural investment will have to be tested thoroughly at each successive National Assembly budget planning round. The corporate plans submitted by the cultural ASPBs will

provide one of the elements to be taken into account when determining how the national budget is allocated.

We will expect ASPBs who bid for extra resources to demonstrate in the first place that they, and those organisations they support, are making effective and imaginative use of existing resources; to show that their policies support the values, priorities and objectives of the National Assembly; that they are achieving excellence and participation; and that additional funds, if provided, will support worthwhile extra activities at a cost which gives value for money and a strong return for the public subsidy involved.

The following table shows the budget lines for the main organisations financed from within the culture portfolio, although the figures beyond, 2001-02 are provisional at the time this strategy was being drafted.

ASPB	Provision	Baseline Provision	
	£m	£m	
	2001-02	2002-03	2003-04
ACW	16.882	20.783	22.792
SCW	7.661	7.761	7.861
NLW	10.883	11.642	12.531
NMGW	16.509	19.020	19.706
WLB	7.026	7.380	7.543
WBC	.625	.859	.881
LISC	.030	.030	.030
WMC	0	0	0
CMW	.622	.697	.722

Provision for the WMC has been established separately to the budget planning round, and funds will be made available to the Project as and when they are required, subject of course to the need for public funding to be project demonstrated.

Wales has benefited from over £500 million of Lottery grants since the Lottery was established, supporting in excess of 5,500 projects. Projects supported range from major national capital projects worth millions to small scale community based grants of a few hundred pounds. The Lottery has supported projects across the themes of sport, the arts, the environment, health, education and many more.

The Assembly will work more closely with all of the Lottery distributors to ensure that Lottery funds help to achieve the Assembly's strategic aims. We will seek to ensure that a significant amount of Lottery funding is targeted at areas of deprivation in Wales where it can also help to tackle social exclusion.

In addition we will work with the distributors to simplify their application procedures further and to ensure equality of access. We will also work with them to ensure that there is an even geographical spread of Lottery funding across Wales..

Annex A

Membership of Cymru'n Creu

The Arts Council of Wales

The Sports Council for Wales

The National Museums and Galleries of Wales

The National Library of Wales

The Welsh Language Board

The Welsh Books Council

The Library and Information Services Council (Wales)

The Council of Museums

Archives Council Wales

The Wales Tourist Board

The Welsh Development Agency

ELWa

WLGA

Sgrîn

BBC

HTV

S4C

The British Council