

Culture Committee - CC-11-01(p1)

Date: 20 June 2001
Time: 9.00am - 12.30pm
Venue: Committee Room 1, National Assembly Building

A CULTURE STRATEGY

INTRODUCTION

National Assembly Culture Policy – Recent History

The National Assembly has inherited the responsibility for a wide range of cultural policies. These include policies towards the arts and sport; libraries, archives and museums; the Welsh language and publishing; and film. The Assembly has sponsorship responsibility for a number of cultural Assembly Sponsored Public Bodies (ASPBs) – the Arts Council, the Sports Council, the National Library, the National Museums and Galleries, and the Welsh Language Board. The Assembly also provides funding for the Council of Museums, the Welsh Books Council and for the planned Wales Millennium Centre. Two advisory ASPBs – the Library and Information Services Council (Wales), and the Place Names Advisory Council – provide us with advice on their areas of expertise.

The Assembly issues policy directions to the Sports Council and Arts Council to guide them on the distribution of lottery funds in Wales. We can also supplement the directions which the Department for Culture, Media and Sport (DCMS) give to UK lottery distributors with regard to their activities in Wales – the Heritage Lottery Fund and the New Opportunities Fund. The work of the Millennium Commission is now largely completed.

The responsibility for broadcasting policy remains with DCMS. The Assembly is consulted on broadcasting matters and we give DCMS our views on how broadcasting policies affect viewers and listeners in Wales.

The Assembly's policies in the cultural field are delivered largely by the ASPBs and other organisations which are funded by us. The grant-in-aid which we provide for the arts, sport and the Welsh language is disbursed by the Arts Council, Sports Council and Welsh Language Board respectively. Our financial support to local museums is distributed by the Council of Museums. Publishing grants for popular Welsh language titles are distributed by the Welsh Books Council.

The constitutional relationship between the National Assembly and the ASPBs is itself conditioned by formal management agreements and financial memoranda. The budgets of the ASPBs and other

organisations funded by the Assembly are negotiated during the annual budget planning rounds.

When the Assembly was established, the responsibility for cultural matters was placed with the Secretary for Post 16 Education and Training; and with the Subject Committee which covered that same portfolio.

Minister for Culture, Sport and the Welsh Language

The Partnership Government which was established in October 2000 created the new Cabinet post of Minister for Culture, Sport and the Welsh language, in order to reflect the importance of the cultural sector within Welsh life. It also established a Subject Committee to shadow that portfolio.

The Partnership Agreement committed the new Administration to a number of initiatives in the cultural field. Among other things, the Partnership undertook to:

- give full consideration to the recommendations of 'A Culture in Common';
- determine a new budget for the arts;
- designate St David's Day as a national bank holiday for Wales;
- draw up a long term strategy for the arts;
- require the Arts Council to establish an Arts Database, and a web site for arts companies and events;
- investigate the establishment of a Film Fund;
- ensure adequate support for 'Mentrau Iaith'.

These commitments are being pursued by the Minister for Culture in conjunction with the Partnership Government.

A VISION FOR THE FUTURE

A Vision for the Arts

The report on 'A Culture in Common' sets out a comprehensive vision for the arts for the next 10 years. This is a vision worth aspiring to, and worth working for.

Within that vision, we need to emphasise selected, but key ambitions if we are to achieve success in our cultural policy.

We should be aiming to develop Wales into a country:

- which has a shared, rich, confident, distinctive and creative culture;
- which stimulates high level of involvement at grass roots level;
- where bilingualism is a growing reality;
- where there are strong links between grass roots/community arts activity and our national cultural institutions;

- where local authorities and the business community support the arts and creative industries;
- where the creative industries are valued for their intrinsic merit and for their valuable contribution to the economy, and to branding Wales abroad;
- where cultural tourism is recognised for the important contribution it can make to the economy.
- **BACKGROUND TO THE STRATEGY**

Cultural Trends

Leisure

The cultural sector already contributes substantially to the leisure industry in Wales. Our wide network of local museums, galleries and public libraries, and the castles and monuments maintained by Cadw offer easily accessible facilities for those who wish to use their leisure time to study, read or enjoy the Welsh heritage. Local sports facilities have improved tremendously over the last few years. National institutions such as the National Library, and the National Museums and Galleries, display works of a high standard which attract international visitors as well as those from within Wales. Wales' local and national festivals increasingly draw visitors from many overseas countries. The challenge for the cultural sector now is to develop its facilities and services in a way which meets the needs of the modern leisure industry.

Cultural Tourism

Global trends suggest that cultural events and facilities have the potential to attract a far wider range of visitors than ever before, many of them from overseas. The National Library draws many visitors from the USA who are interested in tracing their genealogy. The major international sporting events at the Millennium Stadium and elsewhere draw fans to Cardiff and Wales from around the world. Conversely, the ease with which people in Wales can travel cheaply on holidays abroad poses a challenge to all of us who want to encourage people here to visit their own local and national attractions.

The Wales Tourist Board's Vision Statement stresses the importance of capitalising on the culture of Wales which itself helps to sustain the distinctiveness of the country and arouses visitors' curiosity as well as contributing to their enjoyment. The Tourist Board believes that the landscape and language of Wales, along with the existence of a wide range of cultural activities, both indigenous and international, establish Wales as a destination offering a thriving and dynamic cultural scene. The Board is committed to encouraging access to culture in all its forms as a means of enriching the tourist experience and developing the cultural resources of Wales.

Cultural awareness

The creation of the National Assembly has generated a far greater awareness of, and pride in, our

national identity. This extends to the cultural field where Wales has singers, actors, artists, writers and sportsmen and women with international reputations. We have national companies such as Welsh National Opera and the Diversions Dance Company who have become well known ambassadors for Wales, and who provide an enviable advertisement for the excellence of our productions. The Welsh Language Board are now sought after by many other countries in Europe for advice on minority language planning. Our national cultural institutions have an exciting opportunity to take advantage of this heightened national and cultural awareness, as long as they present their material and information in a way that is attractive, relevant and can be clearly understood by those who wish to see it.

Changes in entertainment

We live in an age which provides increasingly personalised forms of entertainment for the individual, delivered through ever more sophisticated technology. Video, personal audio, computer games and the web fill many people's leisure time. Almost a third of Welsh households have digital television, bringing a multiplicity of free and pay-TV channels into the home. Digital viewers are introduced to interactive T V services; near-video-on-demand; and e-mail and internet access through their TVs. This trend in entertainment is often at the expense of the more communal entertainments of the past. But that need not always be the case. Cinema attendances are at their highest level for 30 years. The introduction of free entry at our National museums has unmasked huge pent-up demand. Some of our most traditional forms of communal entertainment are as popular as ever: from the National Eisteddfod to the bustle of a Valleys pub on an international day. Many lifelong learning opportunities can also be shared with others as the Digital College in Wales, and so many other facilities, have proved.

Impact of multi-media

Much cultural activity used to be place-specific - the product of a particular community and people. In the multi-media era, people all around the globe can join in particular cultural activities. High quality images of cultural artefacts; recorded performances; or the entire content of shelves upon shelves of archived materials can be viewed by a world-wide audience at the click of a mouse. Wales needs to exploit these new technologies to show our cultural treasures to the world, building on the work in this field which has already begun at the National Library and National Museum. The danger of a global cultural uniformity, imposed by the web, is a real one as well. The European Union is already introducing funding programmes to stimulate more European digital content, and to strengthen the presence of Europe's diversity of languages on the web. This European agenda resonates in Wales, with its distinctive and bilingual culture.

Public Policy Context

The National Assembly has the constitutional capacity to design its own cultural strategy. In doing so, it is always wise and often useful for us to keep abreast of developments in the cultural field elsewhere. Those developments – and new ideas – can often influence what we do, and how we do it. We can always refine and update our own ideas and practices by studying innovations and best practice in other countries, by constantly benchmarking ourselves against the highest international

standards, and by taking advantage of policy ideas – and funding – provided by other organisations and institutions.

The National Economic Development Strategy

The National Assembly's National Economic Development Strategy (NEDS), [on which we are currently consulting], sets out a vision for a prosperous Welsh economy that is dynamic, inclusive and sustainable, based on world-class competitive businesses and skilled, motivated people. The NEDS policies are just as relevant to the creative industries as they are to other sectors of the economy. We believe that the creative industries have great potential for development. We hope that they will react positively and enthusiastically to the key challenges in the NEDS, in order to boost their own capacity, and also to contribute to our effort to tackle sustainable development, equal opportunities, and social disadvantage.

A Culture in Common

The then Committee for Post 16 Education and Training carried out a major review of arts policy over a 6 month period. The Committee's report, entitled 'A Culture in Common', was published on 1 November 2000, and made 104 recommendations about the development of future policy.

The Report sets out a Vision for Wales for 2010; and discusses the nature of culture and the arts; the role of the artist and the value of arts venues. The underlying theme of the Report is that culture and the arts mean more than the popular conception that they equate with the elite, the exclusive and the most expensive.

The Report sets out four key principles against which the policies should be taken forward:

- the Assembly to be responsible for setting overall policy, defining its implementation and funding;
- the Assembly should also take the lead in setting policy and in raising the profile of Welsh Arts and 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 Assembly Minister for Culture.

Apart from the Assembly's role, the Committee recommended that a Cultural Consortium, 'Cymru'n Creu', be established to, inter alia, provide a forum for the discussion of particular opportunities or problems; to support action on the basis of partnership; and to provide an open information channel between the bodies concerned, with the Arts Council, and ultimately with the Assembly Minister. The Committee believed that the Arts Council should be retained but broadly endorsed the recommendations for reform contained in the 'Wallace Report'.

The Report also noted that local authorities have a critical role to play in nurturing and supporting cultural activity in Wales; and recognised the importance of community, grass roots and voluntary

activity, in the development of arts and culture.

‘Wales in the World’

The 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.

The European Commission

The Treaty of Maastricht in 1992 created a "legal basis for cultural activities". The Treaty states that the European Union will "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 important in regional development. Cultural industries have benefitted from the investment of cultural funds and are now eligible for Objective 1 funding.

The principal programme of support for the arts, culture and heritage is CULTURE 2000. Its aim is to contribute to the promotion of a cultural area common to the people of Europe, supporting cooperation between creative artists, cultural operators and the cultural institutions of the member states in order to achieve the following objectives:

- Mutual knowledge of the culture and history of the European people.
- Creativity, the trans-national dissemination of culture.
- The promotion of cultural diversity and the development of new forms of cultural expression.
- The contribution of culture to socio-economic development.
- The promotion of cultural heritage having European dimensions.
- The spread of European cultures into non-member countries and dialogue with other world cultures.

The year 2001 is designated as the ‘European Year of Languages’. Its purpose is to draw 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 II is the current instrument of the EU's film and audio-visual policy. 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 II programme supports the development of productions, new distribution networks, and training and business development measures. In Wales, Sgrîŋ, the media agency for Wales, acts as the 'antenna' for Media II, providing information and guidance for potential applicants for funding from the programme. Several Welsh film and television companies have been successful in attracting grants from the programme.

There is currently no direct Community competency in sport. The 'Helsinki Report on Sport', in December 1999, makes no explicit call for either Treaty amendment or a protocol. There is, however, a suggestion that there is a need for some form of European Union Competency. The Report looks specifically at how wider European Union cooperation could be helpful in combatting doping in sport; providing support for grassroots sport; using sport in education and social integration; and, more generally, the impact of important European Union legislation on competition and freedom of movement of people and sports broadcasting rules. The UK Government does not wish to see the European Union given competency in sport but supports elements of cooperation between member states, particularly in competition law and doping.

The British Council

The British Council is the UK's principal agency for cultural relations with other countries. Its purpose is to enhance the reputation of the United Kingdom in the world as a valued partner.

The Council enhances the UK's reputation among target audiences overseas through programmes in education, English language teaching, libraries and information, the arts, science and technology, and governance and human rights. It has a network of 230 offices and teaching centres in 110 countries.

The Council's Welsh offices in Cardiff and Bangor promote opportunities for Welsh educational and cultural institutions to promote Wales overseas. The 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. The British Council in Wales also offers opportunities for Welsh artists, writers and performers to be seen on the international stage. Events are also held in Wales under British Council auspices to encourage and publicise the contribution that Wales can make to international developments in education, the media, science and technology and other sectors.

The Council of Europe

The Council of Europe, founded in 1949, has a steering committee called the 'Council for Cultural Cooperation'. The European Cultural Convention, adopted in 1954, was the first inter-governmental agreement in Europe and is the legal framework within which the Council exercises its function to promote cultural cooperation as a means of bringing the peoples of Europe closer together.

The UK 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.

UNESCO

The United Nations Education, Scientific and Cultural Organisation (UNESCO) is an inter-governmental organisation working for international intellectual cooperation. It provides some funds 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 wide ranging 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 artistic 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.

The Welsh Cultural Scene

The cultural scene in Wales is rich and varied. There is much going on in both English and Welsh and, increasingly, in other minority languages. National professional companies are becoming very well known internationally, proposals for the Wales Millennium Centre are well advanced, while voluntary arts activities are flourishing in local communities across Wales. The creative industries are ripe for take-off, and the film industry holds out exciting possibilities.

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Economic Contribution

Arts and cultural activities play an important part in the economy of Wales. A Report 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.
- the spending by the arts and cultural industries generated the equivalent of a further 7,000 full time jobs.

Two Languages – Twice the Choice

Wales is fortunate in having a thriving cultural tradition in both English and Welsh. Many artists and performers operate successfully in both languages, and some who perform through the medium of Welsh undertake overseas tours. Even those audiences who cannot speak Welsh can enjoy performances in that language.

The cultural traditions which have developed side by side in both languages gives Wales a very special characteristic, broadens its cultural base, and makes it a more interesting country in which to live and visit.

Attendance at Cultural Events

982,000 people aged 16 and over attended arts events in 1999-00. The Arts Council have been set the target of raising this figure to 1,018,000 in 2001-02. Arts organisations funded by the Arts Council had a revenue turnover of £41.5 million in 1999-00, and we have set the Council a target of increasing this to £43.9 million by the end of 2001-02. Around 352,000 people attended arts workshops in 1999-00, and this figure is targeted to rise to 420,000 in 2001-02.

The Cultural Sectors

Though the arts may face challenges, we are fortunate in being able to build on a broad cultural base.

Festivals

Wales' national and international eisteddfodau, and our local festivals, must be safeguarded if we are to hold on to the wealth and variety of events that now characterises the festival scene in Wales. These festivals will need to adapt to meet the challenges of the new millennium, to sustain and improve levels of participation and standards of competition, and to gain and retain the interest and loyalty of new supporters.

Dance

The dance sector in Wales is establishing a national and international profile, with dramatic growth in dance and choreography created by amateur, community based, artists and companies. Many companies and individuals from Wales tour internationally, and are frequent performers at festivals in the UK, Europe and beyond. Dance is an area which faces many challenges if it is to reach its full potential.

Music

Wales is envied in many countries for the quality of our performers and the range of our music – from choral singing, opera, folk and traditional music to an explosive rock music industry. We must see to it that their future is secure. The Welsh National Opera, the BBC National Orchestra of Wales, and individual artists and bands such as Bryn Terfel and Catatonia, do Wales proud

wherever and whenever they perform.

Theatre

Theatre audiences in Wales are used to seeing exceptional things from both amateur and professional companies. Clwyd Theatr Cymru is a company of distinction for Wales attracting artists and directors of the highest international reputation. Other companies throughout Wales regularly put on innovative productions of high quality, and have deservedly built up a loyal following. Companies from outside Wales also bring their productions here, as did the Royal Shakespeare Company with its mobile tour of the 'Taming of the Shrew' at Ebbw Vale.

Broadcasting and Film

Broadcasting and film possess a unique power to project Wales' image abroad, as well as to contribute to economic development within Wales. S4C, BBC Wales and HTV are all helping to generate a distinctive film and programme making culture. Sgrîn, the Media Agency for Wales, is carrying out valuable work to develop this sector, as is the International Film Festival. The sector has tremendous potential for development.

Visual Arts

The visual arts are thriving in Wales, with the works of our professional artists, such as Sir Kyffin Williams, and of our sculptors, being highly sought after. The National Library, National Museum and local galleries own a wealth of arts works, which must be made more accessible to all of us, in all parts of the country, if we are to enjoy them and learn from them to the extent that we deserve.

Crafts

The increasing number of crafts people working in Wales make a valuable contribution to our culture and economy. Craft centres throughout Wales now display an impressive range of works by highly skilled jewellers, musical instrument makers, weavers, dress designers, potters, 3-D artists, as well as crafts people who work in wood and ceramics. What is now needed is an overall strategy to encourage and support those who work in these craft industries.

Literature

Wales boasts one of Europe's oldest living literatures.

The Welsh Books Council supports the publishing industry in Wales, markets books from Wales, and administers grants for Welsh language titles. The Arts Council supports a wide range of literary activity, and 'Academi' provides support and information for its members. Publishers in Wales produce a wide range of academic and leisure books for adults and children. Even so, the literary community feels that it is still on the margins of general cultural policy. We need to change that position if we are to give our writers the opportunity to develop and stretch their literary talents, and

to reward them adequately for their efforts.

Community Arts

Community arts groups have a key role in encouraging everyone to take part in arts activities, and these groups must be nurtured. Our theatre in education companies have opened many a young person's eyes to the delights of drama. Community dance groups have allowed young people of all abilities to give rein to their creativity, imagination and social skills. Community Music Wales provides opportunities for people in Wales to create and play music - especially those who for reasons of disadvantage or disability are not usually involved in arts activities. Organisations such as CADMAD and Permanent Waves are opening up greater access to the arts for ethnic minorities and women.

The further strategic development of community arts is one of the key challenges for central arts organisations and funders.

PRIORITIES

Our policies will be designed to achieve the ambitions set out in 'A Culture in Common'. Those ambitions are:

- i. A rich culture in support of stronger communities.
- ii. A confident diversity – making the most of our positive distinctiveness and identify.
- iii. A learning country supported by a vibrant artistic and cultural activity.
- iv. Enterprising industry, and a creative culture.
- v. National ambition, and international reach.

ACTION PLAN

This section sets out the actions we will take in order to establish and pursue a vigorous and inclusive cultural policy which is designed for a modern Wales. The Partnership Government has introduced a number of practical initiatives which are based on the principles and values of the Assembly; which will improve working practices, bring arts administration closer to the people it serves, and which indicate clearly laid out policies and priorities.

Some of the changes and innovations can be introduced relatively quickly within existing budget resources. Others may have to be introduced more gradually as and when extra resources become available after future budget planning rounds. That is entirely consistent with the concept of a 10 year programme as envisaged in 'A Culture in Common'.

Rich Culture – Strong Communities

We start from the fundamental principle that rich cultural experiences, sport and the Welsh language can, and should, be available to everyone, irrespective of income or other circumstances. Our cultural policies will be designed to bring those benefits to communities throughout Wales.

We shall want the Arts Council, in particular, to develop strategies which will recognise the importance of community, grass roots voluntary activity in the development of arts and culture in Wales, and have asked them to do so. We shall want them to do this while also protecting the position of the national remit companies. The flagship companies in Wales have a valuable role in developing excellence, and in promoting Wales' image within the UK and abroad. They must be able to do so in co-operation with community arts companies, and not in competition with them.

Cultural activities should be regarded as an essential component of regeneration programmes. We have asked Cultural ASPBs to plan on the basis that their policies should help support community regeneration, and we will also take this forward through Cymru'n Creu. It is also important that there be a synergy between the Communities First programme and cultural activity.

We want to ensure that all community groups are aware of, understand, and can take full advantage of all sources of lottery funding, and of European financial support.

- The Arts Council will be undertaking a review of its funding of, and the role of, the strategic and umbrella organisations in 2001-02 to see how they can work more effectively with them. They will be examining training issues and considering how they can work more closely with the umbrella bodies. This will help the Council to focus their policies and funding more effectively.
- The restructuring of the Arts Council will strengthen the organisation's regional operations. This will enable it to provide more effective and immediate advice to local practitioners on ways of gaining European funding.
- The Arts Council will review their procedures for grant applications with a view to achieving simpler, more straightforward arrangements; and greater consistency between the procedures for handling lottery and grant-in-aid applications.
- The National Museums and Galleries, and the Council of Museums, will ensure that the treasures of Wales are presented more widely in local museums around the country. Both institutions will mutually collaborate on a pilot scheme to establish the best practice for achieving this objective.
- All communities within Wales must have access to a range of properly planned and sited arts facilities. The Arts Council will carry out an audit of the provision of arts venues, including their geographical spread and reach, in order to design a properly balanced and evidence based investment programme for the period to 2005.
- We will work with local authorities and the WLGA to encourage the development of local

cultural strategies within the context of their community plans.

- We will allocate up to an additional £2 million a year to boost cultural activities in local communities in Wales if and when the proposals to construct the Wales Millennium Centre are approved. This will boost support for artists across Wales to enable them to flourish in their own areas and thereby ensure that the Centre can draw upon the considerable variety of talent that Wales has to offer.
- We are committed to raising the status of public art. As part of this, we will explore ways of raising the profile of the 'Art for Architecture' scheme, and of encouraging more organisations to make use of it.
- We are considering proposals for a Design Commission to champion high standards of design and architecture in Wales, by promoting wider understanding of design issues and the importance of good standards in enhancing our built environment.

Confident Diversity – Positive Distinctiveness

We made a commitment in 'Better Wales' to tackle social disadvantage and to promote equality of opportunity. We will expect all cultural ASPBs to work with practitioners in ethnic minority communities to ensure that they have a full understanding of the needs of those communities, and that they design policies which meet those needs. In a modern and mature democracy, this aspiration sits comfortably with our determination to treasure and protect our distinctiveness.

The Welsh language is one of the most obvious features which distinguishes Wales nationally. We shall create the climate and circumstances which ensure that the Welsh language can be strengthened and developed as a vibrant everyday means of communication.

- We shall contribute fully to the Culture Committee's review of Welsh language policy, and will give careful consideration to its findings. Support for the Welsh language will be one of our key policy priorities.
- We have asked the Arts Council to work with the WLGA, the National Museum, the Council of Museums, the National Library and the Libraries and Information Services Council, to review their existing policies to sustain and encourage the Welsh language, whilst also respecting the wide diversity of the cultural scene in Wales, and to plan in favour of equality of opportunity.
- We have also asked those bodies to set realistic but challenging targets for achieving equality of opportunity.
- We have established a Task and Finish Group to consider how to streamline the arrangements for funding the Welsh Books Council, and to devise a strategy for developing the publishing industry in Wales, for both English and Welsh books.

- We shall work with the Wales Tourist Board in developing a Cultural Tourism Strategy, supported by our partners in Cymru'n Creu.
- The Arts Council is carrying out a review of the schemes for providing both grant-in-aid and lottery funding. The review will include consideration of a scheme to provide bursaries to individual artists and musicians.
- We have provided financial support to Urdd Gobaith Cymru to mount a promotional campaign to raise awareness of its activities and to boost membership.
- We fully endorse the Arts Council's Cultural Diversity Strategy launched by the Culture Minister in April 2001, which promotes equality of access to a full range of arts events for people of all ages, abilities, cultures and communities.
- We are committed to seeking more black and ethnic minority candidates for membership of ASPBs. We should like to see the black and ethnic minority communities represented on at least half of our cultural ASPBs by 2003.

A Learning Country – A Richer Culture

We expect all those organisations which have a role in education and training to work together to provide an effective and coordinated service to both adults and young people.

- The Chair of the Arts Council's Task Force on 'Arts and Young People' will develop proposals and advise the Culture Minister on how national youth arts organisations can be better engaged and supported in the future.

We have committed the following funding through the New Opportunities Fund to implement the People's Network in Wales:

- £870,000 for ICT Training for public library staff;
- £6.5 million to specifically develop libraries' network infrastructure under the Community Access to Lifelong Learning initiative; and

- £50 million (on a UK basis) for the digitisation of learning materials.

We are currently undertaking a project to develop service standards for public library authorities. The aim is to publish standards so that for the first time library users will know what service they can expect; and councils will be able to plan for the future knowing that they will be meeting their statutory duties to provide a 'comprehensive and efficient' library service. Some of the key factors will include provision of adequate professional and trained staff, spending on books, opening hours and access to new technology.

In April 2000 the Department for Culture, Media and Sport established Resource: The Council for Museums, Archives and Libraries. This replaced the Museums and Galleries Commission (which had a UK remit), the Library and Information Commission (an England and Northern Ireland remit, but with Welsh representation on certain committees) and also encompassed the archives sector.

We intend to issue a consultation paper setting out possible options for future advisory structures in Wales. We shall adopt the model that makes most sense for Wales, having regard to organisational efficiency, cost effectiveness, the needs of the individual sectors, and the desirability of encouraging close co-operation between them within Wales while retaining links where that is desirable with counterpart organisations in England.

In the meantime, we will draw up a concordat with Resource which will set out its relationship with the museums, archives and libraries sector in Wales.

The Assembly recognises the importance of providing all young people with the opportunities to take part in musical activities, regardless of their social background or where they live. Under the National Curriculum in Wales, music is compulsory up to and including Key Stage 3. The Assembly is also providing £8 million over a three year period (1998-99 to 2001-02) to support a wide range of extra-curricular music activities. The main part of funding (£6.5 million) is allocated to local education authorities as part of the Grants for Education Support and Training programme. Eligible activities include the purchase of musical instruments, instrumental tuition, and support for youth orchestras, youth brass bands, youth choirs and other musical ensembles.

The balance is being distributed through the Arts Council of Wales Lottery Fund. The Money is not exclusively available to schools and LEAS. It will support community wide initiatives which complement the LEAs' strategies and contribute to achieving the aims and objectives of the Fund.

We will review future arrangements for supporting local authority music services over the coming year.

We see a close synergy between the measures necessary to sustain a culture of creativity, and learning, economic growth, community enrichment and a wonderful quality of life for individuals. The benefits vary directly in proportion to the vigour of that relationship. Innovation in the arts, sciences and technology, stimulates, and is promoted by, a creative, learning country. We have to face the fact that by comparison with other countries Wales has low economic activity rates; a significant incidence of low skills and qualifications levels despite substantial recent progress; relatively high

inactivity in the working age population; low pay and low productivity; 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. Hence the importance of Education and Training Action Plan; the National Economic Development Strategy; and the remit given in the National Council of ELWa.

We aim to encourage a genuine culture of lifelong learning for all our people, so as to unlock everyone's capacity to acquire the confidence to be adaptable and enterprising, and to make the most of the dynamic cultural inheritance in Wales. We take the view that this effort must begin at the very earliest years – which is partly why we intend that free, half-time education in approved settings should be available for all 3 year olds whose parents wish it, by September 2004.

The teaching of Welsh, and the availability of education through the medium of Welsh, are key distinctive features of the education system in Wales. Immersion education provides opportunities for pupils whose first language is not Welsh to develop speaking, reading and writing skills akin to those of youngsters from Welsh-speaking homes. We already have well-established examples of successful language immersion programmes - from early years by organisations like Mudiad Ysgolion Meithrin through to designated Welsh-medium or bilingual primary and secondary schools, and centres for latecomers which provide intensive Welsh courses for children who have had no previous contact with Welsh. We believe that it is important to learn from the experience of immersion education in other parts of the world. Indeed, there may be lessons which Wales can share with other countries where bilingual education is the norm.

However, our approach to continuously improving the relationships between culture, creativity, and learning must plainly extend still more widely.

- We have commissioned Estyn to conduct a survey of arts provision and activity covering Key Stages 2 and 3, to provide the evidence base for future policy development affecting primary and secondary schools.
- Estyn has also been asked to consider how best the arts and creative enterprise can be featured in extra curricular activities for young people at school, in the context of developing excellence for the 21st Century.
- Education Extra is being funded to produce 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 the National Assembly.
- ACCAC will 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.
- The NGFL Cymru Team will bring together, and make more widely available to schools, and to teachers, in conjunction with ACCAC as appropriate, existing locally produced materials on the arts and culture for Wales.
- ACCAC will 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.

- We shall ensure that Careers Wales' makes contact with the creative industries to ensure that the associated career opportunities (including opportunities for work experience) are made widely available. The 'Extending Entitlement' agenda for young people will also take this into account.
- We shall consider the scope for introducing an arts and music development fund for schools, as and when resources allow.
- We shall ensure that action to implement the Entrepreneurship Action Plan for Wales offers significant opportunities for learners to experience the vitality of community industries at first hand – and for post-16 providers to support them.
- We shall 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.
- We shall 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.
- We shall encourage strong collaboration between the public, private, and voluntary sectors to secure the development of a stronger research base in Wales; to transfer the benefits of scholarship, technology and science to wider social and economic benefit; and get the most from the broader cultural capital represented in outstanding assets such as Techniquest and the Botanic Gardens.
- 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 this year 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.
- We will look to ensure that this work is taken forward in a manner that links with and complements the £48.75million being made available for PE and sport in Wales by the New Opportunities Fund – with a particular focus on improving sports facilities.
- We shall be examining 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.

- We have increased substantially the levels of resources directed towards the Ethnic Minority Achievement Grant, which includes provision for English as a Second Language. We are also looking carefully at the distribution of these resources to ensure that it continues to reflect the current incidence of beneficiaries and further enhances the wider cultural diversity of Wales.

Enterprising Industry – Creative Culture

We can only develop successful and purposeful policies for the creative industries if we have a clear picture of the current situation. We have inherited very little data on the cultural sector in Wales – for example, we have nothing to compare with the DCMS Creative Industries Mapping Document. We need to put this situation right if we are to be able to prepare new policies which are evidence-based and relevant to the current situation. Cymru'n Creu will, therefore, be giving high priority to filling this gap in information.

The decision to establish Cymru'n Creu is in itself a radical new approach to our cooperative working. Cymru'n Creu has already embarked on a number of projects in support of the creative industries.

- The Wales Tourist Board are chairing a sub-group to prepare a strategy for attracting major events to Wales.
- The Arts Council are coordinating a study of how the creative industries can access European funding.
- The National Library have initiated a study of the means by which new technology can be better utilised to display the treasures of Wales.
- The Welsh Books Council are leading a sub-group to explore areas in which members of Cymru'n Creu can cooperate in order to support authors and encourage the sale of Welsh books and books of Welsh interest.
- The WDA are leading a Sub-Group to coordinate and collect up-to-date statistics on the creative industries.

We shall ensure that the new technologies are used to better effect in promoting and communicating Welsh culture.

- As indicated in our Partnership Agreement, we have asked the Arts Council to assess the best model for an Arts Database for Wales, and a web site for Welsh arts to include details of all companies and events.
- The National Library is leading a Cymru'n Creu sub-group on information and computer technology. The Group will examine the feasibility of establishing a 'Culture on Line Cymru' project.
- The National Library have led a project by a consortium of ASPBs ('Gathering the Jewels') to seek funding of £1 million from the New Opportunities Fund to provide on-line digital information on the history of Wales.

- The WDA stress the importance of the creative industries to the economy and are encouraging cluster developments in this sector, which include SMEs involved in TV/film production, New Media, publishing and art and design.
- The WDA, the Arts Council and the Welsh European Funding Office are cooperating to organise a conference in 2001, with a view to establishing an industry led Economic Forum on the Creative Industries.
- In 2001-02, £4.5 million of the National Assembly's grant-in-aid to the WDA will be spent on agri-food developments, with over £1.8 million being allocated to food promotion.
- We applaud and shall continue to support the efforts of Arts and Business in Wales in gaining sponsorship support for arts activities in Wales.

Wales Trade International (WTI) will continue to provide support for the creative industries. WTI has recently:

- provided support for 9 Welsh companies to attend the media exhibition 'MILIA' in France in February 2001;
- supported 4 companies' attendance at the Frankfurt International Book Fair in Germany in October 2000.

WTI will:

- support the creative industries (including film) sector mission to Dublin in October 2001, in conjunction with Sgrîm;
- provide an all Wales Pavilion at the Frankfurt International Book Fair in October 2001.

National Ambition – International Reach

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.

We are delighted with Cardiff's success in attracting major events such as the FA Cup Final. We shall continue to support those developments which 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.

- We have established a Cabinet Sub Committee to promote the role of Wales in the world.
- The Wales Tourist Board maintains a comprehensive database of events, festivals and accommodation in Wales. With National Assembly support the Board will 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.

- The National Museums and Galleries will publish a public consultation document which seeks views on the full range of options for displaying their artworks, including the possibility of establishing a National Gallery for Wales.
- The Arts Council and the Welsh Development Agency are working together with the Wales Tourist Board to produce a craft strategy for Wales, that recognises the potential of that sector to contribute to cultural and economic growth.
- We are convinced of the importance of a vigorous theatre sector which must be encouraged and developed at all levels.
- The Arts Council will draw up a new drama strategy, with the aim of strengthening grass roots activity in theatre while developing the position of professional companies.
- The Arts Council will develop a coherent strategy for encouraging dance in Wales, which will include guidance on improving the training of new entrants.
- The Arts Council will review its policy towards the funding of festivals, in liaison with the Wales Tourist Board and the WLGA.
- Work is progressing on a new competition for Wales – ‘The International Artist of the Human Form’. Funding for development, business planning and commencing work on the first competition has been pledged by the BBC, the City and County of Cardiff and the Wales Tourist Board.
- We have asked the Arts Council to develop proposals to strengthen Wales Arts International.
- We will work with the partners in Wales Arts International to exploit the opportunities for using cultural activities to raise the profile of Wales abroad.
- Chubut Province in Patagonia, Argentina has a unique Welsh heritage (having been originally settled by Welsh emigrés). We are sponsoring a 3-year project to support the Welsh language and culture there. Exciting opportunities are available each year for teachers from Wales to work in Chubut.
- 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.
- 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.

- We will ensure that the restructuring of the Arts Council will play a key part in stimulating cultural activities within the community, and in bringing arts administration nearer to the people.
- We wish to see the Welsh National Opera consolidate its position as a company of international repute.
- We have provided the National Library with extra funding for 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.
- Our decision to provide free entry to the National Museums and Galleries has made our national treasures freely accessible to all, and has led to a record number of visitors to the Museum's sites.
- We are providing support to the City and County of Cardiff to enable them to prepare their bid to become the European Capital of Culture in 2008.
- The WDA and Sgrîn, in partnership with the regional film commissions, are taking forward an initiative to restructure film commission work in Wales. This includes the marketing of Wales as a location for filming, as well as assistance to film-makers when they are working here.
- We propose to establish a new Wales Screen Commission brand. Wales Screen Commission will include a national office located at Sgrîn, working together with regional offices.
- Efforts are under way to attract a major animation conference, the European Cartoon Forum, to North Wales in 2002.
- The next International Film Festival of Wales will be held in November-December 2001. Sgrîn provides grant to the Festival and is a member of the festival's Board. Sgrîn also organises a Focus on Film conference, timed to coincide with the Festival.
- The Assembly understands that S4C welcomes the Assembly's support for its policy with regard to film. S4C has confirmed that animated and live action features continue to be important elements of its commissioning strategy. An animated feature based on the tales of the Mabinogi is currently in production and is intended to be a culmination and a celebration of 20 years of investment by S4C in a variety of animation projects. It is due for release in 2002. Decisions on live action features to be commissioned will continue to be dependent on the quality of projects submitted.

Wales is leading the UK in the take-up of digital television. The new television offers viewers a

greater choice of channels, enhanced technical quality and interactive services. At the same time, Wales needs to face important issues about the availability of the different digital TV platforms in our communities; and about cost and social inclusion.

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 already made submissions to the British Government about the situation in Wales, and the need to assess the Government's "three tests" of availability, affordability and accessibility specifically in relation to Wales, before analogue TV signals are switched off. We wish to strengthen our relationships with the broadcasters based in Wales, and to continue to speak up for the interests of Welsh viewers and listeners.

Sport

The provision of sporting and coaching facilities, and of opportunities for people of all ages to enjoy sport and recreation, must be an important element of any cultural strategy. We commend the mission of the Sports Council for Wales to increase participation; raise standards; improve facilities; and to provide technical advice and to raise general understanding about sport and recreation.

We have agreed on the following main policies with the Sports Council:

- To establish opportunities for all people to take part in sport within the community. Within this, the Council's focus is on children of school age.
- To work with clubs to ensure they are well prepared to look after children and will adopt a child-centred approach in its work.
- To develop advice and guidance on child protection for sports organisations and providers.
- To continue to support the essential volunteer resource through funding of training and coach development and will aim to increase the number of volunteers significantly in support of new programmes targeted at children of school age.
- The SCW is supporting the Federation of Sports Associations for the Disabled in its work, with a focus on excellence. SCW will also review the coordination 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.
- The SCW has developed an action plan designed to help address the imbalance in participation between boys and girls.

We welcome the development of the new national swimming pool in Swansea, and the in-principle decision to build a velodrome in Newport. These developments will round off the range of national facilities available in Wales for training and competition, and contribute to the development of excellence across the wide range of sports.

The National Assembly works closely with other organisations in the development of sports and healthy lifestyles policy. We are keen to sustain good practice, but also to explore new ideas. This is why we established two working parties recently to consider and advise on our policies in this field.

- The Working Party on Physical Education in Schools, has reported to the Education Minister, was asked to:
- identify the key issues affecting physical education and school sport and recommend ways of improving provision for all young people in Wales;
- agree and promote a common vision for the future development of physical education and school sport;
- identify and promote good practice in physical education and school sport;
- review the nature and effectiveness of current initiatives aimed at improving the quality of physical education and school sport.

We have made £500,000 available in 2001-02 to assist in the implementation of the Group's recommendations, including improving teacher and in-service training, promoting PE within the National Curriculum, and establishing Centres of Excellence.

- The Working Party on Health and Active Lifestyles, which will report to the Culture Minister, has the following terms of reference:

To bring the key agencies in Wales together to focus jointly on preventative actions and to:

- establish current roles, responsibilities and plans;
- establish current strategic objectives;
- prepare an agreed Vision for the future health of the Nation and health services;
- prepare a combined strategic plan with clear linkage to individual agencies' programmes and the elimination of duplication of roles;
- agree a set of clearly linked and co-ordinated action plans that will assist in bringing the standard of health in Wales closer to the European average;
- identify any broad budget implications;
- agree a set of outcome and output measures to monitor progress.

We have agreed with the New Opportunities Fund that their next round of initiatives will make a major investment in encouraging young people to take part in physical activity. As a result:

- NOF will provide over £48 million for sports facilities in schools in Wales. These funds will

support the refurbishing of existing, and the building of new, indoor and outdoor sports facilities for school and community use; provide them with initial revenue funding and build or refurbish outdoor adventure facilities for young people.

- NOF will 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 number who go on to further education, training or a job with training.

RESOURCES

The Partnership Government formed in October 2000 has shown its commitment to the arts by providing significant extra financial support from 2001-02 onwards for culture, sport and the Welsh language.

The level of funding for future years will need to be negotiated in successive budget planning rounds. The Corporate Plans which are submitted by the cultural ASPBs in June of each year will provide the basis for those negotiations.

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

The following table shows the budget lines for the main organisations which are financed from within the culture portfolio.

ASPB	Provision	Baseline Provision			
	£m	£m			
	2000-01	2001-02	2002-03	2003-04	
ACW	15.458	16.571	17.771	19.771	

SCW	7.017	7.661	7.761	7.861
NLW	6.953	7.204	7.404	7.604
NMGW	14.509	15.434	17.234	17.634
WLB	6.330	6.976	7.136	7.306
WBC	.564	.625	.645	.665
LISC	.030	.030	.030	.030
WMC	3.000	0	0	0
CMW	.522	.622	.647	.672

In addition, 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.

Increasingly, the priorities of the distributing bodies in Wales are being more closely aligned with the objectives of the National Assembly.

IMPLEMENTATION

The Minister for Culture, Sport and the Welsh Language will have overall responsibility for the implementation of the policies which are set out in this document.

The policies will be delivered in many cases by the ASPBs who have day to day responsibility for operational matters relating to culture, sport, and Welsh language.

There will also be an important role for other organisations, represented on Cymru'n Creu, such as the Wales Tourist Board, Sgrîn and the broadcasters.

These policies will only reach their full potential if all those organisations who can contribute to their success work together in partnership, meet their own obligations with determination, and support each other's efforts.

14 June 2001