

Creative Future: Cymru Creadigol

Action Plans by Organisation and Date

By 2001-02

Ref	Action	Lead Body	Joint Action	Timing	Progress on action
7.1	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	UWIC produced an evaluation report for ACCAC on the impact and use of Cwricwlwm Cymreig materials. One of the main conclusions was that schools were not sufficiently aware of what materials are available. ACCAC has been addressing this in its commissioning programme in 2001-02, including a mailshot to all primary and secondary schools.
7.2	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	ACCAC has produced guidance on "Equal Opportunities and Diversity in the School Curriculum in Wales". The Education Minister launched the guidance on 12 December 2001.
3.1	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	The Arts Council are currently consulting publicly on their 5 year arts development strategy and this includes proposals for a review of drama.
3.2	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	The Arts Council has reviewed its funding streams and since 1 April 2002 has operated a simplified process of grant application which covers lottery and grant in aid

6.8	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	As part of the task and finish group established by Cymru'n Creu, the ACW/WDA are working on proposals to improve access to European structural funding.
8.4	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	The ACW will publish the findings of its Festivals review and will begin a process of consultation and discussions with partners designed to produce an action plan for the future funding of festivals, which will include international promotion.
8.6	To develop proposals to strengthen Wales Arts International.	ACW		2001-02	The ACW has received significant additional funding for 2002-03 and one of their priority areas is investing more in WAI.
2.1	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	Estyn started survey work on music, art and drama provision at Key Stage 2 & 3 in 2001-02. Inspection activity will continue in 2002-03 and Estyn will publish the survey report by March 2003.
2.4	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	The Music Development Fund has been extended for a further year. It will be reviewed during 2002-03.
2.5	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	<p>The basic entitlement within the "Extending Entitlement" agenda for all young people includes "sporting, artistic, musical and outdoor experience to develop talents, broaden horizons and promote rounded perspectives including both national and international contexts.</p> <p>The Skills and Employment Action Plan remits the Skills Unit and Sector Skills Councils (SSC) to produce regular authoritative reports on key employment sectors. ELWa National Council and SSCs are also remitted to work with Careers Wales to produce information material and job outlooks and give regular presentations on skills to learning providers and organisations. The SSC associated with the creative industries are expected to work with ELWa and its Skills Unit to ensure that Careers Wales and education and training providers are aware of the opportunities in that sector.</p>

4.1	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	Local Authorities are represented on Cymru'n Creu by the WLGA. A presentation to Cymru'n Creu by Swansea County Council on 22 May indicated that 20 out of 22 local authorities had started work or published local culture strategies.
4.6	To support the Wales Design Commission in championing high standards of design and architecture in every community in Wales.	NAW		2001-02	The establishment of the Design Commission as a not for profit company has been agreed by the Assembly and the appointment of a Chair and Board Members will be announced shortly. The Commission has £100,000 funding this year although the time taken to establish it means that it is unlikely that the spend will be above £20,000. That has mainly been used for setting up costs such as legal fees. A similar sum will be available next year.
5.1	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.	NAW		2001-02	The Task Force submitted its report to the Welsh Assembly Government in November 2001. Health Promotion Division is preparing an action plan based on the report, in consultation with the Sports Council of Wales and others.
5.4	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	NAW	SCW	2001-02 2002-03	The Minister for Education has made £500,000 available to the SCW to take forward a number of key recommendations from the report and they have appointed a national co-ordinator. In addition, three pilot curriculum development centres (CDC) have been established, drawing together schools and a wide range of local partners to develop innovative approaches to the provision of better opportunities for PE and school sport. Plans are in hand for a further 13 CDCs to be put in place during 2002-03.
5.7	Identify major sporting events which could be brought to Wales and encourage sporting bodies to promote new ones.	NAW		2001-02	Development of an events strategy has begun. Paper setting out options going to the Cabinet, Wales in the World Sub-Committee in March

6.16	To will strengthen our relationships with the broadcasters based in Wales, and to continue to represent the interests of Welsh viewers and listeners.	NAW		2001-02	The Minister has met broadcasters on a number of occasions during the course of the year. She took part in a Race in Media Round table in November 2001. The Minister gave a speech at the Communications Summit held in Cardiff in June 2001, setting out the Welsh Assembly response to the Communications White Paper.
6.19	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		2001-02	The Minister chaired a Race in Media Round Table discussion in November 2001. The Minister also announced in a Plenary Debate on 30 April 2002 that she will commission a study on Welsh broadcasting under the auspices of Cymru'n Creu.
6.4	To ask the radio authority and other regulators to investigate ways of making the audio-visual environment in Wales a leader in the field.	NAW		2001-02	This will now become the responsibility of OFCOM; and will be considered during the study on Welsh broadcasting.
7.4	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	The National Assembly has provided funding to the NMGW to support this policy.
7.5	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	The EMAG Working Party is looking at the creation of a formula for the distribution of EMAG for 2002-03, taking into account the issues raised during consultation. LEAs have been asked to provide additional including specifically the number of English as an additional language (EAL) learners requiring support. This information will be fed into EMAG to assist the process of formula creation. Terms and conditions of the grant, identifying how the money can or might be spent, and monitoring arrangements will also need to be addressed.

7.9	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	The Minister visited the Basque Region in April 2002 to see for herself the issues around the support and promotion of the Euskara (Basque) language.
8.10	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		2001-02	Regular meetings are held with the City and County of Cardiff to receive updates on progress and to show Assembly support. Match funding of up to £500,000 to help with the bid preparation has also been agreed.
8.11	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	A paper suggesting what role a Chair in International Cultural Development could play is being considered. A meeting with Simon Mundy to discuss the issues will take place shortly.
8.14	To help cultural organisations in Wales play a full part in international associations and networks.	NAW		2001-02	The Chair in International Cultural Development would be vital in facilitating this recommendation and action on this will fall from the consideration about establishing a Chair.
8.15	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	The Culture Minister has attended European Commission Culture Committee meetings. Officials have engaged with UNESCO and have attended meetings.
8.16	To engage with other regional administrations and countries of a similar size to consider best policy practice	NAW		2001-02	The Culture Minister has met the Minister for Culture and Sport from Barden-Wuttenberg to discuss issues of mutual interest.
8.23	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	As with recommendation 8.14, the development of a Chair in International Cultural Development is vital to this action point.

8.5	To progress planning on a new competition for Wales focussing on the human form– 'Humanitas' . .	NAW		2001-02	Planning for the "Humanitas" competition is continuing. The Cardiff capital of Culture bid team has been engaged in the negotiation process.
8.7	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	The 2 nd year of this project was successfully completed. 3 teachers from Wales travelled to Chubut, providing teaching for 666 students during the course of the year. 6 students from Chubut received intensive Welsh Language Training in Wales in the summer of 2001.
6.6	Establish a Cymru'n Creu sub-group on ICT to develop proposals for a Welsh 'Culture on Line' concept.	NLW		2001-02	Sub group established. Consultants employed to advise on other web based sites relevant to culture and also to make proposals for scope and design of site.
8.3	To take forward work on "Gathering the Jewels" to better display the treasures of Wales.	NLW		2001-02	Project scheduled for completion by April 2003. The digitised collection is likely to be available on the worldwide web via the Cymru Ar-Lein and Culture Cymru Online gateways which are being developed, and be maintained under the umbrella of Culture Cymru Online.
8.9	To develop a new and modern Visitor Centre at the National Library for Wales, 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	Planning for these activities has been undertaken during 2001-02. In 2002-03, the Library plans to complete the construction of all elements of the Visitor Experience with the exception of the multimedia theatre; to open the areas for public use; to complete preparations for the additional services and facilities that will required for the Visitor Experience; to start construction of the multimedia theatre; and to complete a 'movement study', containing plans for the movement of people and vehicles on Library land. An Exhibitions Officer, an Exhibitions Technician, and sales and restaurant staff will be recruited and the Library will significantly increase its exhibition budget, and market and promote the facilities of the Visitor Experience.
5.2	To establish opportunities for all people to take part in sport within the community, with a focus on children of school age.	SCW		2001-02	Ongoing target for Sports Council for Wales who have implemented a variety of schemes eg Clwb Cymru Sport, Girls First to increase extra curricular participation levels to 60% by 2005

5.3	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.	SCW		2001-02	Ongoing target for Sports Council for Wales – the Dragon Sport scheme seeks to recruit volunteers to provide extra curricular sessions in schools.
7.7	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	Ongoing target for Sports Council for Wales. Local Authority Devtpt Officers have been appointed in all 22 local authorities. Disability Sports Cymru is both a talent identification and devtpt programme and a scheme to simply increase participation.
8.13	To organise a Focus on Film conference.	Sgrîn		2001-02	Sgrin organised "Focus on Film" in November 2001 and the Minster addressed the conference.
1.3	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	WDA are working towards establishing a group to consider issue.
6.1	To establish an Economic Forum for the Creative Industries.	WDA	ELWa ACW	2001-02	Conference held in September to test reaction to proposal. Further meeting held in January 2002 agreed that forum should be established.
6.10	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	The WDA and Sgrîn have been working together to establish the Wales Screen Commission which is being funded by the WDA and unitary Authorities. A central marketing Commission is being established within Sgrîn which will market Wales, whilst regional commissions work with film makers on locations. Sgrîn is currently recruiting a key member of staff and it is expected that the first official meeting of the Wales Screen Commission will take place early in April 2002.
6.2	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	The Entrepreneurship Action Plan covers all sectors. The WDA works with (amongst others) ELWa, Princes Trust and WTB developing strategies for the creative industries. As the Entrepreneurship Action Plan is an holistic document taking into account all WDA strategies, creative industries will be included.

6.9	To work with the Wales Tourist Board in developing a Cultural Tourism Strategy, supported by our partners in Cymru'n Creu.	WTB		2001-02	Cymru'n Creu are working with WTB to develop Cultural Tourism Strategy. Revised strategy to be considered by WTB board in April.
8.1	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	Events Strategy being developed by National Assembly.
8.2	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	The DMS (or Visitwales) is already being rolled out across the sector – 550 tourism related businesses have already participated in the free training courses (with a further 100 signed up for training) and these include some events organisers. At present event information is being entered into the system and then event organisers will be issued with their unique user names and passwords, making a considerable push into the events and arts sector.
6.11	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	WTI is supporting the efforts of the creative industries to raise their profile abroad. Involvement in UkwithNY and the Welsh week in the Lorient Festival is evidence of this commitment.
8.17	To ensure, Wales is prominent in international gatherings, exhibitions and trade fairs.	WTI		2001-02	WTI and Wales Arts International are both working hard to raise Wales' profile abroad. In addition to the two events in 6.11, Wales will also be represented at the Venice Biennale.