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Y Dirprwy Weinidog Diwylliant, Chwaraeon a Thwristiaeth  
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Llywodraeth Cymru  
Welsh Government

Christine Chapman AM  
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Dear Christine,

### Welsh Government draft budget proposals 2016-17

Thank you for your letter dated 27 January regarding the above. I respond to the questions where you have requested further information as follows:

#### Expenditure and prioritisation

I attach an update on the Fusion programme as promised (Annex 1).

#### The arts sector

Following the discussion at the Committee, I have written to the Chair of the Arts Council regarding their budget allocations for 2016-17, asking them to provide details of the funding allocations for their Revenue Funded Organisations on a provisional basis as soon as they are able to. I understand that the allocations were being determined at their Council meeting on 19 February, and that they intend writing to the RFOs as soon as possible.

#### Museums

##### When do you intend to publish your response to the expert review of local museum services?

I met representatives from local authorities at a meeting organised by the WLGA, on 4 February, and received their thoughts and feedback. The discussion was helpful and will inform my response, which I plan to publish within the next few weeks. I spoke with Local Councillors from across Wales, who expressed their understanding of the importance of

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

their museums, and identified some of the issues faced in moving towards a regional agenda. In particular, they noted that different authorities were taking quite different approaches to the future of their cultural services. I am convinced that regional working can bring substantial benefits, but accept that there is still considerable discussion to be had. I have asked my officials to consider how those discussions can be taken forward. I would prefer to issue my formal response before we enter the pre-election period.

Could you confirm whether the allocations for museums, archives and library services are intended to be used to take forward the recommendations from the expert review, particularly relating to a transformation fund, and the creation of three regional bodies to support local museums?

A proportion of the current allocation for local museums will support the implementation of those recommendations we decide to take forward. As noted above, in terms of the proposed regional bodies, there is some scoping work that would be required before this is taken forward. The timescale for this means that the issue of funding is one for the next Government to determine. The transformation fund, if agreed by a new Government, will support local services in the move towards putting regional specialist support systems in place while retaining delivery of museums at a local level. A number of the recommendations can be taken forward quickly, for example the work around collections and the charter, and I have asked my officials to begin the planning of that work.

## **The historic and natural environment**

i. Could you set out how you intend the capital budget for the historical and natural environment to be used?

The draft capital budget for the historical and natural environment is £4.791m. This area of the portfolio has two distinct roles - statutory heritage protection, and management of the properties in care:

- Historic Environment services - the capital grants programme of £2m will help support the owners of historic assets across Wales to maintain and conserve them. The funding will support: Historic Buildings, Ancient Monuments, War Memorials and Local Townscape Heritage initiatives. The focus of grant support will be on those assets most at risk, and/or where significant community regeneration opportunities are offered;
- Commercial & Property Section - capital budget of £2.791m allocated as follows:
  - £1.1m for the delivery of priority conservation work across the 129 properties in the care of Welsh Ministers, primarily comprising of historic masonry fabric repair, discharging duties under the 1979 Ancient Monuments and Archaeological Areas Act to conserve, maintain and permit safe public access;

- £1.091m for targeted investment towards broadening the visitor offer and increased commercial activity. Particular focus will be given towards the top ten sites identified within the Review of Commercial Services; and
- £0.6m for the development and installation of physical and digital interpretation - again aligning with the outcomes of the Commercial Review and widening the visitor offer.

ii. Given your previous comments that many owners of listed buildings do not have the necessary resources to maintain these properties, how will the allocations within your portfolio address this?

As stated above, money has been allocated for capital grants for historic buildings. As in recent years the focus is on buildings at risk and buildings that will help to deliver regeneration priorities.

Provision has also been made within Cadw's work programme to produce guidance that will assist local authorities and owners of listed buildings in the effective management. And our historic building inspectors are available to provide advice to owners and/or local planning authorities on the appropriateness of any work to historic buildings.

iii. Has any assessment been made of how the additional income generated from major events in Wales can be used to alleviate the funding reductions in your portfolio?

The Welsh Government does not deliver major sporting and cultural events but supports those organisations who do. Consequently, the income generated by staging major events is retained by the event owner and/or organiser. The economic benefit to Wales is secured through additional visitor spending, job creation and skills development and international profile.

## **Media and Publishing**

Which part of the EST portfolio will be reduced in order to provide funding for the Welsh Books Council?

The additional funding for the Welsh Books Council will be managed within the Sector and Business budget in BEL line number 3753 (Business Solutions).

Is your decision about funding for the Council indicative of your intentions for future budgets?

I recognise the importance of the Welsh Books Council to the publishing industry in Wales, and for jobs, which is why I have removed the budget reduction for 2016-17. However, I cannot comment on the intentions for future budgets because the determination of future budgets for the Welsh Books Council will be a matter for the new Government.

## **Sport and physical activity**

Why have you decided to reduce revenue allocations for sports and physical activity by 5.3% (cash terms), whilst the health and social care budget has increased?

The budget for the Economy, Science and Transport Department has been reduced in the Draft Budget, and therefore difficult decisions have had to be made. This has resulted in the reduction in the amount which we are contributing from this portfolio for sports and physical activity. However, as I said at the Committee, the amount that we allocate to Sport Wales is a relatively small part of the entire funding sport and physical activity. Some £153 million a year is spent by local authorities on sport and leisure services, and local government budgets have been afforded a degree of protection which will help protect funding for sport and physical activity.

What assessment have you made of the impact of these funding reductions?

Sport Wales is considering the areas in which budget reductions will be made. Some of the reduction will be met from internal efficiencies but where there is an impact on investments in partner organisations, these will vary dependent on the other sources of funding available to them. An equality impact assessment will have been completed as part of the assessment and decision process.

The key issue is not the absolute amount we spend but how effective we make the spending. What is very important is that we deliver greater outcomes through our investment in community sport and that we translate the existing sports participation levels into lifelong physical activity habits and opportunities to enhance the wellbeing and wellness of people and communities. We know from the Active Adults Survey that inequalities in sports participation still exist. All Sport Wales' partners will continue to be challenged to ensure their plans include positive action to address inequalities.

What assessment has been made of the effectiveness of the various schemes/activities in place as a result of joint-working between you and the Minister for Health and social Services?

Specific schemes will have an evaluation built into them. As part of the Physical Activity Executive Group's work on physical activity, the effectiveness of existing schemes and interventions will inform the recommendations that the Programme Director for Physical Activity is developing.

Are there any arrangements in place to collect information about the financial investment provided by the largest contributors to sport and physical activity in Wales? If not, will you give consideration to putting these in place?

We do not currently collect this information, although we are aware of the investment provided by stakeholders such as local authorities. It is something I will consider.

More generally, what infrastructure is in place within Wales to provide support and assistance to smaller sports clubs and associations to aid their development? Does the Welsh Government have an overview of this?

Sport Wales provides funding through various grant schemes, such as Community Chest, to support sports clubs and associations. The funding Sport Wales provides to local authorities and National Governing Bodies also supports the sporting infrastructure, of which clubs are a crucial component. In addition, organisations like the Welsh Sports Association, who receive funding from Sport Wales, provide a range of initiatives and good practice in areas such as equality and diversity, child protection and risk management.

Can you confirm that you will publish the results of the evaluation of the capital loan scheme?

The evaluation that has been completed to date relates to the administrative process only and is being used internally to assess where improvements might be made to similar exercises in the future. I have yet to announce the outcome of the application process, but the schemes which go forward will be evaluated in due course in terms of impact and outcomes.

*Yours ever,*

*Ken*

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## Annex 1

### FUSION: TACKLING POVERTY THROUGH CULTURE and the PIONEER AREAS

The **Fusion: Tackling Poverty through Culture** agenda is about creating powerful connections between the cultural sector and poverty alleviation. A strategic Board has been formed to oversee the programme with a remit to tackle barriers to cultural access for those living in poverty and drive up cultural provision that directly contributes to reducing or mitigating poverty. Co-ordinated action is being taken on areas such as volunteering and transport, while discussions are taking place around a strategic cultural apprenticeship programme. The focus is on pooling resources and collaborating on programmes that can take advantage of external funding opportunities such as with the Heritage Lottery Fund and higher education.

A key strand of Fusion is the **Pioneer Area programme** where networks have been established to enable cultural bodies to develop activity that supports the **Communities First (CF)** programme. The CF programme is the Welsh Government funded anti-poverty programme delivered in 52 of the most disadvantaged areas in Wales, each covering a population of, on average, 10-15,000 people, known as Clusters. Each Cluster works to a Delivery Plan, providing activities that contribute to meeting a wide range of **strategic outcomes** based around health, education and prosperity.

The Pioneer Area programme is based on a simple idea – delivering cultural activity that directly supports these poverty outcomes. However, this has not been encouraged, supported and evaluated in a strategic way before. Activity developed to date includes accredited digital inclusion programmes, volunteering placements, and schemes to re-engage young people with education. The pilot year to date is seeing:

- 6 Pioneer Areas working across 15 CF clusters
- Over 30 projects with over 1,500 participants engaged in activities
- Of these participants, over 500 were engaged in structured programmes, courses and accredited learning

Pioneer Area	Activity	Participants engaged
<b>Newport</b>	Positive Identity Project	9
	Digital Heritage Station	39
	Youth Chartist March	65
	Young Promoters Project	63
	Transition project (schools)	49
	Taking Over Days	28
	Fashion Wales	34
	<b>Total</b>	<b>287</b>
<b>Torfaen</b>	Masterpieces in Schools project	100 (approx.)
	Drama project at Tretower court	120
	Taking Over Day	10 (approx.)
	<b>Total</b>	<b>230</b>
<b>Wrexham</b>	Yes for Wales Project	10

	Oriel Crafters / Make Trips	7
	Summer Reading Challenge	108
	Decoding Ancient Egypt	48
	Home Made Blues Challenge	21
	<b>Total</b>	<b>194</b>
<b>Swansea</b>	4 Skills based courses	54
	Victorian Street Games	237
	Locws Film making	25
	Sewing taster	12
	Woodwork taster	8
	Digital Photography taster	9
	<b>Total</b>	<b>345</b>
<b>Gwynedd</b>	30 sessions with 10 partners (activities ongoing)	320
	<b>Total</b>	<b>320</b>
<b>Cardiff</b>	8 activities (e.g. kids in museum, exchange visits)	185
	<b>Total</b>	<b>185</b>
	<b>Grand Total</b>	<b>1,561</b>

Many of the participants in the workshops also achieved credit based accreditation. The workshops had a high conversion rate to gaining accreditation e.g. the Locws film making workshops had 25 participants (4 groups, ranging in age from 10-50years) and 13 participants achieved entry level 3 credit-based accreditation.

A very limited amount of central funding has been provided: under £30,000 in total, with the emphasis on existing cultural bodies and projects better aligning their services and offer to participants in CF areas. This is engineered through analysing what local CF cluster priorities and challenging cultural bodies to design services to meet outcomes. Central support is provided through workshops for Pioneer Areas and liaison with national and local cultural bodies to bring them into contact with the local networks.

We are in discussions to expand the programme into 2016-17, potentially to 10 Pioneer Areas with 25 CF Clusters, a potential maximum audience of over 250,000 people.

## **EMERGING FINDINGS**

In order to gauge impact of this new approach we have commissioned an extensive evaluation of the pilot year, including the funding of a dedicated Evaluation Co-ordinator. The evaluation report will be published in March 2016 and will feature both quantitative (impact on CF outcomes) and qualitative (case studies; impact on organisational working).

Prior to that report the following gives an idea of the feedback we are receiving:

- The networks provide a forum for bodies to **jointly plan programmes and projects.**



- The programme allows cultural bodies to **link their work directly to anti-poverty objectives**, enabling them to demonstrate their impact to funders, local authorities and others who have traditionally seen culture as having limited social impact
- By participating in the programme, many cultural bodies are beginning to **rethink their own programming to meet community needs**, a central thrust of the Andrews report.
- For the community sector, the programme has created a greater awareness that cultural bodies are **effective partners and assets to achieve their own outcomes**, such as supporting learning and volunteering opportunities.

## CASE STUDIES

Included below are a series of case studies from four of the current Pioneer Areas. In most cases these are just examples of the range of programmes being developed and offered locally as a result of the Pioneer Area programme.

### Gwynedd - Supporting families to be engaged in their children's education

The Family Learning Signature is a tool designed to help education authorities to improve attainment, attendance and behaviour, particularly with hard to reach families and disengaged learners. Family Learning Signature data is used to identify future disengaged learners and families at an early stage and the types of intervention that are likely to be effective.

It is currently being used by schools, local authorities and third sector organisations working with vulnerable young people and families across the UK to improve attendance, behaviour and attainment, reducing exclusions and meeting school KPIs and preventing young people from disengaging from education. It is already used in all schools in the Gwynedd CF cluster.

Following the formation of the Pioneer Area, co-ordinated by the local authority, the local CF cluster identified that it was seeking to deepen engagement with the Signature to have more of a lasting impact, but that it had struggled to find engaging and exciting activities for young people and their families. An opportunity to link in Gwynedd's rich history and culture was identified and eight cultural bodies have agreed to collaborate to support the CF cluster in implementing the Signature by developing culture-based interventions targeting families.

Gwynedd Archives, Gwynedd Library, Gwynedd Museum, Cadw, the National Slate Museum, Galeri, Pontio and Literature Wales will provide interventions in January and February 2016 following development and training. It is anticipated there will be 6-10 families per intervention and between 15-18 interventions, so between 90 and 180 families could benefit. The approach will be evaluated to identify impact on behaviour, engagement and attainment.

The central Pioneer Area funding has been used to secure workshops and training for the cultural bodies involved, ensuring each is working within a cohesive programme. Activities themselves are delivered from within existing resources by each partner organisation.

## Swansea - Helping people to develop employment skills and find work

The Swansea Pioneer Area was the first of its kind and is led by the local authority, in partnership with the National Waterfront Museum. It has brought together a range of over 50 partner organisations from across the city. This includes local authority and independent cultural providers such as the Taliesin Arts Centre, the Dylan Thomas Centre, Swansea Museum and many others.

One partner is LOCWS International, an established artist-led charity based in Swansea which has as a direct result of its membership of the Pioneer Area developed a Creative Participation Programme, securing funding from the Arts Council.

The project specifically supports people from CF Areas to develop confidence and skills through film making. Participants develop their own ideas for the film and are supported and guided through the whole process. Through working with CF teams, Locws identified and engaged with 25 people who have developed technical and vocational skills, built confidence and in many cases gained accreditation through Agored. The four groups are of various age ranges, mainly consisting of young people and adults.

A documentary film has been created to track the participants through the project and plans are being made for a presentation event. LOCWS is developing the programme further, rolling out the training to more participants in 2016 and providing progression for the current cohort.

## Wrexham - Improving adult life skills

The Wrexham Pioneer Area has been convened by Wrexham County Borough Council; partners include national cultural bodies such as Amgueddfa Cymru – National Museum Wales and Literature Wales, local authority and third sector cultural bodies, and social enterprises. Caia Park is a CF cluster and large housing estate in central Wrexham with very few cultural services. As a direct outcome of the Wrexham Fusion partnership, several partners are redesigning services to meet the needs of CF residents. The partnership has identified culture as a key engagement tool on a progression route for adults to move them from being economically and socially inactive through to training and potentially employment, and activities have focussed on providing such 'soft' engagement which increases motivation, confidence and life skills.

With no library facility in Caia Park, Wrexham's Library Service has developed a 'pop-up library' serving the estate and is also enabling support to access e-library services, through a targeted approach for socially isolated adults, to boost literacy and digital inclusion.

During summer 2015, Oriel Wrecsam delivered drawing courses for unemployed and socially isolated adults. This led to the participants forming their own group. Members are responsible for generating projects and for coordinating and leading each session, leading to an increase in self-confidence and motivation. Cultural bodies support the group by offering trips and activities designed to inspire the group. Other cultural bodies support the group by offering trips and activities designed to inspire the group, allowing them to apply and develop their skills beyond their usual familiar community surroundings of Caia Park. Many participants had never visited these sites before despite only living a few miles away. The group prepared a bid for funding to cover the transportation costs and received contributions from both Communities First and the Destination Management team at Wrexham Council.

An accredited floristry course has also been introduced in Caia Park.

One particular individual, a 40 year old resident of Caia Park called Paul, has been a key driving force behind the introduction of the drawing activities and floristry course. Paul suffered a serious accident in 2012 which left him with life changing injuries and wheelchair-bound. He had only recently felt confident enough to re-engage in community life, and following discussions with the education officer based at Oriel Wrecsam, Paul, along with the other participants on the drawing course set up Oriel Crafters group, and since its establishment has acted as the lead volunteer for the group, co-ordinating and leading a number of art-based sessions. Through this work, he has regained his confidence and undertaken job experience with a florist and accredited floristry training. These opportunities and courses have all been brokered by the Pioneer Area and its individual members.

### **Torfaen Pioneer Area - Helping People to develop employment skills and find work**

Torfaen is a small local authority area serving a number of post-industrial communities, many of which face issues around under-attainment and unemployment/underemployment. It includes two CF clusters, in Cwmbran in the south and Blaenafon in the north of the county.

Partners on the Torfaen Pioneer Area, led by the local authority, established that there were two areas where culture could most meaningfully contribute to the needs of CF residents. One of these was to help provide those disengaged from formal education or with few qualifications with meaningful, engaging experiences to boost confidence and employability. Seven cultural bodies are offering new volunteering, work experience and placement opportunities to local residents. These will include Cadw (Blaenafon Ironworks), Gwent Archives, Able Radio, Llantarnam Grange Arts Centre, Randomz and Head 4 Arts. Data on take-up and participation will be available in early 2016.

The other area of support is to enrich the school curriculum locally with cultural experiences. All activities are focussed at schools serving CF areas and are designed to enrich the curriculum and engage learners at risk of becoming, or already, disengaged from education. This activity includes workshops by Literature Wales and Llantarnam Grange, a drama project developed by Cadw, a Kids in Museums event with Baroness Andrews, as well as the Turner in Torfaen initiative which saw an original Turner work taken by the National Library to a primary school in Cwmbran. Evaluation will seek to assess the impact of such experiences on progression and attainment for the young people involved.

**Museums Archives and Libraries Division, Welsh Government**

**January 2016**

[www.gov.wales/fusion](http://www.gov.wales/fusion)

