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Y Dirprwy Weinidog Diwylliant, Chwaraeon a Thwristiaeth  
Deputy Minister for Culture, Sport and Tourism



Llywodraeth Cymru  
Welsh Government

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Christine Chapman AM  
Chair  
Communities Equality and Local Government  
Committee  
National Assembly for Wales  
Cardiff Bay  
CF99 1NA

6<sup>th</sup> July 2015

*Dear Christine,*

**COMMUNITIES, EQUALITY AND LOCAL GOVERNMENT COMMITTEE REPORT –  
PARTICIPATION IN THE ARTS – UPDATE ON PROGRESS 2015**

I am writing to you in your capacity as Chair of the Communities Equality and Local Government Committee, with responsibility for scrutiny of Arts and Culture matters.

During 2012/13 the Communities, Equality and Local Government Committee undertook an Inquiry into Participation in the Arts. The Committee published a report of the findings of this Inquiry in January 2013. The report included 8 recommendations, all of which were accepted, in full or in principle, by the then Minister for Housing, Regeneration and Heritage.

I recognise the importance of the issues covered in the report and I confirm my commitment to taking forward the agreed recommendations. I want to see Wales as the most active and creative nation within the UK and increasing levels of participation – the act of creating and doing rather than simply consuming and attending – in the arts is the key to achieving this. I intend working with key stakeholders, including ACW, to increase participation levels, developing interest, in the arts, which in turn will lead to increased engagement and the development of a vibrant, sustainable arts economy.

My purpose in writing to you now is to provide the Committee with an update on the progress that has been made with these recommendations.

A key recommendation in the Committee report was that an all encompassing Action Plan should be developed to assist the Welsh Government and the Arts Council of Wales (ACW) to focus their efforts on increasing participation levels. This Action Plan has been developed through collaboration between Welsh Government officials and colleagues from the Arts Council of Wales. A short summary of progress against each recommendation is at Annex 1, and the full Action Plan is at Annex 2.

ACW undertakes a wide range of research into the impact and effectiveness of its policies. This includes a number of different survey methods, covering varying numbers of arts organisations and different time periods, so as to get as true a picture as possible of current trends.

For this reason, the Action Plan itself may not be the best vehicle for providing a detailed statistical analysis of participation levels. However it does set out the mechanisms and processes by which progress will be measured, and provides an overview of the direction that policies relating to participation levels are taking, and a means of addressing any barriers to progress in this area.

The full Action Plan at Annex 2 provides more detail on the progress against each recommendation. Whilst being an important document in its own right, now that it has been developed, I see it primarily as a tool for ensuring that a focus remains on increasing levels of participation.

As it is only just over 2 years since publication of the Committee Report, it is arguably too early to see whether the policy initiatives have yet made a lasting difference to increasing levels of participation, but I believe they set a solid foundation for making, and measuring, further progress in this area.

There are signs though that this targeted approach to increasing participation is making a difference, with levels of participation increasing from 2012/13 to 2013/14. I touched on this during my appearance before your Committee in October last year and I have enclosed, at Annex 3, some initial ACW data on participation levels during 2013/14 (these are the latest figures currently available). I am sure you will find these statistics encouraging.

There are obvious synergies between the recommendations outlined in the Committee inquiry into Participation in the Arts and the Communities and Culture Committee Inquiry into the Accessibility of Arts and Cultural Activities in Wales. This was acknowledged within recommendation 1 of the Participation Report. We have, in the past provided annual update on progress against the recommendations of the Accessibility Inquiry although I am currently considering options on how this will be taken forward in future years.

Given that the key recommendation of the Participation Inquiry has already been achieved with the development of the attached action plan and significant progress has been made in mainstreaming the requirements to develop policies that prioritise active participation, I do not propose providing annual updates against the recommendations of this Report. However, I would assure you that increasing levels of active participation in the arts will continue to remain a key priority of the Welsh Government for many years to come.

*Yours ever,*



**Ken Skates AC / AM**

Y Dirprwy Weinidog Diwylliant, Chwaraeon a Thwristiaeth  
Deputy Minister for Culture, Sport and Tourism

**CELG COMMITTEE REPORT INTO 'PARTICIPATION IN THE ARTS'**

**Progress Summary (November 2014)**

**Recommendation 1.** *The Welsh Government should put in place a participation action plan, to sit alongside its accessibility action plan, with the purpose of increasing participation levels across Wales.*

**Recommendation 2.** *The action plan should include measures to monitor participation levels across the arts, and actions to identify inequality of provision (e.g. due to geographic, economic or social reasons).*

Both recommendations have been delivered; as outlined above, an action plan has been developed which enables us to focus attention on increasing levels of participation amongst all groups within Wales. It contains measures to allow us to monitor progress, and to focus our efforts on areas of under-performance. The Action Plan also provides a bench-mark, from which to monitor the success of policy initiatives over the coming years.

**Recommendation 3.** *In addition to accessibility and equality, the Welsh Government's annual remit letter should include an emphasis on increasing participation levels.*

The Welsh Government's wish to increase participation in the arts has been highlighted as a key theme within the 2013-14, 2014-15 and 2015-16 annual Remit Letters to ACW. Specific performance indicators have been developed, to help ensure this is achieved. These KPIs are monitored by my officials during the Quarterly Monitoring Meetings between the Welsh Government's Sponsor Team and ACW's Senior Management Team. Progress is reported in ACW's annual report and accounts, at the end of each financial year.

**Recommendation 4.** *The action plan should include measures to ensure co-ordination across government departments and joint working by partners, including local government and the voluntary sector.*

This is an option my officials are continuing to explore at every opportunity. There is a close correlation between Ministerial priorities for the arts and associated policy interests such as education, the economy, local government and communities and also wider cultural interests within my own portfolio i.e. creative industries, tourism, historic environment and museums, libraries and archives. My own 'Arts and Creativity Group' will also be taking a lead in this area by liaising with key stakeholders from across the public, private and third sectors.

**Recommendation 5.** *The Arts Council of Wales should keep under review its funding policies, to ensure that they are delivering excellence, while increasing participation levels.*

Increasing levels of access and participation remain key priorities for the Welsh Government. Despite this, I have made it clear to ACW that it must continue to ensure that all members of the public continue to have high-quality opportunities to experience the arts, and to take part in them.

**Recommendation 6.** *The Arts Council of Wales should ensure that organisations are able to access information on alternative sources of funding... This should be in the form of training, if necessary.*

Results Based Accountability has become a key component of any strategy set by government or its agents; the time has long gone when we simply provided organisations with funding and told them to get on with it. ACW recognises this, and is responding accordingly. It is working closely with its key clients to encourage them to be more business orientated, and to develop alternative revenue sources. Government, European and Private sources are all being explored, to ensure that Wales continues to develop a vibrant, sustainable arts sector, which a wide range of participatory opportunities.

**Recommendation 7.** *The Arts Council of Wales should ensure that it uses its relationships with networks to ensure that information reaches relevant organisations.*

ACW continues to work closely with its network of arts and cultural contacts to ensure that all lines of communication remain open, and that good practice is shared. ACW's links with local authorities are particularly important at present. ACW is continuing to invest in this relationship; it is trying to work more collaboratively with local authorities, to help mitigate the impact of reduced budgets. Where local authorities are having to cut arts budgets, the Welsh Government, and ACW, are actively encouraging them to consider alternative delivery models – including arm's lengths trusts, as a way to maintain these services and facilities. Similarly, ACW is also continuing to build links with the Third Sector; and is placing particular emphasis on organisations providing support and guidance to under-represented groups such as disabled people and BME communities.

**Recommendation 8.** *The Arts Council of Wales should put in place a strategy to increase levels of funding from business.*

It is vitally important that organisations continue to explore options for leveraging in funding from outside sources in the private sector. Arts & Business Cymru is currently playing the central role in this area. ACW have taken over the responsibility for monitoring both its own and the Welsh Government's core funding A&BC, and is working closely with A&BC to shape its priorities. However the impact of our funding and A&BC's performance generally is currently being assessed, prior to making any longer-term decision on how best to support this activity.

**Communities, Equality and Local Government Committee Report into Participation in the Arts :  
ACTION PLAN**

(as at 26.6.15)

Recommendation	Accept or Reject?	Action agreed / required. Lead organisation.	Deadline / Target	Comments / recent progress
<p><b>Recommendation 1.</b> The Welsh Government should put in place a participation action plan, to sit alongside its accessibility action plan, with the purpose of increasing participation levels across Wales. (Page 25)</p>	Accept in principle	<p><b>ACW and Welsh Government.</b> The important work being undertaken to increase participation levels must be highlighted. An action plan will be developed to provide a focus to this work, with clear objectives and outcomes, and regular monitoring, evaluation and reporting on progress.</p> <p>The plan will be owned and driven forward by ACW, with regular monitoring by Welsh Government officials, through the regular quarterly monitoring meetings.</p>	Summer 2013	<p>Final version of Action Plan agreed by September 2013.</p> <p>The action plan has been developed and work continues to be monitored at Quarterly Monitoring Meetings. Progress will be reported to the Communities, Equality and Local Government Committee annually.</p>
<p><b>Recommendation 2.</b> The action plan should include measures to monitor participation levels across the arts, and actions to identify inequality of provision (e.g. due to geographic, economic or social reasons). (Page 25)</p>	Accept	<p><b>ACW</b> to develop, agree and initiate a formal process for the regular reporting of participation levels to the Welsh Government. This should include specific measures, targets and actions to meet the requirements of this recommendation.</p>	Summer 2013	<p>ACW's current monitoring includes:</p> <ol style="list-style-type: none"> <li>1 The RFO survey, reporting twice a year on attendance and participation levels by its revenue funded organisations</li> <li>2 The Adult and Children's Omnibus surveys, undertaken annually</li> <li>3 Quarterly monitoring of Lottery funded projects, including</li> </ol>

## Annex 2

### Communities, Equality and Local Government Committee Report into Participation in the Arts : ACTION PLAN

(as at 26.6.15)

				<p>participatory activity. 4 Wales Arts Review – a large scale survey of participation and attendance in the arts across Wales, undertaken every five years.</p> <p>ACW has developed a new system for monitoring project funded activity that can also report on geographic, economic and social breakdown.</p>
<p><b>Recommendation 3.</b> In addition to accessibility and equality, the Welsh Government's annual remit letter should include an emphasis on increasing participation levels. (Page 25)</p>	<p>Accept</p>	<p><b>Welsh Government.</b> The annual Remit Letter to the Arts Council of Wales will continue to emphasise the importance of widening access and increasing participation levels in the arts, as it has done in previous years.</p>	<p>March 2013</p>	<p>As in 2013-14, the 2014/15 Remit Letter highlights the need to continue with efforts to increase participation levels, despite the difficulties caused by the current financial climate and pressures on funding.</p> <p>Increasing participation in the arts remains a standing requirement in ACW's funding agreement with its RFOs.</p>
<p><b>Recommendation 4.</b> The action plan should include measures to ensure co-ordination across government departments and joint working by partners, including local government and the voluntary</p>	<p>Accept</p>	<p><b>ACW and Welsh Government</b> to develop an action plan that incorporates the views of key stakeholders and Government Departments.</p>	<p>Summer 2013</p>	<p>Creative Economy (Arts) officials have undertaken an exercise in collaboration with colleagues in other Departments, to identify existing and new initiatives that do or could support increased</p>

## Annex 2

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<p><u>(as at 26.6.15)</u></p>	<p>sector. (Page 26)</p>			<p>participation in the arts.</p>
				<p>Work continues within Cadw, through initiatives such as the Artists in Residence scheme. Similarly Amgueddfa Cymru/ National Museum runs participatory activities during school holidays to encourage young people to develop an interest in arts and culture.</p>
				<p>ACW has commissioned Voluntary Arts Wales to undertake a programme aimed at increasing and sustaining voluntary arts activity in areas of Wales where there is low take up.</p>
				<p>ACW is also delivering its 'Momentum' programme in partnership with the Welsh Government Communities First team; this is aimed at engaging young people - who are NEET or at risk of this - with the Arts.</p>
<p><b>Recommendation 5.</b> The Arts Council of Wales should keep under review its funding policies, to ensure that they are delivering excellence, while increasing participation levels. (Page 34)</p>	<p>Accept</p>	<p>ACW to undertake regular monitoring and evaluation of its policies to ensure that increasing participation remains a priority.</p>	<p>March 2014 and then annually.</p>	<p>ACW staff currently review and report to sponsor division and to ACW Council on a quarterly basis, and undertake a full review at the year end.</p>

Communities, Equality and Local Government Committee Report into Participation in the Arts :  
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<p><b>Recommendation 6.</b> The Arts Council of Wales should ensure that organisations are able to access information on alternative sources of funding. This should be in the form of training, if necessary. (Page 34)</p>	<p>Accept</p>	<p>ACW is developing a range of initiatives to help organisations with their fundraising. Through its Information Service, ACW will provide information about funding sources and opportunities, and put in place ways of alerting organisations to those opportunities. Council will also explore the feasibility of arranging funding surgeries or 'market-place' events for arts organisations to meet other trusts and foundations.</p> <p>ACW believes that organisations themselves are potentially the most effective fundraisers, as they are the best advocates of their own work. So ACW will look at ways of building capability within the sector by developing new training initiatives.</p>	<p>March 2014</p>	<p>Information about trusts and foundations is included in ACW's funding guidelines, available on its website. ACW runs funding surgeries across Wales providing information, help and support on accessing its Lottery funding.</p> <p>ACW is exploring the possibility of developing these funding surgeries to include more information about other sources of funding.</p> <p>ACW's RFO development Plan for 2014-15 includes capacity building and fundraising.</p> <p>ACW recently provided information to Arts Branch on examples of successful bids to Trusts and Foundations made by a number of their RFOs.</p> <p>Artworks Cymru, funded by Paul Hamlyn Foundation, has been a very successful project, which involves developing the skills of professionals working in participatory arts settings. ACW and Paul Hamlyn are supporting an extension of the project.</p>
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## Annex 2

### Communities, Equality and Local Government Committee Report into Participation in the Arts : ACTION PLAN

*(as at 26.6.15)*

<p><b>Recommendation 7.</b> The Arts Council of Wales should ensure that it uses its relationships with networks to ensure that information reaches relevant organisations. (Page 35)</p>	<p>Accept</p>	<p>ACW currently works with a variety of networks that includes Voluntary Arts Wales, VAGW (visual arts and galleries), Disability Arts Cymru, Age Concern and Wales Association for Performing Arts. ACW should build on these links and make every effort to develop new networks with bodies representing under represented groups.</p>	<p>March 2013</p>	<p>ACW is also supporting an older people's participatory project, in a funding partnership with the Baring Foundation.</p>
<p><b>Recommendation 8.</b> The Arts Council of Wales should put in place a strategy to increase levels of funding from business. (Page 35)</p>	<p>Accept</p>	<p>ACW continues to fund Disability Arts Cymru as one of its RFOs. ACW also continues to have a strong working relationship with Diverse Cymru and Age Concern.</p> <p>The 'Creative Learning through the Arts Action Plan', which arose from the Smith Review into Arts In Education, will make a major contribution towards this objective. The Plan involves a 5-year £20 million programme, with roll-out in schools from September 2015.</p>	<p>ACW worked with the Welsh Government to secure the future of Arts and Business Cymru for 2014/15 -16. For next year A&amp;BC has been invited to develop a business plan involving less</p>	<p>ACW has entered into a service agreement with VAW to deliver and expand "Running Your Group", a web based resource for voluntary arts organisations.</p>

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(as at 26.6.15)

		<p>successfully developed relationships with most of the leading companies in Wales. ACW should manage its relationship with Arts &amp; Business Cymru in order to fully utilise the knowledge and expertise that A&amp;BC possesses.</p> <p>This will need to be achieved despite the uncertainty over the future funding of A&amp;BC and similar organisations caused by the current financial climate. ACW should look to identify and build new relationships with other key stakeholders in this field to maximise the opportunities for attracting business support for the arts.</p>		<p>reliance on subsidy. Much rests on this, as it is the lead body for business sponsorship in the arts.</p> <p>ACW has held various seminars involving eminent speakers under its Developing Resilience Programme, e.g. on leadership and philanthropy through technology.</p> <p>ACW has given the DONATE platform a grant to adapt its online technology for Wales, NB to enable the use of the Welsh language.</p> <p>ACW has provided a Digital R&amp;D grant to an applicant looking to develop the technology for an online ticket levy for philanthropic purposes.</p> <p>In its 'Sgwrs' events, ACW has run workshops on Crowd sourcing for audience development. ACW is also working with commercial and subsidised galleries to develop its 'Collectorplan' scheme, to increase sales of art works.</p>
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## Participation in the Arts

The following statistics are taken from the ACW's annual survey of its Revenue Funded organisations (2013-14):

### Key Findings

- In total 68,038 sessions were run in 2013-14, generating attendances of 1,069,017. This is an increase from the previous year of 4.5% for sessions run, and 8.6% for attendances.
- Participation at activities specifically targeted at children and young people experienced an increase in 2013-14, with sessions increasing from 43,971 to 44,966 (+2.3%). These participatory sessions resulted in 668,986 attendances, an increase of 9.3% from the previous year
- General participatory activities also increased from the previous year, with sessions increasing by 9.1% and attendances to these sessions by 7.3%. During 2013-14, 23,072 sessions were run and 400,031 attendances were made to these sessions.
- Of all the participatory activity 6.1% (4,182) of sessions were targeted at those in the protected characteristics groups and 6.8% (73,161) of all attendances were made to these activities.

Participation	2012/13		2013/14		% Change	
	Sessions	Attendances at Participatory Sessions	Sessions	Attendances at Participatory Sessions	Sessions	Attendances at Participatory Sessions
Children & Young People	43,971	612,093	44,966	668,986	2.3	9.3
General	21,143	372,642	23,072	400,031	9.1	7.3
<b>Total Participation</b>	<b>65,114</b>	<b>984,735</b>	<b>68,038</b>	<b>1,069,017</b>	<b>4.5</b>	<b>8.6</b>

Source: ACW survey of Revenue Funded Organisations

Base: 72 organisations

The following statistics are taken from the Adult Omnibus Survey\* 2013:

- In 2013, 34.9% of adults in Wales took part in arts activities once a year or more. This is a decrease of 5.3 percentage points from the previous year when 40.2% took part in arts activities.<sup>1</sup>

### **Socio Economic Groups**

- In 2013, ABC1s were more likely to participate in the arts than C2DEs (43.2% and 28.8%). Whilst both groups had shown slight decreases in at least yearly participation compared with 2012, the gap between higher social grade groups and lower also narrowed by three percentage points from 2013 to 2012. In 2012 49.5% of ABC1s took part compared to 32.3% of C2DEs, a gap of 17.2 percentage points.

### **Gender**

- Women (37.8%) remain more likely than men (31.9) to have participated in the arts on an at least yearly basis.

### **Age**

- Participation rates among all age groups has decreased since 2012, with the exception of the 65+ age group which remained the same (34.4%).
- The largest change was found among the 35-44 year old age group (-11 percentage points) meaning at 30.8%, this group record the lowest level of participation.
- The 16-24 year old age group continue to be the age group with the highest levels of participation in both years 39.4% in 2013 and 2012 45.6%

### **Region**

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<sup>1</sup> Participation in at least one of the following seven arts activities; music, drama, dance, film, photography or video making, visual arts and crafts, creative writing, digital arts.

\*The Arts Council of Wales has conducted an annual attendance and participation Omnibus research survey every year since 1993. The basis of the survey is to collect data on attendance to arts events and participation in artistic activities and this information is collected via a series of questions asked on the Beaufort Research Ltd Wales. The Omnibus is a representative survey of 1,000 adults and examines demographic and regional variations in attendance and participation. The sample was designed to be representative of the adult population resident in Wales aged 16 years and over. Within each sampling point, interlocking quota controls on age, gender and social grade were used for the selection of respondents. The quotas were set to reflect the demographic profile of residents in Wales and no more than one person per household was interviewed. The resulting data was also weighted to fine tune any imbalances in the sample, to ensure that it was fully representative of the Welsh population.

- On the basis of the ACW regions, those living in South Central Wales were found to have the highest levels of participation in the arts, with just over two fifths (40.8%) of the population in this area doing so once a year or more often. This was also the case in 2012 when 48.8% took part in activities in this region.
- In contrast, this proportion dropped to less than a fifth (18.1%) among those in South East Wales, the highest decrease (thirteen percentage points) from 2012.

### **Welsh Language**

- In terms of Welsh language and participation in the arts, in 2013 Welsh speakers, at 44.2%, remain more likely than non-Welsh speakers (31.4%) to take part in artistic activities, with a similar pattern in 2012.
- The artform with the lowest levels of participation continues to be Drama, only 3.8% taking part in this in 2013.

The following statistics are taken from the Children's Omnibus Survey 2013:

- Over 8 in 10 (84.3%) of children and young people in Wales participated in any of the 7 artistic activities<sup>2</sup> once a year or more often in 2013. This was an increase of 4.1 percentage points from the previous year and represents the highest levels of participation since the survey began in 2007.

### **Socio Economic Groups**

- 2013 shows an increase in participation levels of children and young people in the C2DE group from 77.1% in 2012 to 82.1%, meaning the gap between the two socio economic groups has decreased from 6.2 percentage points in 2012 to 4.4 in 2013. Those in the ABC1 group have also experienced an increase in their participation levels from 83.3% to 86.5%.

### **Age**

- Older children (16-18 year olds) remain less likely to participate in an artistic activity in 2013 than younger children, 60.4% doing so once a year or more often in comparison to 93.8% of 7-10 year olds.

### **Gender**

- Although girls (85.6%) were more likely than boys (83.2%) to participate in the arts in 2013, it is evident that gender has less of an impact on participation rates than with attendance rates where there is a bigger gap between the two groups.

### **Region**

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<sup>2</sup> Participation in at least one of the following 7 activities: music activities, drama or theatrical activity, dance activity, film and video making and photography, visual arts and crafts, digital arts, creative writing.

- Participation levels amongst children were highest in the South Central region at 94.0%. However, it was levels in the North Wales region which saw the biggest increase of 10 percentage points from 2012 up to 88.6% in 2013 participating once a year or more often.

### **Welsh language**

- While participation rates continue to be higher among those who speak Welsh, 88.4%, compared to those who do not speak Welsh, 81.7%, there has been an increase in participation rates among the latter group of 6.1 percentage points to 81.7% in 2013.