



Comisiynydd  
Cenedlaethau'r  
Dyfodol  
Cymru

**Future  
Generations**  
Commissioner  
for Wales

# The Future Generations Report 2020



**Let's create the future together**



Chapter 3

# Progress against the well-being goals

---



# Future Generations Report 2020

## Progress against the well-being goals: A Wales of Vibrant Culture and Thriving Welsh Language

---

The Vision for A Wales of Vibrant Culture and Thriving Welsh Language in 2050	<b>07</b>
People's perception of progress towards this goal	<b>11</b>
Challenges and opportunities for change	<b>13</b>
• Support the Welsh language	<b>13</b>
• Value culture and creativity as a core dimension of well-being	<b>21</b>
• View culture as a mechanism for wider change	<b>34</b>
• Ensure culture is available to all	<b>44</b>
Recommendations	<b>52</b>
Resources	<b>57</b>





# A Wales of Vibrant Culture and Thriving Welsh Language

When we talk about culture in this section, we refer to the arts, archives, heritage, language, literature, libraries, museums, religion, play, sport, recreational activities and creative industries in Wales.

Culture is part of the DNA of Wales. We were ahead of the rest of the world when we put culture at the forefront of our approach to sustainable development by introducing it as one of the statutory dimensions of the Well-being of Future Generations Act.

It's an identity, a language we speak, an industry; something that is experienced and something we engage in. From the clothes we wear, the music we listen to, and the games we play, being a member of a local sports club, visiting the theatre, singing in a choir, the movies we stream and the television we watch, browsing the internet in your local library, or going to the church, chapel, the synagogue, mosque or temple.

**“A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.”**

The Well-being of Future Generations Act (2015)

**A nation’s culture resides in the hearts and in the souls of its people.”**

Mahatma Gandhi

<p><b>Prosperous</b> An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.</p>	<p><b>Resilient</b> A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change (for example climate change).</p>	<p><b>Healthier</b> A society in which people’s physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.</p>
<p><b>Globally Responsible</b> A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.</p>	<p><b>Vibrant Culture and Thriving Welsh Language</b> A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.</p>	<p><b>More Equal</b> A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic background and circumstances).</p>

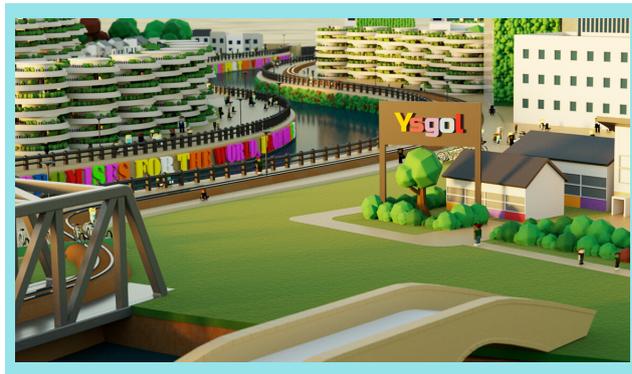


**"A Wales of Vibrant Culture and Thriving Welsh Language' is the one goal which really defines us as a nation. It shows our confidence in wanting to celebrate what makes us unique.**

**It's vital for the culture of our country to be more integrated into education and for Wales to be recognised globally as a country that does this. Companies in Wales must actively find ways that they can integrate and promote not only traditional Welsh culture but also a modern Welsh culture that celebrates the diversity of different cultures that exist within Wales today. We need to be reflecting local cultures by liaising/researching with members of the community to integrate culture into work and surroundings.**

**Whether you speak Welsh as a first language or not, it is a language that belongs to us all, and we should be proud of it. The numbers of people speaking Welsh language has been rising over the last couple of decades. In the future, we would like for this to continue and for every business across Wales to ensure that they are catering to all Welsh speakers because they recognise its value and not just because it is the law. Employees should also have the option to learn Welsh, at very least, on a basic level via their company that would provide this service.**

**We make sense of the world through our language and culture. They belong to us and therefore are worth celebrating. Now, more than ever, it's important that we look at the things that make us unique, standing out from the rest of the world. Our culture and language should never be underestimated."**



Some of our 2020 Future Generations Leadership Academy Cohort at the Wales Millenium Centre

Molly Palmer (Wales Millenium Centre) and Gwenfair Hughes (Arts Council of Wales) Participants in my Future Generations Leadership Academy



## **Operation Rescue – A poem by Rufus Mufasa, Future Generations Poet in Residence 2019-20**



A Welsh language poem that talks about the poet's experience of the language growing up, and how as a mother, she has now passed the language on. This poem highlights the importance of the language, regardless of how it is spoken or used.

**"Na, doedd Mam ddim yn siarad Cymraeg  
ond roedd hi eisiau i fi ddysgu.**

**Roedd angen iddi roi rhywbeth yn ol.**

**Roedd Wncl John, Wncl Gwyn a Anti Phyllis yn siarad Cymraeg  
gyda'i gilydd.**

**Cymraeg cyfareddol, oedd yn cario cywilydd  
ond i fi roedd pob gair fel curiad  
pob brawddeg yn swnio fel barddoniaeth  
pob sgwrs yn swnio'n sanctaidd...**

**Cymeroedd oes i mi ddeall ein hanes  
ol-ffeithiau, Brad y Llyfrau Gleision  
newidiadau i'n system addysg  
dileu tafodiethodd brodorol.**

**Roeth Mam angen rhoi rhywbeth yn ol.**

**Doedd fy ngwyneb ddim 'quite' yn ffitio  
mewn i fframwaith Cymraeg pur yr ysgol...  
Blynyddoedd wedyn, diolch i Harry Potter  
am y gair 'muggle'  
hanner gwaed, dyslecsig  
gyda syniadau diwylliannol gwahanol...**

**"Pwy sydd angen yr iaith Cymraeg anyway?" medde fi.**



**Yn galaru am fy nghyndeidiau  
yr unig beth ar ol yw'r caneuon  
siantiau sidan  
cawl i'r enaid  
siocled poeth i'r galon...**

**Yn y foment honno, roeddwn i'n gwybod bod yr iaith yn perthyn i mi.  
Addewais i adeladu fframwaith newydd  
gwyrddoais yr wyddor yn offeryn  
beatbocsio'r brawddegau, rapio'r heniaith  
cynhyrchu cerddoriaeth Cymraeg cyfoes, cyffrous  
Er cof am Wncl John y Glo Jones  
Er cof am Wncl Gwyn yr ardd Davies  
Er cof am Auntie Phyllis...**

**Mae pwysigrwydd treigladau yn dibynnu arno pwy ti'n gofyn  
Hoffwn i rhoi fwy o bwysigrwydd ar sicirhau fod yr iaith yn rhan hanfodol  
o'n bywyd pob dydd  
Bydd pob dim arall yn dilyn...**

**Fi yw'r ddolen olaf  
A dw i'n fam nawr  
A dw i di bod yn canu "Dacw Mam yn Dwad" cyn iddyn nhw gyrraedd  
y gan gyntaf iddyn nhw glywed  
yn y groth, ar y fron**

**Ac mae eu Mam nhw'n gallu siarad Cymraeg  
Ac maen nhw mor proud  
Ac maen nhw'n gallu treiglo  
A dw i bron a marw achos eu bod nhw mor ddel...**

**Efallai nad yw fy Nghymraeg yn ddigon academaidd  
Efallai nad yw fy syniadau cerddorol yn ddigon generig  
Ond dw i'n clywed yr henuriaid yn clebran yn y farchnad, yn llawn iechyd  
Does na ddim lot o wahaniaeth rhwyng treftadaeth a chrefydd."**



# The Vision for A Wales of Vibrant Culture and Thriving Welsh Language in 2050

In 2050, culture and language will continue to be part of our day-to-day lives and valued as an intrinsic feature of our social, environmental and economic well-being.

The Welsh language will be thriving, with over one million Welsh speakers, and Welsh-medium education available for everyone. The language will be widely used in all aspects of daily life and workplaces, and people will have equal opportunity to access key services through the medium of Welsh and English ([A More Equal Wales](#)).

Bilingualism will be beneficial to both the economy and individuals through cognitive and social benefits ([A Wales of Cohesive Communities](#) and [A Healthier Wales](#)). The cultural economy will continue to be a successful and important part of Wales' prosperity. ([A Prosperous Wales](#))

Opportunities to experience culture will be available to all, whether in cities or rural areas, and regardless of abilities, with access to physical or virtual events, venues, and other cultural assets. Public and community transport will allow people to travel to and from events without driving, and the way gatherings are held will be low carbon and zero-waste. ([A Prosperous Wales](#))

People will be able to connect with others they wouldn't normally meet, through Human Libraries, where they will be able to share their stories, lived experiences and discuss problems, prejudices and beliefs. ([A Healthier Wales](#), [A More Equal Wales](#) and [A Wales of Cohesive Communities](#))

Culture will not be seen as elitist, and people will respect other cultures and languages. There will be opportunities to engage and learn more about other people's heritage and values and efforts will be made to engage people of all colour, creed and background in diverse cultural opportunities that interest them. ([A Globally Responsible Wales](#), [A More Equal Wales](#) and [A Wales of Cohesive Communities](#)).

[Pontio/University of Bangor, Wales](#) – Welsh language development with formal and informal opportunities for staff and the wider community. The University has also established the ARFer project to identify staff language practice to encourage the use of Welsh.

[The Netherlands](#) made trains free on [National book day](#) for people who show up with a book instead of a ticket.

[The Human Library](#) idea was initially started in [Copenhagen, Denmark](#) but has since spread internationally through the Human Library Organisation. It is now a learning platform through which you can loan people rather than books and challenge stereotypes and prejudices through dialogue.

[Wales, National Trust sensory maps](#) – supporting disabled people to access cultural sites fully and takes you on a journey of different senses, such as sound, touch and smell, to unlock 'Capability' Brown's landscape in a very different way.

[Virtue Reality](#) is a video game by the [Islamic Relief Charity](#) that teaches players about global aid (for example, building schools, shelters and boreholes to lift virtual communities out of poverty) while addressing negative perceptions of Islam.



Culture will be used to gain new skills and learn about global issues while helping to remove biases and bring different cultures together (A Prosperous Wales and A Globally Responsible Wales).

Creativity will be recognised as an essential and valuable skill, which will not only stimulate productivity but also be beneficial for people’s mental health (A Healthier Wales). Schools will teach us skills for life, and we will spend more time outside. (A Prosperous Wales)

Culture will be used to improve places that are not traditionally associated with it, which can also improve economic return. (A Prosperous Wales)

Culture and the Welsh language will be an intrinsic part of communities, planning and place-making. Organisations will make the most of local assets such as libraries, play and sports facilities, museums, galleries, arts organisations, natural resources and historic buildings and work with local people to enhance culture and heritage. (A Wales of Cohesive Communities)

Children will have access to recreational spaces and places to play and get involved in physical activity. Play will be an important aspect of every community, helping children find a sense of belonging and thereby contributing to cohesion and social inclusion. (A Wales of Cohesive Communities)



Wales - [Cultural Ambition programme](#) – a collaboration between Creative and Cultural Skills, Welsh Government and other heritage partners to diversify and upskill the cultural workforce.

[Fusion programme](#) – Welsh Government partnership with different stakeholders to invest in culture as a means to develop new skills in communities experiencing economic disadvantage.

The Ty Pawb arts and culture centre in [Wrexham](#) is a space which combines a street food market, marketplace, gallery, arts and crafts school, cinema and more – providing multiple benefits for the town and community.

[Hip Hop Caucus](#) is an action group that uses culture as a means to unite communities and engage with people who feel under-represented by the political mainstream. The movement work towards finding solutions to some of the world’s most significant issues– from strengthening democracy to climate change.

[St Fagans Museum’s](#) play area, [Yr Iard](#), creates links with the museum while fostering creative play and being as sustainable and environmentally friendly as possible.

[Ty Pawb](#) hosted a Play-Work Exhibition, transforming the gallery into an interactive playscape. [Chwarae Cymru](#) published the thoughts of five-year-old Archie, who enjoyed the exhibition: “I’ve been playing at the Ty Pawb Exhibition. It’s the best exhibition I’ve ever been to! I think it was really good and there were lots of great things to do there.”



Depopulated and abandoned sites, as well as declining high streets, will be re-imagined and regenerated through the lens of culture to create something new and innovative that communities can enjoy. (A Wales of Cohesive Communities and A Prosperous Wales)

People will reconnect with nature through culture, and derelict and abandoned places will be turned into parks, using culture to share knowledge and raise aspirations about biodiversity improvement. (A Resilient Wales)

There will be well-equipped and accessible cultural facilities across Wales, which enable people to participate in, and excel at, culture regularly. Children and young people will be encouraged and enabled from early years to participate in regular routines of physical activity. There will be good quality facilities, and poverty will not be a barrier to opportunity. The role of culture will be widely recognised for its role in preventing and improving people's physical and mental health, through an increase in social prescribing, for example. (A Healthier Wales)

Culture and language will be valued as mechanisms for positive change. They will be seen as key tools for addressing long-term issues, such as climate change (A Prosperous Wales and A Globally Responsible Wales), loss of biodiversity (A Resilient Wales), poverty, discrimination (A More Equal Wales) social isolation, mental and physical illness (A Healthier Wales) etc.

[Ideas, People, Places](#) – An Arts Council of Wales collaboration with communities, that looked to embed culture in several innovative regeneration projects.

A High Streets Heritage Action Zone fund was introduced in England to improve historic high streets. Historic England administers the fund, and they are currently [calling for Arts and Heritage organisations to join their local authority 'Cultural Consortium' group](#).

The [Manchester Arts Sustainability Team](#) is a group of organisations working on ways to tackle climate change through the medium of culture by feeding into the [Manchester](#) climate change strategy.

[Eco by Strange Loop Games](#) is a simulation game that requires players to build a civilisation without destroying the planet. Gamers must collaborate to create a sustainable economy as well as laws that protect and improve the environment.

[Landschaftspark](#) in [Duisburg-Meiderich](#), Germany, used to be an ironworks plant but was abandoned in the 1980s. Since then, it's been turned into a park and cultural centre. See below.



Climarte is an Australian partnership of arts organisations, practitioners, administrators, patrons and academics from across the spectrum of the arts sector, committed to advocating for immediate, effective and creative action to restore a safe climate.

Swiss artist Klaus Littmann has turned a football stadium in southern Austria into a forest; making a point about climate change and deforestation.

The Future Library forest in Norway – One thousand trees have been planted to provide paper for a special anthology of works to be published in a hundred years. Between 2014 and 2114, one author will contribute their work each year, and these will be held in trust and unpublished until 2114.

My contribution to this vision is outlined through my work on my areas of focus and set out in detail in the chapter 6.

The culture sector will play an important role in challenging and communicating the transition society is making towards a more sustainable future.



Federation of Welsh Museums idea at an Our Future Wales roundtable



# People's perception of progress towards this goal

**I would like to say thank-you to the following people and organisations for their contribution to my work on this goal.**

I would like to thank the [Arts Council of Wales](#) who were partners in my Art of the Possible programme, on the goal of 'A Wales of Vibrant Culture and Thriving Welsh Language.' And, specifically, Carys Wynne-Morgan, who was seconded to my office to support this work and for her continued insight and advice during the preparation of the guidance on this goal, which forms the basis for this chapter. I would also like to thank her for her advice in the preparation this Future Generations Report. Many organisations and stakeholders provided input into the Journey, and helpful comments on drafts of this Report, which is appreciated. I would like to thank the [Welsh Language Commissioner Aled Roberts](#), [Coleg Cymraeg Cenedlaethol](#), [Sport Wales](#), [Play Wales - Chwarae Cymru](#) and the [Wales Federation of Young Farmers Clubs](#) for their ideas and views, as well as everyone who attended my roundtable on culture in February 2020.



Carys Wynne-Morgan  
Goal Convenor for A Wales of Vibrant Culture and Thriving Welsh Language, from the Arts Council of Wales

**A Journey to A Wales of Vibrant Culture and Thriving Welsh Language**

- 1: **Developing skills**, increasing opportunities and respecting our status as a bilingual nation.
- 2: **Supporting people to engage** with culture in their daily working and recreational lives, and bringing out the best in our cultural professionals.
- 3: **Using cultural and linguistic interventions** to address wider societal issues.
- 4: **Using culture and the Welsh language** as a driver for economic and environmental change.
- 5: **Enabling our citizens to access and engage** with their own and other cultures.



Comisiynydd y  
Gymraeg  
Welsh Language  
Commissioner



# People's perception of progress towards this goal

Listening to what people think and believe is an important part of involvement. That is why, in this section, I wanted to give a flavour of what people have told me, since the beginning of my term and in relation to this report. People's views included:

- Culture can be a catalyst for change.
- Culture and Welsh language play a vital role in our lives.
- The Welsh language provisions for previous generations were poor, and there are adults now who would like to speak Welsh but have not had the opportunity to learn.
- Culture should not be looked at in silos; it should be a cross-cutting theme across all sectors.
- The reality of accessing cultural and language services do not match policy ambitions.
- There is unequal access to culture and cultural education.

- Creative skills and subjects are not seen as equally important to other subjects in school.
- Cutbacks and austerity are seriously affecting culture, and it is usually the first to go when public bodies are under financial pressures.
- There is a lack of cultural representation on public services boards.
- We need to look at culture not just in the context of the arts but at the culture we have as a society.
- We need Welsh language services that are as easily and readily accessible as English ones.

In addition to this involvement, I also have carried out my statutory duty to monitor and assess progress by public bodies in meeting their well-being objectives and the requirements of the Act in general and conducted research. As a result of these activities, I have identified the following opportunities and challenges.



## Challenges and opportunities for change

These are the areas in my Journey to a Wales of Vibrant Culture and Thriving Welsh Language where I recommend public bodies should focus.

### Support the Welsh language

#### What future generations need

**"It is a human right for people to speak in their own language"**

Professor Anneli Sarhima,  
University of Mainz, Germany

All children should be given opportunities to access Welsh-medium education and, in so doing, become bilingual. We need to go beyond school education by focussing on people using their skills in higher and further education, in the workplace and community settings.

The Welsh Language Commissioner, Aled Roberts, has also stated that to [achieve the aspiration of a million Welsh speakers](#) by 2050, there needs to be a [greater budget investment in the language](#)

#### Where we are now

The awareness of indigenous languages globally is increasing, and 2019 was the United Nations' International Year of Indigenous languages. Here in Wales, Welsh language is part of our identity, our history and our day-to-day life, the profile of the language has been raised through targets, regulations and legislation.

The last census told us the number of Welsh speakers overall has fallen from 582,000 in 2001 to 562,000 in 2011, meaning that 19% of the population are Welsh speakers. However, we know from other surveys that more people can speak Welsh but don't do so regularly. Encouragingly, the census reported an increase in speakers in Cardiff, Monmouthshire and Caerphilly, as well as an increase, [in children and young people aged between five and fifteen](#).

In 2011, the National Assembly for Wales passed The Welsh Language Measure, giving the Welsh language official status in Wales, and placed a requirement on most public bodies in Wales to operate in [accordance with the Welsh Language Standards](#).

[Cymraeg 2050: A million Welsh speakers](#) set out Welsh Government's approach to increasing the use of the language, with a range of actions to achieve targets and interim projections. [add the cover of the strategy and link]

**The target of a million speakers and an increase in those who speak Welsh daily to 20% by 2050 is an ambitious policy, but more action across all public bodies is needed to achieve this target.**



Welsh Government's strategy recognises the importance of the education sector in increasing the number of Welsh speakers and envisions that 70% of all school leavers will be able to speak Welsh by 2050 as a result of its interventions. All local authorities are required to publish Welsh Education Strategic Plans to outline how they will develop Welsh-medium education in their areas.

Many children attend nurseries and Cylch Meithrin, which are affiliated to Mudiad Meithrin, that provide early years childcare through the medium of Welsh. Many, but not all, continue into Welsh-medium statutory education. Obstacles include varied local provision as the child progresses from meithrin to primary and then to secondary school. In 2017, I received several letters from the public regarding the closures of Welsh-medium streams in several schools.

**"The closure of the Welsh-medium stream will create a two-tier class of education with those children that wish to learn through Welsh becoming disadvantaged second-class pupils."**

Correspondence

The [Welsh Language Commissioner's five-year report](#) noted that while there has been a steady increase in the percentage of young people speaking Welsh through the education system, there has not been an increase in Welsh-medium education over the past ten years.

A report by Plaid Cymru found that the number of children receiving education through the medium of Welsh (which is slightly below 100,000), [will need to double over the next 30 years to reach the Cymraeg 2050 target](#).

We need to scale up our efforts to reach the Cymraeg 2050 targets. [Welsh Government projections](#) based on the 2011 Census show that if efforts to promote the Welsh language are not increased, we will have around 666,000, rather than one million Welsh speakers by 2050.

Welsh Government initiatives, such as [Dydd Miwisig Cymru](#), (Welsh Language Music Day) and [Diwrnod Shwmae Sumae](#) (a day to promote the Welsh language by starting every conversation with shwmae, su'mae or shwdi!), introduced after the 2011 Census, are encouraging. These measures can and should help us move closer to the goal of one million Welsh speakers.

I welcome the Welsh Language Commissioner's call for more clearly-defined duties set through legislation, to ensure that schools, over a period of time, offer a curriculum that will lead to more Welsh speakers, and develop a far-reaching strategy to increase the number of teachers teaching through the medium of Welsh.

One example of developing Welsh language within education was on a recent [Lead Creative Schools project](#). Pupils at [Ysgol Y Traeth](#) collaborated with artist Catrin Williams and author Lowri Cooke, to explore different foods available in their local area. This experience helped pupils' confidence in speaking Welsh but also provided an opportunity to explore their local culture. One impact of this was an increase in pupils' awareness of the social use of the Welsh language on a local level, as well as supporting local business and valuing local produce.



As highlighted above, provision of Welsh medium education will need to increase as it is not always accessible, meaning not everyone in Wales is given the opportunity to become bilingual. This, in turn, means that many people do not have the same opportunity to access jobs where Welsh language is essential. Consideration should be given to how public sector posts are distributed throughout Wales, to enable fair access to job opportunities and distribution of wages.

This issue has been particularly highlighted by Race Alliance Wales who have said that more opportunities are needed for people to learn Welsh on the job, as people from Black Asian and minority ethnic communities are often unable to meet a job pre-condition for speaking Welsh. It is also important to ensure that people who come to live in Wales from abroad have opportunities to learn Welsh, as a way of building community cohesion, local economies and culture at the same time.

There are examples of where these challenges have been overcome, and we need to replicate those across Wales to give everyone an equal opportunity to engage with and learn the Welsh language:



Sophie Howe with Jane Davidson (middle) and Jane Hutt (Right)

Mymuna Mohamood is a research assistant from [Butetown in Cardiff](#) who identifies as Somali Welsh. She speaks Somali, Arabic, English and Welsh. She had Welsh lessons in school and is now learning on a course through work. “It's been a great opportunity,” [she says](#), “especially being from a minority ethnic background and growing up in Wales, having dual identity, your culture being Somali and Welsh. The Welsh have the same thing, so that's where that passion stems from.”

[Newport City Council](#), in collaboration with SEWREC, the local Equality Council, Menter Iaith Casnewydd and Cymraeg i Oedolion, has worked to develop and deliver a project aimed at improving the BAME communities' engagement with Welsh language culture and education. Through a grant from Dysgu Cymraeg Gwent, they delivered three sessions for up to 20 adults as well as three family-orientated sessions, which provided a taste of [Welsh-medium childcare and social activities, aimed at promoting all aspects of the Welsh language](#),

[Coleg Gwent](#) ran [a project](#) to better understanding the feelings and opinions of people from multicultural backgrounds about learning Welsh and barriers to their learning. They offered language awareness-raising courses and Welsh taster sessions within venues popular with members of these communities.

To make such examples the norm, we need to start making Welsh classes affordable and accessible for all..



**The Welsh language must play a full part in the latest technological developments to ensure that it remains a modern language used in all aspects of everyday life**

**“Social media has made the Welsh language in all its diverse registers, accents and dialects more visible than ever before.”**

Rhodri ap Dyfrig, an online content commissioner who works on Hansh (a Welsh language social platform).

Welsh Government has developed a [Welsh language technology and digital media action plan](#), aiming to ensure that the Welsh language can be used in a wide variety of contexts, from using voice, a keyboard or other means of human-computer interaction.

The plan sets out several actions, including, the development of conversational AI for the Welsh language; using the new curriculum and the Hwb website to develop children’s and young people’s skills in digital literacy, coding, digital content creation in Welsh; adapting relevant technology procurement procedures to ensure the Welsh language is considered from the outset; and support workshops that ensure people create and publish video, audio, image and text content in Welsh.

Efforts are already being made by voluntary organisations to increase their Welsh language presence on the internet:

Mentrau Iaith Môn’s Wici Môn aims to increase the amount of Welsh on Wikipedia to raise the status of the language with large software developers, focusing on historical, scientific and cultural subjects. So far, 2,752 articles have been written by Wici Môn volunteers.

Applications and online lessons present an alternative way for people to learn Welsh and allow people outside of Wales, sometimes with no Welsh heritage, to learn our language. The language app Duolingo has [reported a 34% rise in people learning Welsh](#) through their platform between 2018 and 2019. The Say Something in Welsh online tool estimated it has up to 60,000 regular users of its website.

Technology can teach soft skills in Welsh, promote health and well-being and help people better understand the struggles, including language barriers, that others experience in their day-to-day lives.

Gwynedd Council, with the help of the creative agency, Glactig, led [a Welsh language virtual reality experience to help Gwynedd residents understand dementia](#). This project was funded by Arloesi Gwynedd Wledig and Welsh Government’s Cymraeg 2050 Grant.



In April 2020, S4C announced that the smart speaker, Amazon Alexa has a new skill called [Welsh Language Podcasts](#), that allows users to search for content through the medium of Welsh for the first time. According to S4C research, at least one in five British homes now uses a smart speaker. In the future, we will become increasingly dependent on smart home devices, meaning many of our daily appliances will be directed by voice. There is a need for us to develop and support businesses to create digital products that can be used in Welsh.

While these are positive developments, there should also be further consideration of how the language can be supported in relation to the development of future technology-based jobs. For example, cybersecurity is a critically important emerging industry with skill gaps. Still, it is not clear how young people and the existing workforce can develop skills in this area through the medium of Welsh.

**Public body objectives and steps do not always meet the level of ambition needed to achieve this goal and are not demonstrating sufficiently how they will contribute to the national target of a million speakers and an increase in those who speak Welsh daily to 20% by 2050.**

Some public bodies have expressed views about the future of the Welsh language in their response to my national conversation 'Our Future Wales'. For example:

[Mid and West Wales Fire and Rescue Service](#) told me they'd like to see a

**“Continued focus on delivery of Welsh language services.”**

[Natural Resources Wales](#) noted that they want to ensure:

**“That Welsh language services are as easily accessible and available as English language services, to give Welsh speakers a real language choice, so that they can live their lives through their preferred language if they so wish.”**

There is also a noticeable effort from public bodies to improve the provision of Welsh language in the workplace and through their engagement with the public.

The Welsh Language Standards require organisations to develop a policy on the use of Welsh internally, to promote and facilitate its use. They must assess the need for Welsh language skills when filling a new or vacant post. An [analysis in 2018-19](#) showed that of 1,981 posts Welsh, language skills were mentioned in recruiting for 67% but were essential for only 5%.

Opportunities to use Welsh have [increased since the standards were introduced](#) and the National Centre for Learning Welsh works with employers to strengthen Welsh language skills in the workplace.

While it's good to see public bodies are thinking about these issues, such aspirations and focus should reflect in their well-being objectives and steps.

Of the objectives that do mention Welsh language, most refer to the Welsh Language Standards or the statutory duty on public bodies to promote and protect the language.

For example, [Carmarthenshire](#), [Ceredigion](#) and the [Vale of Glamorgan councils](#), and [Amgueddfa Cymru](#) all have steps within their objectives to 'Implement the Welsh Language Standards.'



The Welsh language standards must be fully implemented in all decision making so that the Welsh language is mainstreamed into the strategic decisions of all public bodies.

However, I want public bodies to go beyond these and continue to explore new and innovative opportunities to promote the Welsh language in all aspects of their service delivery and to support its use in all areas of life. The considerations arising from the Welsh language standards should intertwine with well-being objectives and steps, as well as other local strategies, such as local well-being and economic plans.

It is encouraging to see some public bodies make efforts and find new ways of promoting the Welsh language and provide bilingual opportunities for people and promote wider well-being:



Sophie Howe with Sian Lewis, Chief Executive of Urdd Gobaith Cymru

[Ceredigion Council](#) piloted a Welsh language tutor in the workplace to have classes in accordance with individual need.

[The National Museum](#) hosted the “Ar Lafar” festival for Welsh learners, an initiative in partnership with the National Centre for Learning Welsh. The Museum has also started to experiment with digital augmented reality and virtual reality innovations at National Museum Cardiff, National Roman Legion Museum and Big Pit. This has led to a bilingual Google Expedition at Big Pit; providing the first Welsh language virtual reality tour available on Google Expeditions.

[The National Centre for Learning Welsh](#) offers free Welsh lessons to refugees to introduce people to the Welsh language as well as support community cohesion, in partnership with the Welsh Refugee Council in Cardiff, and in partnership with the Red Cross in Newport. [There are also opportunities to learn the language informally at social gatherings.](#)

The two [Simple Changes](#) that I have asked public bodies to adopt relating to the Welsh language were amongst the ‘most adopted’ or ‘in development’ across public bodies. Of the 33 public bodies who responded to my call for information on the implementation of Simple Changes, all of them had adopted or were developing [Simple Change 53](#), ‘Ensure that all of your access points have bilingual greetings’. Thirty-two had adopted or were developing [Simple Change 54](#), ‘Use the Cymraeg comma on lanyards and email signatures of all staff who are Welsh speakers’.



The Simple Changes are an encouraging start, and I would encourage public bodies to look at some of the bigger, more ambitious actions suggested in my [Journey to A Wales of Vibrant Culture and Thriving Welsh Language](#) to increase their efforts in this area.

**Welsh Government is continuing to show political will and determination to improve and promote the Welsh language but more needs to be done to address the loss of Welsh language skills when young people move beyond statutory education.**

**“I am also investing in the Welsh language and audience insight research to learn more about the public's behaviours and attitudes towards the language. This will shape our marketing strategy, the way we target our audience, and ensure that we are engaging with the right audience with the right message. This aim is that this work will also prepare the ground for other initiatives, making people more favourably disposed towards considering Welsh-medium educations for their children, transmitting the language in the family, continuing to use the language after leaving statutory education and learning Welsh as adults.”**

Eluned Morgan AM, Minister for International Relations and the Welsh Language. Our Future Wales response

Many young people lose their Welsh language skills when they move from statutory education to further or higher education. [The Well-being of Wales for 2018-19 report](#) also confirmed that children are the group most likely to report they speak Welsh, and about a third of the increase in the number of Welsh speakers on the Annual Population Survey since [2008 can be attributed to 3-15-year-olds](#)

The Cymraeg 2050 Strategy states the intention to reform post-16 Welsh-medium and bilingual education to ensure that young people can continue developing bilingual skills to support a prosperous economy.

[Coleg Cymraeg Cenedlaethol](#) was established in 2011 to develop and support Welsh-Medium provision in universities. Since its establishment, there has been over a 25% growth in the number of students studying in Welsh at university. This growth has not been matched in the further education sector and in 2019 Welsh Government [launched an action plan](#) to develop bilingual provision across the further education and work-based learning sectors.

A significant obstacle to the use of Welsh is the lack of economic opportunities for people who live in areas of Wales with a high density of Welsh speakers, such as North and West Wales. This means that young people often leave these areas to find work or are priced out of the local housing market.

Welsh Government has undertaken a consultation on [“National policy on Welsh language transmission and use in families”](#) which is a step in the right direction to improve the use of Welsh language at home. The aims set out in this policy are to inspire children and young people to speak Welsh to their children in the future; reignite the Welsh language skills of those who may not have used Welsh since their school days, or who have lost confidence in their language skills, to speak Welsh with their children; support and encourage the use of Welsh within families, where not everybody speaks Welsh; and to support Welsh-speaking families to speak Welsh with their children.

There are good signs of progress towards Welsh language targets. Still, unless more people are able to learn and become fluent in the Welsh language through both the education system and outside of it, then the goal of ensuring that the Welsh language will not be achieved.



We need to see more ambitious efforts across all of Wales, and I have set out actions to help public bodies in my [Journey to A Wales of Vibrant Culture and Thriving Welsh Language](#).

Welsh language is not simply a means of communication – it is an intrinsic part of who we are as a nation, our culture and our way of life. Organisations such as those mentioned below play a vital role in keeping the Welsh language alive and helping it grow. I have been privileged to work with many of them, and I am grateful for their contributions to my work:

- [Mentrau Iaith](#) (a national network supporting and promoting the Welsh language);
- [Urdd Gobaith Cymru](#) (national youth movement) and [Urdd Eisteddfod](#) (Welsh language and cultural youth festival);
- [The Eisteddfod Genedlaethol Cymru](#) (a festival celebrating the culture and language in Wales);
- [Theatr Genedlaethol Cymru](#) (the Welsh language national theatre);
- [Gŵyl Gerdd Dant](#) (a Welsh tradition of presenting or performing poetry to harp accompaniment);
- [Merched y Wawr](#) (a women’s movement);
- [Llenyddiaeth Cymru / Literature Wales](#);
- [National Federation of Women’s institutes](#);
- [Wales Federation of Young Farmers Clubs](#)
- [Mudiad Meithrin](#) (a national voluntary organisation that provides Welsh-medium primary care and education).

Working with these organisations and others will help public bodies make progress towards their well-being objectives. For example, Welsh poetry, literature and culture could be used to engage people with dementia. Welsh theatre could be used to build creative skills through the language to support young people, community groups such as [Merched Y Wawr](#) and [Young Farmers](#) could be part of building a community response to tackling Adverse Childhood Experiences. Public bodies should, therefore, demonstrate how they are more proactively working with and supporting local and national cultural organisations in setting and meeting their well-being objectives and steps, while also seeking to contribute to other well-being goals.

Parti Ponty, organised by [Menter Iaith Rhondda Cynon Taf](#), is a Welsh language festival for everyone, showcasing a mixture of performers from the area, and beyond, which has expanded to events across [5 locations in the county in 2019](#).

Following a proposal from their Youth Board, [The Urdd](#) are planning to develop a new Environmental and Well-being centre based around the principles of the Well-being of Future Generations Act. Intended as a place for a digital detox, it will encourage young people to connect with the surrounding environmental and cultural landscapes to experience a more sustainable way of life. They intend to build a ‘Field to the Fork’ ethos, with young people growing and harvesting their food from the kitchen garden, beehives and nearby surroundings and will cook and eat together in the ‘green energy’ field kitchen.

More information on the state of the Welsh language is available in the Welsh language Commissioner’s report, [The Position of the Welsh language](#).

## Value culture and creativity as a core dimension of well-being

### What future generations need

The Well-being of Future Generations Act includes culture as a key dimension of well-being and sustainable development for the first time. Therefore, public bodies should not only be aiming to maximise their contribution to this goal but also to improve the cultural well-being of Wales.

Public services need to value and promote culture as one of the core dimensions of well-being.

This means doing more to integrate cultural considerations at the start of policy and funding decisions, to inspire new and alternative solutions that unlock cross-cutting benefits. It also means recognising bilingualism and creativity as essential and valuable skills, which will not only stimulate productivity but also benefit people's physical and mental health.



**“We also need to recognise, acknowledge and value the myriad languages and culture which also have a home in Wales and will play a key part in its future.”**

Race Alliance Wales in their feedback to my draft report.

### Where we are now

Article 27 of the [Universal Declaration of Human Rights](#) states that “everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.”

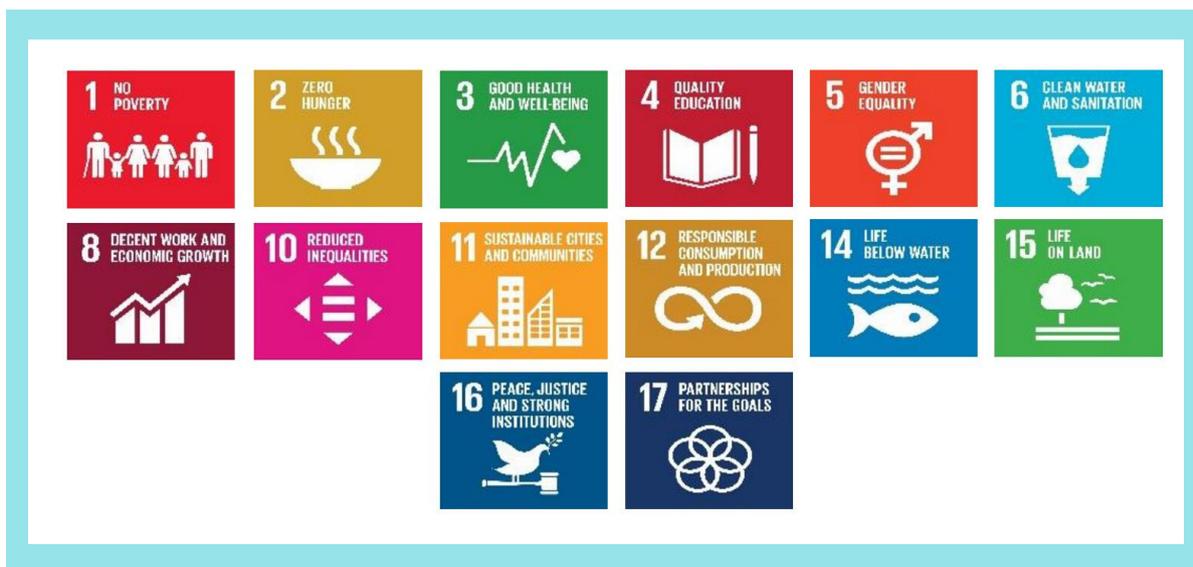
Article 31 of the United Nations Convention on the Rights of the Child notes that “every child has the right to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts.”

Cultural rights are, therefore, inseparable from human rights, as recognized in Article 5 of the 2001 UNESCO Declaration on Cultural Diversity and can be defined as the right of access to, participation in, and enjoyment of culture.

While culture is mentioned in the indicators for the United Nation's Sustainable Development Goals (SDGs), none of the Sustainable Development Goals set out a cultural goal, and the UN definition of sustainability doesn't include a cultural dimension as we do in Wales.

According to the [Supplementary Report to the UK Voluntary National Review of progress towards the Sustainable Development Goals 2030](#), which my office helped prepare, this goal is linked to the following Sustainable Development Goals.





I welcome Welsh Government’s leadership in emphasising culture through the Well-being of Future Generations Act, within the definition of the sustainable development principle.

**Areas such as broadcasting and online streaming sites are non-devolved, but demand for Welsh culture and language is increasing. Welsh Government should further explore opportunities to use these platforms to share Welsh culture and language with wider audiences across the world**

A large part of the cultural sector is devolved to the Senedd, which can legislate on arts and crafts, museums and galleries, sport, libraries, archives and historical records, cultural activities and projects. While areas such as broadcasting and other media are non-devolved, they still help promote and share Welsh culture.

Welsh language music has a lot to offer to the world and can go a long way to promoting Welsh culture. Alfa (two teenage rock musicians) from Gwynedd, North Wales, passing one million plays on Spotify, [with a Welsh language song](#), is an example of how the Welsh language continues to influence the music scene.

Public service broadcasting – on television, radio and online – also makes a very important contribution to life and well-being in Wales. It helps to define a sense of cultural identity and plays a crucial role in informing citizens about (and promoting engagement with) politics and government at both local and national level.

Therefore, it is important that people can choose from options which reflect the reality, culture and language of Wales when deciding what media to consume. Over the years, BBC Cymru Wales, S4C and other broadcasters have found innovative and creative ways of presenting Wales on our screens, including through shows and films such as *Pride*, *In My Skin*, *Hidden/Craith*, *Keeping Faith*, *Hinterland/Y Gwyll* and *Gavin and Stacey*. Some of these, such as *Hidden/Craith* and *Hinterland/Y Gwyll* have managed to reach a much larger audience through streaming services such as BBC and Netflix.

The depiction of Welsh language on Netflix’s *The Crown*, for example, has been very useful for the promotion of Welsh language not only in Wales and the UK, but across the rest of the world as well.



**“Millions of people are going to be aware of the existence of the language, as a living language, for the first time ever.”**

Dafydd Iwan regarding the depiction of Welsh in ‘The Crown’.

However, some believe Welsh culture cannot be fully reflected, while broadcasting is still a reserved matter for UK Government.

Devolution of the sector is seen by some as the most effective way to tell Welsh stories from a Welsh point of view.

In 2014, the Commission on Devolution recommended that regulation of broadcasting should remain the responsibility of the UK Government, with some changes as to the representation of Wales in [scrutiny and decision-making](#). Welsh Government has previously noted that it was not seeking [devolved broadcasting powers at the moment and that broadcasting cannot be treated in isolation](#) – it has to be considered in the broader regulatory perspective, which includes Welsh and English digital media.

The Welsh Assembly Culture, Welsh language and Communications Committee is currently undertaking an inquiry into the [Devolution of Broadcasting in Wales](#). I look forward to considering their report and recommendations once finalised.

**Welsh Government are able to show some evidence on how they are supporting the cultural economy, but need to ensure they are applying principles of sustainable development across all policies in this area**

The creative industries are becoming more widely recognised for their contribution to the economy and in 2021, the United Nations are planning an International Year of Creative Economy for Sustainable Development.

The cultural sector is a vital cog in the Welsh economic machine. It is one of the fastest-growing sectors in Wales and contributes to jobs, wealth, tourism and helps put Wales on the global map.

Figures from 2014 showed that Wales has over 5,300 creative businesses, which generate over £2.1 billion annual turnover, and provide employment to [over 49,000 people](#).

The sector produces talented and creative individuals with transferable skills, who contribute to more than just the creative sector. Cultural professionals can help with designing and re-generating communities by breathing new life into unused spaces, derelict and desolate industrial zones, to turn them into something beautiful that people can enjoy. This can, in turn, improve the image of a place or region and contribute to local economic growth.

Welsh Government has established an internal agency, [Creative Wales](#), to build on existing successes of the creative industries in Wales and develop new talent and skills – positioning Wales as one of the best places for creative businesses to thrive.

While this is a welcomed and necessary mechanism to promote and harness cultural activities and curation, their plan, [Priorities for the Creative Industries in Wales](#), does not make any reference to meeting the aspirations of the Well-being of Future Generations Act.



Therefore, we are potentially missing an opportunity to harness the power of the creative sector in meeting several challenges. For example, one of the most significant changes to public awareness of the climate and nature emergency has come from documentary film (most notably, David Attenborough's Blue Planet).

The remit of Creative Wales focuses on maximising the economic opportunities of creative industries. However, Welsh Government should also be seeking innovative ways to make connections between their well-being objectives and harness all levers; especially when establishing new policies and bodies.

Positively, Wales has seen some great successes in showcasing its cultural work internationally, through initiatives such as at the Smithsonian Folklife Festival, Wales in Venice, Wales at London Book Fair, and Lorient Interceltic Festival in Brittany to name a few. These [initiatives have helped internationalise the reputations](#) of Welsh artists, arts organisations, musicians and craftspeople. Also, initiatives like Eisteddfod Llangollen, Focus Wales, Green Man, Hay Festival and Festival No 6 have all attracted international attention; helping to put [Wales on the global cultural map](#). Many of these have been supported and part-funded by Welsh Government's Major Events Unit.

Welsh Government has also announced additional capital funding for the Books Council of Wales to invest in information technology systems that will support the growth of the publishing industry in Wales. [Welsh Government has noted that](#) "A healthy publishing industry is an essential part of Wales' cultural identity and Creative Wales' support of the Books Council of Wales, will help support essential services for the publishing industry in both the Welsh and the English languages."

Other initiatives include the [National Poet for Wales](#), organised by Literature Wales, appearing in festivals and events worldwide to raise the profile of Welsh writing and writers.

All of these initiatives make a positive contribution to supporting and promoting the vibrant culture of Wales. However, Welsh Government need to demonstrate, through remit letters and funding criteria, how it is seeking wider contribution to its own well-being objectives through these bodies' programmes and initiatives.



Sophie Howe with Jane Davidson



**Our natural environment is a key part of Wales' tourism offering. Welsh Government must therefore demonstrate how its Tourism Strategy and support for major events are enhancing biodiversity and contributing to carbon reduction**

Culture is at the heart of tourism in Wales; 61% of overseas visitors cite our historical sites as a [key reason for their visit to Wales](#). The cultural sector includes not only castles, museums, festivals and heritage sites but also our food and drink, as well as sports events and recreational green spaces, including our national parks and landscapes. Wales also has three UNESCO World Heritage sites, attracting considerable international attention and contributing to tourism and the economy.

Welsh Government's plan, [Welcome to Wales: Priorities for the visitor economy 2020-2025](#), recognises culture as one of the key areas of Wales' core offer. [Visit Wales](#) is another platform that promotes the many things Wales can offer to visitors, including the rich and vibrant cultural landscape.

A castle in [Conwy](#) is twinned with a castle in [Himeji, Japan](#), [aiming to promote sustainable tourism at both sites](#). They also use educational projects to promote knowledge about the castles, their histories and the communities around them and to exchange skills and expertise through joint cultural and sporting activities.

2017 was the United Nations' International Year of Sustainable Tourism for Development. Unfortunately, many current tourism practices can be damaging across all four dimensions of well-being, but especially the environment. Such practices can be discouraged through a combination

of hard and soft measures, such as planning regulations, transport restrictions and fines, as well as investing in education on the damage that tourism can cause our environment. Public bodies should ensure any negative impacts of tourism are prevented. My office has provided input to the development of the new Welsh Tourism Strategy and, in collaboration with Welsh Government's Major Events Unit, have co-created a Sustainable Conferencing Guide, which is aligned to the Well-being of Future Generations Act. Welsh Government should use the guide to ensure any events attracting tourists and visitors to Wales are responsible and sustainable. Events should be able to demonstrate their contribution to the seven well-being goals, for example, ensuring events are low carbon, zero-waste and offering equal opportunities for all.

**"When the world thinks of Wales, they think of castles, wild landscapes and natural beauty. It's exciting to see Wales in demand for film and TV, and I hope that, through protecting and restoring our natural heritage that we see this sector grow further."**

Iwan Rheon, Actor and WWF Cymru Ambassador"

**"Maintaining growth in the screen industry and continuing to position Wales as a top location for film and television production will remain a priority for Welsh Government's support for the creative industries."**

Dafydd Elis-Thomas, Deputy Minister for Culture, Sport and Tourism. Our Future Wales response



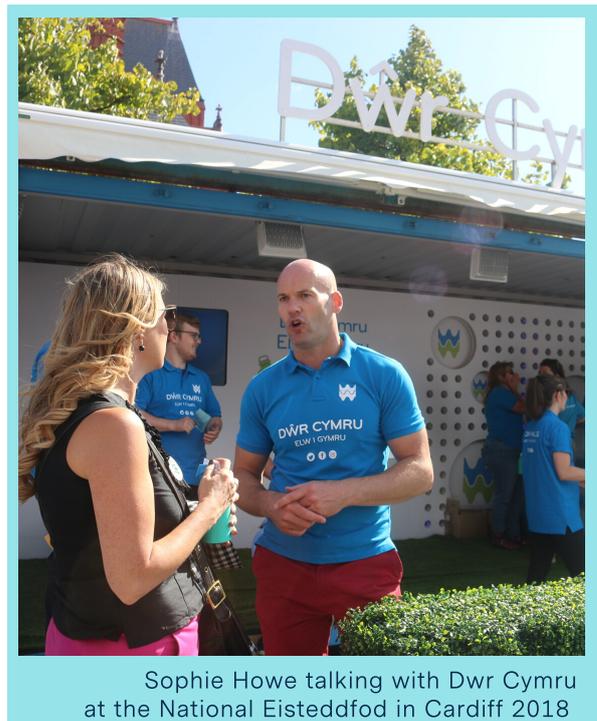
There is global interest in the use of our natural landscapes within TV and film productions. However, as demonstrated throughout this report, Wales' landscape and environments are at risk from climate change. Extreme weather events and severe flooding will become more common as world temperatures continue to rise, and global carbon emissions increase. The impact that this could have on the creative industries is very significant, and we need action needs to minimise it.

Wales is proud of its numerous vibrant festivals and events, which celebrate our culture and promote it to the world. However, the recent declaration of climate and nature emergencies provide us with the need to ensure investment, support and development for these events align with the seven well-being goals. The biggest environmental impacts stem from the transportation of visitors to and from the festival, fuel for powering the site during the event, and waste.

Fortunately, public awareness of this issue has led to both the industry and individuals taking positive steps to decrease the environmental impact of festivals. The Association of Independent Festivals has set up their campaign, Drastic on Plastic, to try and bring down the number of single-use plastics consumed on their sites. Sixty-one festivals have already committed to banning plastic straws, and the [campaign organisers are aiming to phase out single-use plastics entirely by 2021](#).

In 2018, the National Eisteddfod announced a [ban on single-use plastic](#) in the [Conwy County Eisteddfod](#).

Hay Festival has produced the [Hay Greenprint Toolkit](#) for Improving Festival Sustainability.



Sophie Howe talking with Dwr Cymru at the National Eisteddfod in Cardiff 2018

### **Creativity's importance is recognised in the new curriculum by Welsh Government, but more needs to be done to promote this skill as part of lifelong learning and into current workforces**

Being creative in the workplace can stimulate productivity as well as support employee mental well-being, [a report by AON found](#).

An [IBM study of 1,500 CEOs](#) revealed that creativity is the most critical skill for leaders. In a workforce preparedness study conducted by the Conference Board, 97% of employers said that creativity is of increasing importance. Creative practice encourages experimentation and innovation throughout organisations while creative leaders take more calculated risks, find new ideas, and keep innovating in how they lead and communicate. We can nurture this throughout the cultural workforce in Wales, whether employed by the public sector or not. (See the section Skills for the Future in Chapter 5 for more information and my recommendations)



Culture, language and creativity have many potential benefits to our children's education. The benefits of bilingualism have been investigated worldwide, and evidence shows that bilingualism strengthens cognitive abilities. Bilingual people tend to be more creative and flexible. They can be more open-minded, and they also find it easier to focus on a variety of tasks simultaneously. Bilingual people earn an average of 11% more, and evidence shows a positive relationship between bilingualism and Gross Domestic Product. The recent 'war on plastic', following David Attenborough's Blue Planet 2, demonstrates that cultural intervention has a vital role to play in educating everyone about wider global issues.

However, some people have raised that they feel culture is not, as of yet, always valued as it should be in education:

**"It's only English literature in which you can express yourself in that environment, and art/music, but sadly these are not always seen as important subjects, they're not curriculum favourites. And things like PE as well, that should be put higher on the agenda."**

Diverse Cymru event July 2019

The Curriculum for Wales 2022 is a positive first step, with a focus on softer skills, including creativity. The benefits of the new curriculum will only be realised if it is implemented fully, and with teachers prepared (personally and professionally) to deliver its challenging requirements. This involves working differently; involving a broader range of people in education. (See the section on Skills for the Future in Chapter 5 for more information and my recommendations)

## **Funding to support cultural assets, production and delivery is not always seen as essential and can be the first thing to go when budgets are considered by public bodies**

**"I am concerned that, through austerity and cutbacks to public services, we are losing all the things that turn an existence into a rich and full life. Libraries, music lessons for our children, publicly owned and accessible theatres, galleries and concert halls. If it hadn't been for a youth theatre group when I was growing up in a very dysfunctional situation living me hope and expression, I would not be here now".**

Our Future Wales conversation, Bangor

**"I have a nursery age daughter who will be embarking on her educational journey in September. I am chair of the regional arts and education network for north Wales which brings artists and organisations together to work with schools to deliver their creative learning. Funding ends in 2020..."**

Our Future Wales conversation, Wrexham

**"I'm a volunteer with the Llangollen International Musical Eisteddfod – a fantastic event which began in 1947 bringing music and dance to North Wales during a difficult time. I love volunteering, meeting people from around the work and making new friends. It's a family thing too – my parents are volunteers (and still friends with Bretons from ages ago) plus my nine-year-old. Funding is very tight and a lot more festivals available but our ethos of 'where Wales welcomes the world' is still strong. Long may Llangollen Eisteddfod continue."**

Our Future Wales conversation, Wrexham



Public bodies are not always able to maintain provision in these areas, and libraries, sports facilities, leisure centres, cinemas and arts services have had funding cut. For example, public funding of the arts in Wales decreased by 18% between 2011-12 and 2017-18. Local authority funding of the Arts Portfolio Wales (arts organisations that the Arts Council funds annually) has decreased from [£11 million in 2011-12 to £5.1 million in 2016-17](#).

[A third of libraries in Wales have closed or changed hands since 2010](#) due to budget cuts, with almost one in ten libraries being run solely by volunteers in the community they serve.

**“Museums, art, culture is not valued enough, there have been massive cuts, it has an impact on people’s well-being. Shouldn’t just be in the city centre.”**

Our Future Wales conversation with 4Winds

2017-18 saw the [first real-terms increase](#) in funding from Welsh Government to the Arts Council since 2010-11.

An additional difficulty is the small number of large businesses headquartered in Wales. [The Arts Council for Wales has noted](#) that corporate sponsorship is more prevalent in urban, metropolitan areas and usually goes to larger, higher-profile cultural institutions. This means that small organisations, based in rural Wales, can struggle to gain corporate sponsorship.

The Arts Council for Wales report for 2018-19 has identified cuts in public sector funding as one of the critical risks that could lead to [key cultural organisations failing](#).

Welsh Government said in their cultural strategy from 2016, [Light Springs Through the Darkness](#), that “there is a clear need for the culture sector to up its game on fundraising, marketing and income generation”.

Encouragingly, the Arts Council of Wales has been delivering their programme of business development support, [Resilience](#), to enhance cultural organisations’ business capability, to make them [less dependent on public funding](#). However, currently, this is only open to organisations funded by the Arts Council of Wales, which means others who may need this support, may not get the help they need.



The Welsh Assembly Culture, Welsh language and Communications Committee recommended in their report, [Building Resilience: inquiry into non-public funding of the arts](#), that the Arts Council of Wales considers extending this programme to include arts bodies that aren’t already funded by the Arts Council, which is currently being explored.

Our cultural sport and leisure infrastructure is ageing despite the significant growth in built infrastructure over the last 40 years.



Maintenance and modernisation are not always a priority and ageing, deteriorating infrastructure across the public sector is increasingly commonplace, in particular for outdoor games facilities.

While community transfer assets are a possibility, there are inherent concerns related to this model; for example, the public is not often aware of the investment requirement and maintenance costs of cultural facilities. In a climate of austerity, however, more and more of these expenditures will have to be met by income, and this will need to be [communicated clearly to avoid public dissatisfaction](#).



**“Often public leisure and culture facilities are some of the last remaining community buildings, open and retained for public use. Equally as often, they are ageing facilities and in need of investment, particularly if they are heritage buildings or have not received the continued investment and maintenance as required. We are concerned about the future of those buildings being there and accessible for future generations to access, enjoy and retain for their future generations. Equally, we are concerned about the current trend of worsening building conditions which are already impacting on the quality and accessibility of the cultural and sports programmes delivered.”**

**“If Wales follows the English trend, our grave concern is that the services most needed by communities will be cut because they are unaffordable to run. This could include losing outreach community services, community hubs delivered to engage young people, walking groups, library services, arts programmes etc. In our view, this is not what public leisure and culture services should be. We cannot allow leisure to be turned into a commodity, we must ensure that leisure (and cultural) services remain for all future generations and are developed and supported to engage the communities in most need, not just those that can afford to pay.”**

Our Future Wales  
response, Community  
Leisure UK



Numerous concerns have been raised with me about parks, sports facilities and playing fields being built on, thereby removing vital spaces for outdoor recreation.

**“Even more importantly, in an age where we are constantly being reminded of the problems created by unhealthy lifestyles and lack of exercise, how can the council justify removing such a valuable sports facility which is used by all ages?”**

Correspondence about building a car park on tennis courts

Welsh Government have emphasised the importance of play for children by including an internationally groundbreaking section on play opportunities in the Children and Families (Wales) Measure 2010, which places a duty on local authorities to assess and secure sufficient play opportunities for children in their area.

Despite this, a report by Play Wales Chwarae Cymru found that 8% of surveyed children said there are hardly any places available for them to play in and a further 21% said that [only a few places are available to them](#). Girls felt more restricted in terms of recreational space, and 15% of disabled children said they could hardly play anywhere.

**“Near school and my friends, there are green spaces to play on which won’t last as it’s now being demolished to make more houses or sold up to make a bigger school or be used to make money into allotments. There will be no green spaces left for us to play. We will have to stay in on our computers and play online with our friends instead.”**

From Play Wales - Chwarae Cymru’s report.

In a similar vein, people have raised with me that they’d like culture to be a more central focus in land use planning and placemaking. For example:

**“Neighbourhoods as cultural spaces, e.g. the Big Lunch/street parties”**

**“Build communities not just houses - schools, open spaces, cultural venues, play areas.”**

**“Ensuring adequate services are available in planning – these need to be individual cultural activity, e.g. libraries, parks, heritage resource centres, arts centres”.**

Our Future Wales conversation, Culture roundtable

(See the section on Land Use Planning in Chapter 5 for more information and my recommendations)

Positively, in 2019, Welsh Government allocated a [£5m Place for Sport fund](#) to Sport Wales, to award grants that could improve, protect or create new sports facilities in Wales.

The money helped fund more than 150 projects and 28 different sports. Projects ranged from new cycle tracks and changing room renovations to new artificial pitches, floodlight installations and table tennis training robots.

One hundred and eighteen of the clubs and organisations awarded funding applied via the £1million ‘Place for Sport’ fund. A total of 319 applications were submitted (with requests reaching more than £15 million for total project costs with more than £20 million).



The 21st-century school programme provides another opportunity to build school sports facilities fit for the future; designed to cater for a wider range of interests, to provide the opportunities, and quality of experience, and to motivate more young people, [particularly girls](#). It also offers the opportunity to ensure that new schools are designed to better provide for school playtime, and for use for play after hours, in line with Welsh Government's guidance [Wales – A Play Friendly Country](#).

Play Wales - Chwarae Cymru has developed a [toolkit](#) to help schools and local authorities with this.

Ysgol Y Deri's in [Penarth, Vale of Glamorgan](#), [opened its doors on Saturdays](#) to provide children, and specifically disabled children, with a place to play on weekends.

**“Wales has the opportunity to be different [than the UK as a whole] and could take ownership and care for public leisure and cultural services and facilities.”**

Community Leisure UK

When it comes to our historical environment, the [Well-being in Wales 2018-19](#) report says 62% of all scheduled monuments are classed as being stable or improving, but 14% are still assessed “at risk”. Of the 30,000 listed buildings in Wales, 75% are in a stable or improving condition, but 9% are considered to be at risk.

There are also inherent risks to our historical environment resulting from climate change and extreme weather, discussed in the section below.

Some public bodies are thinking about maintaining and improving cultural infrastructure and access to culture, even if this doesn't always translate explicitly into their well-being objectives. For example, Neath Port Talbot Public Services Board have told me that their priorities are to:

- Maintain the present level of library service and ensuring they continue to deliver a sustainable service.
- Improve and developing participation in physical activity and sport.
- Enrich people's lives through their engagement in the arts, by offering a diverse and accessible range of live events, film screenings, exhibitions and participatory opportunities for the entire community.

This is somewhat reflected in Neath Port Talbot's local well-being plan – they have set out a vision and indicators in relation to physical activity. I would, however, like to see this more firmly reflected through steps and links with their well-being objectives.

Neath Port Talbot County Borough Council have also said they want to continue “protecting and encouraging our arts, culture, community spirit and heritage so that future generations can enjoy and appreciate this.” This is expressed through their well-being objectives and steps. For example, ‘We will work with partners to refurbish, repair and maintain locally important buildings and structures’ and “We will develop the offer of our theatres to attract a wide range of acts and performances’.



Local heritage sites and monuments can often prompt people to become more engaged with all aspects of local culture, including Welsh language, and this should be encouraged as part of lifelong education. This is something that all generations and communities can benefit from, as our sense of history and heritage can make us feel more connected to the place we live and to Wales as a whole. That is why we need to protect our historical environment and invest in the maintenance and improvement of the monuments and buildings still considered 'at risk'.

As libraries across Wales have been closing down due to budget cuts, positively, ways have been found to maintain library services through integrating them into community hubs.

Cardiff Council has moved [some of its libraries into "hubs"](#), along with housing and benefits advice. In many areas, the additional footfall in hubs has had a positive impact on the uptake of library services.

Denbighshire Council has [turned seven of its nine libraries into one-stop shops](#), where council services such as housing benefit and bin collection information can be accessed, council tax paid and parking permits issued.

Flintshire Council has [established an employee-led mutual](#) to deliver its library and leisure services, with two libraries moved into leisure centres already.

Llanelli (Carmarthenshire) [library's building was completely renovated in 2012](#) and reinvented as "more of a coffee shop" than an austere library. The library has a jukebox, occasional guest choirs, background music, coffee corners, as well as quiet spaces for those who wish to read in silence.



**Not enough public bodies have set objectives and steps in relation to this goal and those who do are not always making the connections between culture and language and their other objectives, for example, ones related to health and decarbonisation**

Public Services Boards are a good place to start considering joint, integrated action around such themes. However, a relatively low proportion of their well-being objectives relate to 'culture, heritage and language'. Just 14% of Public Services Board objectives and steps (14 out of 97) relate to this theme, and the figure is only slightly higher at around 23% for public bodies' well-being objectives and steps (69 out of 295). This is not a lot when considering this theme encompasses a whole national well-being goal. In contrast, there are 110 objectives related to skills which are only one part of the goal of Prosperous Wales.



Not surprisingly, public bodies who would be seen as having a 'cultural remit', such as the Arts Council, Amgueddfa Cymru, the National Library for Wales, Sport Wales and Welsh Government have stronger references to culture and identity. For example, Amgueddfa Cymru objective: 'Act as stewards of our cultural and natural heritage for the future generations of Wales.'

The three national park authorities and Natural Resources Wales are also ahead of others in recognising the positive impact of culture on other aspects of well-being. They are using culture and language as a preventative mechanism, thereby addressing wider issues related to the environment and health. However, the majority of public bodies have taken a narrower approach and focused their objectives and steps in a specific area of culture (such as language, sport or the arts) rather than looking at how culture can integrate with other sectors.

The responses I received relating to my Simple Changes for this goal illustrate the difficulties public bodies are having with the integration of the cultural dimension into their actions and decision-making. These Simple Changes have the lowest adoption rate amongst public bodies (only 59% 'have adopted' or are 'in development') even though the Simple Changes relating to the Welsh language aspect of the goal have the highest adoption rate.

There are, nonetheless, some good examples of where the Simple Changes are being implemented.

**Simple Change:** Encourage your staff to sign up for and use their free library card, providing accessible information on what the library offers

Natural Resources Wales promoted and celebrated national libraries in October through daily articles highlighting the many benefits of libraries and urging staff to go and visit a library. Many of their grant-funded project & RDP LAG projects include culture and art approaches that raise awareness of the surrounding natural environment.

**Simple Change:** Promote opportunities for older people to engage in culture, through the Gwanwyn Festival

Both the Arts Service and Garth Olwg Lifelong Learning Centre in Rhondda Cynon Taf have facilitated activities as part of the Gwanwyn Festival. The Arts Service develops cultural activities responding to the requirements of the target audience within 20 minutes of the theatres.

In Pembrokeshire, this information is distributed yearly to the 50+ Network. St David's 50+ Forum now has a festival on the 1st March each year under this project, which has expanded over the years to being an intergenerational festival.

Interestingly, The Federation of Museums and Art Galleries of Wales have suggested that:

**“Local authorities are delivering against the goal, but they’re not asking the right people in their organisations for information. Many local authorities seem to default to thinking of arts provision under the term Culture and don’t think of heritage or museums within that. Very often, local authorities are funding museum services, who are delivering against many of the goals, but they are never asked for information or stats on their reach and impacts.”**



Public bodies should adopt these Simple Changes and embark on the more ambitious actions outlined in my [Journey to A Wales of Vibrant Culture and thriving Welsh language](#). They should also think about the broader terms of cultural assets and provisions that they are funding and how all of these together are delivering against this and other goals.

Cultural organisations sponsored by Welsh Government and the Arts Council for Wales, who are already contributing to this goal (such as [Cadw](#), [Literature Wales](#), [Opra Cymru](#), [National Theatre Wales](#), [National Dance Company Wales](#) etc.) should be encouraged to map out their work and contribution to the ambitions of the Act.

Voluntary organisations are another key contributor to the achievement of this goal, and public bodies should be collaborating with them to achieve greater results.

## View culture as a mechanism for wider change

### What future generations need

We are all too aware, as a society, of the long-term issues we face with an ageing population, long-term illnesses becoming more prevalent and poverty of resource and aspiration increasing around us.

We need a shift in focus to prevent long-term issues recurring or deteriorating further, and culture and the Welsh language have a crucial part to play. Many studies have identified the physical and psychological benefits of cultural and linguistic engagement. Enhanced feelings of well-being in older age, the prevention of the development of depression, the speed of recovery from mental illness,

the prevention of development of chronic pain and the protection against cognitive decline are well-documented.

Cities of culture across the UK are models of where culture has driven widespread regeneration, and evidence shows that addressing issues of poverty through culture is highly successful.

Culture is also a powerful mechanism for inspiring people and affecting change, and we need to use this to address the many environmental challenges that Wales, and the world, are facing. We need to recognise and act upon this potential.

**“How can the presence of something like Future Generations be a radical question not just to culture as we know it as cultural practitioners, as artists, as companies and organisations but the very culture we currently have in society which is broken? It’s not going to last, and we’re not going to survive it unless we actually make much deeper, deeper questions of how government, governance and public bodies function around the distribution of wealth, the distribution of equity around power and privilege”.**

Our Future Wales conversation, Culture Roundtable



## Where we are now

**Public bodies are also starting to recognise that culture is a powerful tool that can help raise awareness of environmental challenges, but a more coordinated approach is needed in order to scale up the many examples across Wales**

**“Art and sustainability, poetry and love for the Earth, are for me a single passion. One serves the other, one expresses the other. Earth is the subject, poetry its voice.”**

Gillian Clarke Poet for Wales  
and Sustain Wales 'Green Hero'

Climate change, and more specifically, flooding, will have impacts on all aspects of our lives in the future; including culture. Many cultural monuments, statues, listed buildings, recreational spaces and places of outstanding beauty are at risk of being lost because of flooding concerns.

A report by the [Climate Change Coalition](#) analysed [the effects of extreme weather on some of the UK's most popular sports](#) like football, golf and cricket. The report highlighted that increased rainfall; dry, stormy summers and milder winters culminate in new risks and challenges to how these sports can be played and will lead to more matches being abandoned and courses at risk of closure.

We are already seeing climate change's impacts on some of our historic settlements, their residents, local economies and culture. CADW published their climate adaptation plan, Climate Change and the Historic Environment in Wales, outlining the many risks that extreme weather, specifically flooding, erosion and fires, present for the historic Welsh environment, as well as several actions that need to be taken to [minimise those risks and prevent damage](#).

One example of a place that will be heavily impacted by the effects of climate change is Fairbourne, but it is by no means the only example. The anti-invasion defences located on Fairbourne beach will be lost if left at their current position when the managed realignment of the coast at Fairbourne occurs.

At the beginning of 2020, many places in Wales experienced devastating flooding, that impacted residents, businesses and cultural professionals alike. Many artists from the South Wales valleys decided to donate their time for free to help victims of the floods through [Valley Aid](#).

As temperatures and ocean levels rise, the world will be subjected to more and more extreme weather, and flooding like we saw in 2020 will become more commonplace ([See the section on Decarbonisation in Chapter 5 for more information and recommendations](#))

It is, therefore, vital that all available mechanisms and tools at our disposal are used to raise awareness and tackle the major issue of climate change that our future generations will face.

Culture is one such mechanism that has the potential to inspire and influence people to take action. People understand issues, express themselves and respond to calls for action better in the language in which they prefer to speak.

The way to tackle the climate change emergency and the natural crisis needs to, therefore, involve the cultural community, who can think outside the box and help us find new, innovative and creative solutions.



The Centre for Alternative Technology has long recognised the role the arts can play in large systemic shifts and has worked in collaboration with the Arts Council of Wales, in particular in their report [Zero Carbon Britain: Making it Happen](#). The work explores the role of culture as a powerful catalyst in transforming world views and sparking cultural change, allowing imaginations to flourish and glimpsing other ways of seeing and feeling. The 2019 report, [Zero Carbon Britain: Rising to the Climate Emergency](#), continues this work and dedicates a section to how culture can help us imagine a more positive, sustainable future and then create it.



Many public bodies and other organisations are already employing culture as a tool in their fight against the climate and natural crisis.

The National Museum Wales [declared a global climate and ecological emergency](#) in September 2019.

**“Supporting the biodiversity of Wales, through our scientific research, our exhibitions and our education programmes, is at the heart of our work, and an integral part of our Vision - Inspiring People, Changing Lives... By declaring an emergency, we are acknowledging what is happening to our world, and making a commitment to working with our communities to find solutions.”**

David Anderson, Director General, Amgueddfa Cymru

The Welsh language is not an end in itself but is a medium through which we can engage and tackle issues like climate change. This was shown by [Aneurin Karadog](#) the (then) Children’s Poet Laureate for Wales and Daniel Glyn when they gathered views on The Wales We Want, at the National Eisteddfod in Llanelli, and turned this into a rap that was published and played on Radio Wales.

Cultural professionals across Wales have been responding to the climate crisis and trying to shift public perception through culture for a long time, and examples of such initiatives were gathered through the Emergence-Eginiad partnership. Documents such as [Creative Practice for a Sustainable Future](#) and [Culture Shift: How Artists are responding to Sustainability in Wales](#) contain a multitude of case studies that can inspire and prompt people to take action.

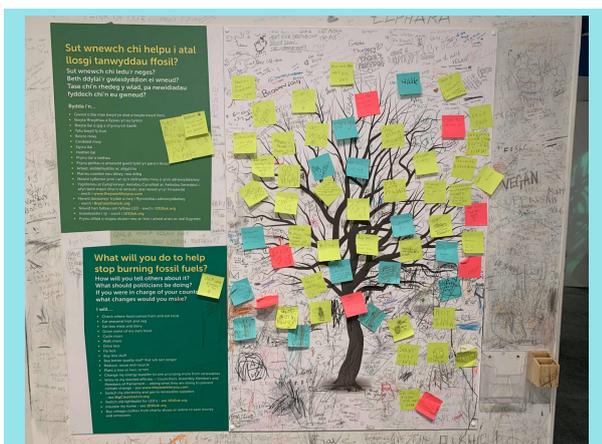


Natural Resources Wales' partnership with Ford to plant trees in old mining areas – linking culture, historical prosperity and the environment.

Cadw partnerships with Natural Resources Wales – utilising heritage sites to support resilience and environmental awareness.

Pembrokeshire Coast National Park Authority's initiatives and projects designed to raise awareness and tackle climate change through the medium of culture present another good example, demonstrating that culture is one of the most powerful tools we can use to prompt thought and help address wider societal issues. I'd like to see more public bodies follow Pembrokeshire's example.

- The Artist in Residence in Oriel y Parc Landscape Gallery and Visitor Centre prepared an [exhibition on climate change](#);
- The authority [commissioned interactive wildlife sculptures](#) to help raise awareness of marine litter;
- [The Changing Coast Project](#) is encouraging people to take photos from one of the park's fixed-point photography posts and share them with the authority, in order to document coastal change in Pembrokeshire.



There are many other great examples of the actions that cultural professionals are taking to address the climate and natural crisis:

[National Theatre Wales](#), in partnership with Natural Resources Wales and with support from the National Trust, British Council Wales and Snowdonia National Park organised [EGIN](#) - a two-week residency responding to climate change, held in the northern reaches of Snowdonia National Park, drawing on the inspiring Welsh landscape and its complex social history, together with insight from active local communities.

[Head4arts](#) has been holding annual free family-friendly events to celebrate Earth Hour. The events offer creative exploration of climate change using [storytelling](#), [lanterns and butterfly-themed crafts](#).

[Migrations](#) is a cultural organisation developing partnerships that support awareness among audiences of environmental issues.

There are also other good examples across the UK that Welsh public bodies can look at for inspiration, for example:

[The National Association Areas of Outstanding Natural Beauty](#) in the UK have committed, through their statement of intent [Arts in the Landscape](#), to a deeper exploration of the links between arts and landscape. They want to ensure the UK's most precious landscapes are more accessible and more widely understood and appreciated by the nation.

[LAND Activate project](#) – A collaboration between artist, producers, art stewards and environmental organisations, which explores people's relationship with rural landscapes, science and heritage, through the medium of art.



Beyond Wales, Welsh cultural professionals are raising awareness of climate change through culture on an international level:

Young Welsh table tennis phenomenon, [Anna Hursey](#), has accepted an invitation to put her determination and growing prominence to work as a Young Champion of the [UNFCCC Sports for Climate Action Framework](#).

While these are positive examples, currently there is no integrated approach to linking these projects across public bodies, which can be better supported and scaled up across Wales.

Welsh Government's decarbonisation strategy, A Low Carbon Wales, includes little reference to the role that culture and cultural professionals have to play in the battle against climate change and the nature crisis. Their strategy notes, with relation to involvement, that Welsh Government will collaborate with "the Centre for Climate Change and Social Transformations and other key partners to explore how we use the media, arts and educators to communicate about the transition to a new energy system and the impacts of climate change". Aside from one of the seven national well-being goals, culture is also one of the dimensions of well-being within the sustainable development principle and, as such, should feature more prominently in key plans and strategies, such as A Low Carbon Wales.

I believe that any future action, and especially action aimed at behavioural change to tackle the climate emergency and natural crisis, should take cultural interventions into account and should work in collaboration with the cultural sector to inspire positive change.

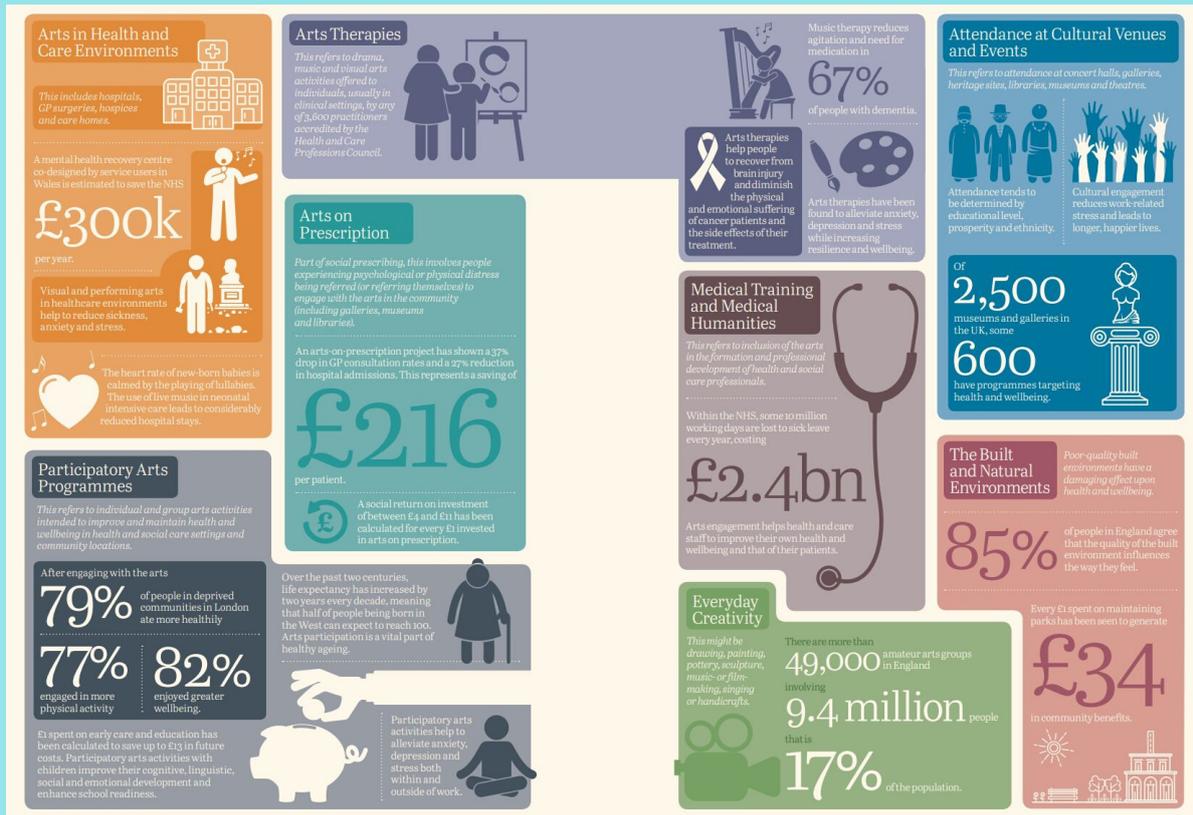
Welsh Government should take the lead and ensure that the many cultural interventions aimed at tackling climate change, which are currently happening across Wales, are coordinated and integrated. Support and guidance should be provided to ensure public bodies, as well as cultural agencies, are working together to make the connections between the environment and culture.

**The importance of culture for the improvement of health and well-being is being increasingly acknowledged by public bodies, and there are some innovative programmes being delivered and they should be identified, shared and scaled up.**

In terms of a healthier Wales, culture - physical activity in particular, but also art and performance - is a powerful mechanism for maintaining good health and preventing illness. Not just in an informal sense, but through social prescribing approaches. [Research published in the journal Neurology](#) shows that being bilingual can delay the onset of Dementia and some symptoms of Alzheimer's.

The UK All-Party Parliamentary Group on Arts, Health and Well-being, explored the links between arts and health in the UK in their report, [Creative Health: The Arts for Health and Wellbeing](#), where they looked at the many ways in which an arts approach can help save money in the long-term, for example:

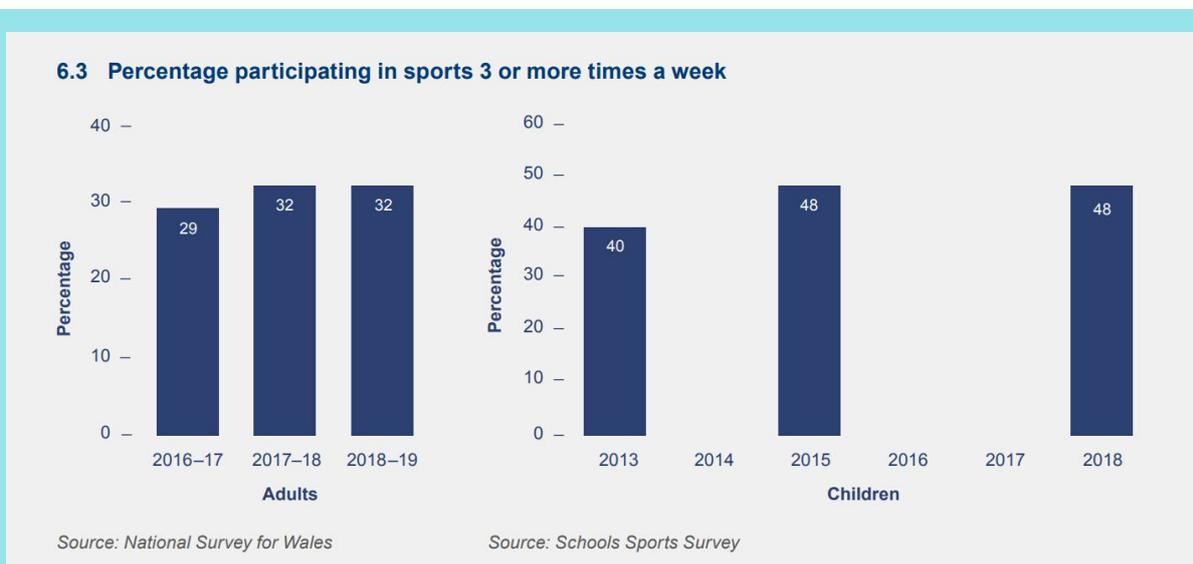




Source: The UK All-Party Parliamentary Group on Arts, Health and Wellbeing

In 2018, Sport Wales Commissioned a [Social Return on Investment](#) report, which found that for every £1 invested in sport in the country there is a return of £2.88 – and £3.4 billion of benefits for Welsh communities. The research aimed to measure the social impact of sport in Wales 2016-17, understanding the economic importance of sport.

In terms of participation in any sport or physical activity, men and younger age groups were most likely to [take part in sport three or more times a week](#). The school sport survey, which Sport Wales carries out on a three-year cycle, told us that in 2017-18, almost half of children took part in sport three times a week. These figures were unchanged from the previous survey period:



Source: [Wellbeing of Wales 2018-2019](#)



Public bodies should be front-loading and investing in sport and leisure offerings to get children more regularly involved in sports routines, to avoid later health costs associated with obesity, mental health, employment opportunities etc.

The Arts Council has a Memorandum of Understanding with the Welsh NHS Confederation. It works closely with Public Health Wales and with participants in the Cross-Party Group on Arts and Health in the National Assembly, which is a step towards more integrated and collaborative work between culture and health in Wales.

Several health bodies have begun to look at the power of culture and arts to improve health in their objectives and steps:

[Velindre NHS Trust](#) has an objective to ‘demonstrate respect for the diverse cultural heritage of modern Wales’ Steps include: 'development of art therapy with National Museum Wales.'

[Cwm Taf Morgannwg University Health Board](#) has an objective to ‘develop arts within the university health board sites to promote the benefits of art & health.’

There are very good examples of how culture can be used to treat ill health and improve well-being:

[Snowdonia National Park Authority's](#) project, “Literature Reach” (through “Bwrlwm Eryri”), has “enabled six mental health clients, ten elderly people and eight Gisda clients to participate in arts activities in the outdoors and at heritage sites, including visual arts, poetry and music.”

[Cardiff and the Vale University Health Board - “Arts for Health and Wellbeing”](#) project is focused on using art and culture to improve the patient experience.

[Higher Education Funding Council for Wales](#) told me that the University of South Wales’ Counselling Clinic offers a range of clinical services including Art and Music Therapy.

[Hywel Dda Health Board](#) and [The National Library](#) are collaborating on the “Living Memory” project at Older People’s Mental Health wards, using the library’s visual collections for therapeutic purposes

[The National Library’s](#) “Wici” project is aimed at improving Welsh-medium health-related information. The library is also working with [Aberystwyth and Cardiff](#) universities to produce new articles and with [Bangor University](#) to pilot the use of machine translation to produce Welsh medical data.

[Denbighshire Council’s](#) “[Lost in the Arts](#)” project (developed with the support of the Arts Council and Bangor University) is aimed at those living with dementia and their carers and won “Best Local Authority Project encouraging community cohesion”.

[Newport Libraries’](#) targeted events and [Conwy libraries](#) reading friends – are examples of libraries as a community resource and a means of reducing social isolation.

[Amber project Cardiff](#) – a self-help group that utilises cultural activity to support young people who self-injure.



I was also privileged to meet John Barry MBE from [VC Gallery](#) in Haverfordwest, at a business event at Bluestone. He helps service veterans and the wider community through art therapy, showing how art and culture can improve health, well-being and overall quality of life.



Culture can also be an invaluable tool for businesses to ensure the well-being of their staff:

**Admiral and NoFit State Circus** sponsorship partnership – using cultural tools to support staff well-being in private business, and in doing so, supporting a local cultural business.

Encouragingly, the role of culture for tackling loneliness and isolation is acknowledged in Welsh Government’s strategy, [Connected Communities: A strategy for tackling loneliness and social isolation and building stronger social connections](#). The strategy sets out actions related to culture for both Welsh Government and the Arts Council for Wales, and I look forward to seeing how these commitments are taken forward.

These initiatives are increasing in number and reach, and provide a platform for public bodies to think more widely about how culture could be used to meet broader objectives than health and personal well-being.

**The culture and sport community recognise their role in meeting a range of well-being objectives, but this is not always sufficiently acted upon by public bodies who can better demonstrate the link between these areas and prevention within objectives and steps.**

Some public bodies are recognising the importance of sport and the importance of people making use of existing facilities in their well-being objectives, but this is not always proactively pursued.

Public discourse about the rise in obesity includes terms like ‘disease’, ‘public health challenge’, ‘epidemic’ and ‘crisis’. A quarter of Welsh children starting school each year are overweight or obese, and these levels are worst in our poorest communities. Nearly 60% of Welsh adults are currently overweight or obese, and without action, this is projected to increase to 64% by 2030. ([See the section on Healthier Wales in Chapter 3 for more information and my recommendations](#)).

Participation in sport is incremental in tackling this challenge and improving people’s health. Figures for 2018-19 tell us that only a third of adults took part in sport three times a week, with 41% of adults reporting not [participating in any sport or physical activity](#).

Some public bodies are recognising the importance of sport and physical activity for health and are starting to consider the wider role this sector can play, which is encouraging.

For example, [Ceredigion Council](#)’s steps include ‘Continue to implement the vision for sport and physical activity to support active lifestyles. Enhance the partnership working with local clubs and societies to maximise the use of leisure facilities and participation levels across Ceredigion. Continue to support communities to enhance the quantity and quality of play opportunities.’

However, many public bodies are missing opportunities to see sport and physical activity as a lever for meeting objectives beyond the more obvious improvements to health.



Sporting clubs and facilities are important to communities across the country. They are spaces for people to stay healthy and fit, bring people together and are a vital asset for the local economy. However, public bodies could do more to maximise the use of these spaces and the network of coaches, volunteers and paid staff that sporting clubs have across Wales in tackling other societal issues. To help tackle Adverse Childhood Experiences, public bodies should work with coaches, volunteers and paid staff; helping them to identify and respond to children experiencing adversities.

Sporting venues could also be encouraged to open to non-sporting activities to help tackle the loneliness crisis, particularly across rural Wales, when not in use. With investment and support from public bodies, these venues are perfect spaces to encourage intergenerational activities and encourage people of all abilities to enjoy the sporting environment.

While younger generations are encouraged to be active on sporting fields or gymnasiums, public bodies could seek to tackle the rise in obesity by working with parents, carers and guardians on the side-lines, by providing physical activities and handing out nutritional advice, or using their kitchens to support holiday hunger programmes.

In seeking to tackle the worrying increase in young people facing mental health issues, public bodies should see sporting hubs as an opportunity to address this crisis.

While there are good examples of these things happening through initiatives, I cannot see from my monitoring and assessing, how public bodies are recognising and harnessing the strength of this sector for the wider public good.



Other than Public Health Wales, there is little evidence within objectives and steps that health bodies are discussing this goal (including sport) in a preventative way. Most of the objectives and steps seem to be related only to treating people who are already unwell.

Culture should be looked at as an opportunity in and of itself. Not just an 'add on' at the end of projects and decisions.



## The response to the COVID-19 crisis is triggering a greater appreciation of the role of culture and sport and innovative ways of involving and people

Culture is beneficial to our mental well-being, especially in moments of stress and isolation. Fortunately, through technological advancement, culture can now be consumed and experienced at home. This has been a lifeline for many during the COVID-19 crisis.

When news outlets are regularly reporting disasters, when we are isolated from friends, work and family, when we cannot go out, and when our mental health is under strain, the only escape and positive outlet left for some, have been the numerous plays, movies, operas, songs, books, exhibitions and physical activity guides available online. Many of these are being offered to us for free, despite the enormous effort by cultural practitioners to create them, because they recognise that culture is essential to our health and well-being and should be available to everyone.

Joe Wicks, for example, is delivering free online PE classes for children and has reached a Guinness World Record through one of his live streams, when he attracted 955,185 viewers, setting a new record for 'most viewers for a fitness workout [live stream on YouTube](#)'.

To ensure that everyone in Wales stays healthy and active during the COVID-19 lockdown, Sport Wales launched the [#BeActiveWales campaign](#), which includes online routines, nutrition advice and session plans for a range of sports and activities, to help every person in Wales keep fit.

National Museum Wales have made their collections available online. They have also developed [several online learning sources](#) that can help parents with home-schooling their children.

National Library for Wales has made many of their resources accessible online, without registration.

We have also seen excellent cooperation between health bodies and cultural organisations concerning the use of facilities. Ysbyty Calon Y Ddraig in Cardiff is being housed in the Principality Stadium, a field hospital for West Wales is being housed in Parc Y Scarlets, and a hospital serving Flintshire and Wrexham is located in Deeside Leisure Centre.

The cultural sector is, sadly, one of the most vulnerable to the potential economic consequences of the COVID-19 pandemic, and many countries have pledged financial help to [assist cultural professionals and businesses](#). How the culture sector will build itself back up after the outbreak will be critical for the well-being of Wales as a whole.

The Arts Council for Wales has announced a [£7 million joint resilience fund](#) with Welsh Government to help the arts protect themselves against the impact of COVID-19.

Sport Wales has also announced a [joint £400,000 emergency funding](#) to support not-for-profit sports clubs and mitigate the impacts of COVID-19, which came only weeks after many clubs suffered severe flooding from storms Ciara and Dennis.

Culture Wales has also announced several relief funds to help the creative industries continue through the COVID-19 pandemic. These include the Emergency TV Development Fund, the Emergency Digital Development Fund and the Grassroot Music Relief Fund.

It will be important for Wales to build on these new types of engagement seen as a consequence of the Coronavirus crisis and ensure the cultural sector is treated as an asset in helping to deliver differently in Wales and is not left bearing the brunt of funding cuts. Investing in culture now can often reduce the need for funding in other areas in the long-term.



## Ensure culture is available to all

### What future generations need

We need to protect and enhance our Welsh culture and language while embracing the richness of all the other cultures and languages that make up our communities in Wales. Access to culture should be equal for everyone regardless of their background.

**“We need to recognise that culture is fluid and not static and that multiple cultures co-exist and enhance each other.”**

Race Alliance Wales in their feedback to my draft report.

Public services need to actively engage with groups that have a lower participation rate to try and find new ways to involve these groups in cultural and sporting activities.

**“If we are to preserve culture, we must continue to create it.”**

Johan Huizinga

**“Often, people associate culture and language as something fun to do: a hobby. We want it to be much more than this. We want people to realise the incredible benefit there is in using this goal within decision making. Culture helps us to express the things that are important to us. It helps us find solutions in our everyday lives. In a growing technological age, creativity is likely to become more influential as a way of supporting us in work and everyday life.”**

Molly Palmer (Wales Millenium Centre) and Gwenfair Hughes (Arts Council of Wales) Participants of our Future Generations Leadership Academy

### Where we are now

#### A greater focus on access to culture and the promotion of cultural equality and justice is needed by public bodies

The [Well-being in Wales report 2018-19](#) showed that people have various reasons (such as cost, family commitments, health, lack of access for disabled people, and lack of interest) for not going to or taking part in arts events. Difficulty finding the time was the most frequent reason reported.

Despite this, positively, in 2017-18 the National Survey for Wales reported 75% of adults [attended or participated in arts, culture or heritage activities at least three times a year](#). This national indicator was not collected in the 2018-19 survey, and a narrower question solely related to arts was asked. This found that 73% of adults attended one or more art event in the last 12 months. In contrast, the number of adults who have visited a museum has decreased slightly and is at 37% for 2018-19. The [Transformational Capital Grant Programme](#) is a £1 million Welsh Government capital funding to support museums, archives and libraries to transform services for users and ensure their future sustainability.



There is visible variation in attendance and participation in the arts across different demographic groups with younger adults more likely to have attended and participated. Women are slightly more likely to participate regularly than men, but there is very little difference overall. In general, arts attendance amongst children has been increasing over the past decade. [Participation in the arts has been more stable in recent years](#) and remains at 87% having participated once a year or more.

However, as with adults, girls and children from the higher socio-economic backgrounds were most likely to attend and participate in the arts. [The gap between girls and boys has continued to increase](#). Welsh Government, in [Exploring the relationship between culture and well-being](#), notes that only 67% of people living in Fusion programme areas (economically deprived areas), attended cultural events three or more times a year, in contrast with 76% of people outside of these areas.

**“...Our research shows that the presence of people with protected characteristics in the population as a whole is not being matched in the activities that we’re funding. The gap is especially striking in the very low number of disabled people and those from Black Asian and minority ethnic back-grounds employed or represented on boards of management.”**

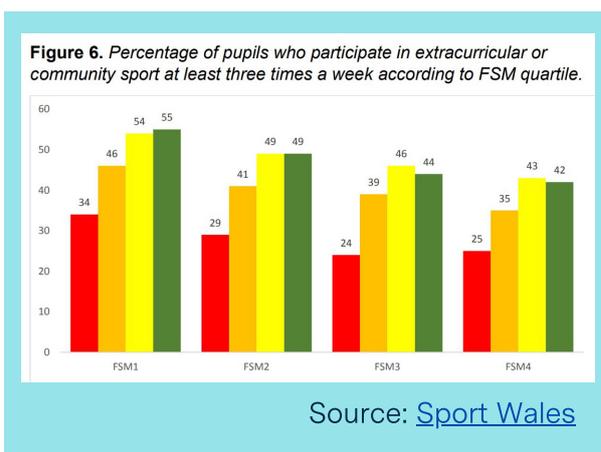
**The Arts Council of Wales’ annual report for 2018-19**

Race Alliance Wales have also stressed that individuals from Black Asian and minority ethnic communities can feel excluded from spaces which are inaccessible or considered as ‘high culture’.

**“The difference between schools and postcodes is massive, where there should be equality. I understand the importance of core subjects such as maths and English, but they are not everything that my children need. Skills, resilience and fitness learnt through sport, drama and music are being cut and have become the privilege of the well-off who can afford to pay for private clubs.”**

**The People’s Platform**

Inequality also reflects in sports participation. According to [Sport Wales’ 2018 School Sport Survey](#), there is a gap in participation among children from more and less affluent communities. Sport Wales used the percentage of pupils eligible for a free school meal to measure the socio-economic status of children in Wales and found that while general participation in sport has increased since 2011, the disparity in participation between the least and most deprived has slightly increased since 2015.



**“Sports generally are not cheap to access; concessions are not great. NERS (national exercise referral) is now £2/session up from £1.”**

Our Future Wales  
conversation with 4Winds

There are also geographical inequalities. Analysis of cultural activities across local authorities found that 85% of people in Monmouthshire attend cultural events three or more times a year, compared with [65% in Gwynedd](#). Other local authorities with high percentages of cultural engagement were Vale of Glamorgan and Cardiff, with 84% and 83% respectively. This relationship may be linked to the distance needed to travel to cultural locations, the poor transport links in more remote areas or may also reflect the levels of deprivation in the local authority. Further research would be needed to determine the exact reason or combination of reasons.

The Arts Council of Wales’ national access scheme - [Hynt](#) enables people with accessibility needs to register once and have their needs recognised and met in any cultural facility, as an integrated cultural resource across Wales and beyond. It has increased the number of disabled people who are now able to attend theatres and arts events, and it is one of my Simple Changes.

The torch theatre, which was grant funded by [Pembrokeshire County Council](#), was one of the founding members of the Hynt scheme.

[Torfaen Council](#) works closely on a range of community events with the Congress Theatre in Cwmbran, which is a member of the scheme. Other venues in the borough have been told about Hynt and encouraged to join.

I would encourage all public bodies to adopt this Simple Change and build on it through some of the more ambitious steps in my [Journey to A Wales of Vibrant Culture and Thriving Welsh Language](#). I would also encourage them to combine these with actions from my Journey to A More Equal Wales to ensure that inequality in access and engagement with culture is tackled.

[Hijinx Theatre](#) is an acclaimed Welsh theatre reaching the world with its award-winning [theatre productions, community projects](#) and [diversity training](#). They strive for equality by making outstanding art with learning-disabled or autistic actors on stage, on screen, on the street, in the workplace and locally, nationally and internationally.

Access to and support for music venues in Wales has been a particular issue.

**“Music is in our blood in Wales, and we are famous for being the land of song, but if the current trend continues there is a risk of losing our thriving live music industry for the next generation.”**

[Bethan Sayed AM](#)

UK Music says that [35% of venues across the country](#) have closed in the last decade. These closures were mainly due to financial pressures and planning disputes around noise.

This issue has been gaining traction and has resulted in multiple campaigns to protect live music venues, such as the [campaign to save TJ’s](#), [The Save Womanby Street Campaign](#), the campaign to [save Gwdihw](#) and the petition to [save 10 Feet Tall](#).



Music and Venue Trust CEO, Mark Dafydd, [pointed out that the access point to culture for many young people is music](#) – however, access to music venues is varied. Poor transport links was given as one of the main reasons for this inequality. The decline in the number of grassroots venues and the number of average touring days were also raised. Mark said that grassroots venues are the mid-step between artists who are just beginning to perform at pop-ups and going to festivals and the international stage, but there is currently a gap [which means there is no career progression for a lot of artists](#).

**"If we don't expose young people to shows in music venues then it will be difficult to inspire the next generation of artists."**

Rhys Carter and Samuel Kilby  
from Merthyr band, Valhalla  
Awaits

In 2019, [Cardiff Council](#) published its [Music Strategy](#), announcing plans to establish a Cardiff Music Board that includes high-level personnel from the council, alongside key members of the private sector music ecosystem. The board aims to support, sustain and grow Cardiff's music ecosystem.

However, Cardiff is only one area in Wales and more needs to be done to ensure that access to music is equal for everyone across Wales. Encouragingly, the UK Government recently announced a 50% reduction in Business Rates for small and medium-sized Grassroots Music Venues. At the same time, Planning Policy Wales committed Wales to the "agent of change" principle. This means that any new development (residential, commercial or otherwise), planned for a site next to noise-making premises would need to mitigate any potential risk to the existing premises, before receiving planning permission. This is a positive step for music venues in Wales.

The Welsh language music scene is vibrant, with gigs held at different venues across the country. [Statistics also suggest](#) that Welsh speakers are more likely to attend cultural events.

[Cardiff Council](#) worked in collaboration with [Menter Caerdydd](#) to provide several Welsh-medium services to children, young people and adults, including supporting the Tafwyl festival - an [annual free Welsh language festival](#), celebrating Welsh culture – from music to sports, to food and drinks.

However, people who live in areas where there are fewer Welsh speakers sometimes lack opportunities to socialise through the language.

Welsh Government and public bodies can explore several options to address these issues. These could include, setting up a music agency to oversee and support all music areas in Wales; exploring options for reduced business rates or introducing business rates relief for music venues; or building a not-for-profit roundhouse to help fill the gap between small and large music venues. Several useful ideas and suggestions have been [set out in this blog by John Rostron](#).



We need to share our culture with others and embrace their culture in return.

Public bodies should also be thinking about the many migrants and refugees living in Wales and their place in Welsh culture.

Many of these people have come to Wales from war-torn countries, where cultural symbols and sites may have been destroyed. Others may come here for education, work and other opportunities, leaving behind their families, friends and everything they know.

All of these people come to Wales to start a new life and find a safe place of belonging, and we should help them feel welcome and a part of our society. This integration cannot happen without introducing people to our values, our culture and our language – who we are as a nation.

In turn, we should create opportunities for migrants and refugees to share their experiences and cultures with us as well.

There are good examples of such work:

In 2019, [St Fagan's National Museum of History](#) held their [Refugee Wales](#) exhibition: an interactive project, sharing the stories of [refugees and asylum seekers in Wales](#).

[Ceredigion Council](#) won a UK-wide local authority [award for their refugee work in 2019](#). The council worked alongside Aberystwyth and Cardigan Town Councils on resettling Syrian families and helping them settle into their new community. The families, in turn, shared Syrian food with the community as a thank you for the warm welcome they received.

[Cardiff Story Museum](#) is working with Syrian refugees to create a community space and tell the story of Cardiff as a city built on migration.



[My Journey to A Wales of Vibrant Culture and Thriving Welsh Language](#) includes steps that public bodies can take relating to this, for example ‘Work with local libraries as partners in key interventions to support targeted work with refugees, people living in rural isolation, older people, young parents etc.’ and ‘Tell individuals’ stories through cultural mechanisms to inspire others to have a voice and provide different perspectives on Welsh life.’ (See the section on [A Globally Responsible Wales](#) in Chapter 3.)

Supporting refugees, migrants and asylum seekers to engage with Welsh language and culture is key for reducing inequalities and ensuring that everyone’s voice is heard. Public bodies should look into different ways to make this happen, such as the ones set out in my Journeys.

As Wales is a bilingual nation, the opportunity to learn both Welsh and English should be offered equally to people who come to live here. Despite this, some feel that the Welsh language is ‘neglected’ when [teaching migrants and asylum seekers settling in Wales](#).

Xiao Xia Chen and her family moved to [Wales](#) from [China](#). She attends a Welsh class for female refugees and migrants run by the Red Cross and Learn Welsh Newport. However, she said the lessons were only arranged because the women [specifically asked if they could learn Welsh](#).

The Welsh Government-funded English for Speakers of Other Languages programmes offer learning specifically for refugees through several tailored schemes which run across Wales. The [English for Speakers of Other Languages policy](#) notes that local authorities who have settled refugees have a duty to ensure people can access provision to improve their language skills. The focus is on the provision of English rather than Welsh lessons,

but local authorities can use UK funding to offer Welsh language courses as well. The focus is on the provision of English rather than Welsh lessons, but local authorities can use UK funding to offer Welsh language courses as well.

Jakarin Raza moved from [Bangladesh](#) to [Caernarfon](#) when he was 17. His family were unable to speak English, so they applied to do a community English class at Coleg Menai, Caernarfon. When he started on this journey, Jakarin couldn’t speak English at all. The tutors helped Jakarin to realise that he lived in a bilingual community and living in Caernarfon, he felt that he should learn to speak Welsh to feel a part of the community. [He has now started his own business in Bangor and being able to speak English and Welsh has certainly helped.](#)

English for Speakers of Other Languages learners are encouraged to learn Welsh through the Welsh for Adults provision funded by Welsh Government.

The National Centre for Learning Welsh is aware of the necessity to address the needs of ethnic minorities, refugees, asylum seekers and migrants to access suitable provision to learn Welsh and is working hard to increase the number of refugees learning the language.

Cardiff University is working with the Welsh Refugee Council to [offer intensive Entry-level Welsh for Adults courses](#). Matt Spry has been appointed to work on the project. Matt is a trained Social Worker who has volunteered to deliver informal Welsh classes in the African Café in Adamsdown. Many in the refugee and asylum seeker community already trust Matt, and it is therefore hoped that they will be more receptive to opportunities to learn Welsh.

We need to promote gender equality and diversity in our cultural monuments.



Our cultural monuments also reveal societal under-representation and inequalities. Only about a sixth of statues in the UK depict women. Many of these are nameless or depict mythical creatures and royal figures. [There are more statues of goats and men named John in the UK than there are of real everyday women.](#) In 2018, the [Put Her Forward project](#), commissioned by the National Trust, created 25 figures of women that had positively impacted the world around them. Public bodies in Wales should use their well-being objectives and steps to address such inequalities and move us away from this symbolic under-representation. There are many great programmes in Wales, helping to reduce inequalities and make culture easily accessible and relevant to everyone:

[Monumental Welsh Women](#) is dedicated to recognising the contribution of women to the history and life in Wales. Their mission is to erect five statues honouring five Welsh women in five different locations around Wales in five years. There are opportunities that public bodies should be taking to support this work in community regeneration

[Welsh National Opera](#) outreach programme - making opera more accessible to communities through free and accessible family concerts and interactive opera days.

[National Museum Wales Diversity Forum](#) is formed of representatives from organisations that work closely with diverse community groups to ensure the Museum is accessible, of interest to and representative of all.



[The Wales Millennium Centre](#) threw a celebration of a diverse Wales for St David's Day 2020. They created a day full of performances showcasing diverse culture and talent from Wales and worked closely with local communities to act as a mirror to reflect and celebrate the culture around them.

Llandudno has [town centre spaces for creativity and skills development](#).

[Cardiff Story Museum](#) is working with Syrian refugees to create a community space and tell the story of Cardiff as a city built on migration.

[The Pound](#) in Llandaf, will be a centre of activities and volunteering for older people, a heritage information centre, and provide an accessible toilet.



Sophie Howe with British Paralympian Ellie Simmonds OBE

Literature Wales has several amazing programmes that contribute to this and many of the other well-being goals. They:

- Have a [scheme](#) for the development of under-represented Wales-based writers from Black, Asian and minority ethnic backgrounds, and writers with a disability or illness (mental or physical)
- Announced an [investment](#) which aims to encourage engagement and inclusion in communities across Wales
- Have a programme, [Reading Friends](#), aimed to start conversations and get people chatting, especially vulnerable and isolated older people, people with dementia and same-generation carers
- Organised weekly creative writing [sessions](#) with writer Mike Church at the home of the Ospreys, Liberty Stadium, which inspired the participants to create their own stories in the form of a video and a book

This is exactly what we need to see in the future. While I appreciate budget constraints, public bodies might wish to explore possibilities for increasing the access and affordability to both small-scale as well we bigger cultural and sporting events.

National, as well as regional policy should continue to promote the economic well-being of rural areas to help sustain thriving communities where Welsh is often people's first language. 'Anchor organisations' such as community regeneration bodies, housing associations and local authorities are already working in this space ([See the section on Cohesive Communities in Chapter 3 for more information and my recommendations](#)).



# A Wales of Vibrant Culture and Thriving Welsh Language

## Recommendations for Welsh Government

### Key Recommendation

Ensure that its cultural agencies including Cadw, Visit Wales, Creative Wales and national bodies like Arts Council of Wales, National Museum Wales and the National Library are working together to better make the connections between how culture and language are addressing the climate and nature emergencies. The sector should be supported in this work by all government departments and wider public service.

### Policy Recommendations

#### Welsh Government should:

- Ensure adequate funding for the Welsh language in order to reach the 2050 Strategy targets.
- Ensure that the Welsh language is fully mainstreamed into all Welsh Government policies, guidance and strategies.
- Put long term funding commitments in place to support cultural development and the creative industries across Wales.
- Develop clear, sustainable pathways for people to access and achieve success in the cultural professions.
- Demonstrate that investment in culture is considered important; social return on investment is understood and money is invested in the prevention agenda to support this.
- Develop a national strategic communications campaign to promote the benefits of culture on the wider determinants of health.
- Lead on a cultural landscape partnership programme between cultural and environmental sectors with innovative approaches developed to mitigate key issues identified.
- Develop cultural partnerships akin to the Fusion/Cyfuno model to support skill development and employability. Consider how this could support the national mission in education, set out in the section on Skills in Chapter 5.



## Policy Recommendations (continued)

---

### Welsh Government should:

- Ensure the revised national culture strategy is aligned with The Well-being of Future Generations (Wales) Act 2015, and fully reflects the sustainable development principle.
- Develop cultural corridors across Wales that encourage public, private and voluntary sectors to connect cultural and creative sites, programmes and institutions to widen well-being opportunities, reach and prosperity.
- Develop a large scale approach to ensuring cultural facilities, programmes and venues are accessible to staff, audiences, participants and cultural professionals; including specific capital pots in place to deal with overarching building developments that are needed.
- Find a way to secure the development of statues of five Welsh women through appropriate Welsh Government funded infrastructure programmes.

## Process Recommendations

---

### In their day to day actions Welsh Government should start:

- Recognising the potential of creativity to support change in policy-making across all government portfolios.
- Showing the long-term impact of investment in culture and language through legacy projects.
- Work with public bodies to identify, support and scale up local cultural success stories.



## A Wales of Vibrant Culture and Thriving Welsh Language

Advice on setting well-being objectives for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

Please refer to the chapter on setting **good objectives**, but in setting their objectives specifically in relation this goal all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should:

- Ensure that the dimension of cultural well-being is integrated with other objectives in particular to address health and inequalities.
- Go beyond statutory requirements when setting objectives relating to culture and Welsh language.
- Clearly set out how they understand the definition of the goal: 'A Wales of Vibrant Culture and Thriving Welsh Language'.
- Involve arts, language and culture practitioners and organisations in setting their objectives and steps.

In setting their **steps**, public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government) should focus in the following areas and should:

- Develop skills, increase opportunities and respect our status as a bilingual nation.
- Support people to engage with culture in their daily working and recreational lives, and bring out the best in our cultural professionals.
- Use cultural and linguistic interventions to address wider societal issues.
- Use culture and the Welsh language as a driver for economic and environmental change.
- Enable our citizens to access and engage with their own and other cultures.



# A Wales of Vibrant Culture and Thriving Welsh Language

Recommendations for all public bodies and boards covered by the Well-being of Future Generations Act (including Welsh Government)

## Process Recommendations

In their day to day actions they should **stop**:

- Undervaluing the contribution of culture and the Welsh language to wider outcomes and the prevention agenda.
- Providing only short-term support or funding for time-limited projects or pilots, minimising the opportunity for lasting impact.
- Looking at cultural and Welsh language activities in silos.
- Planning or funding communities that do not consider its cultural impact.

In their day to day actions they should **start**:

- To strengthen the dialogue between culture, science, technology and creative industry experts and practitioners with policy makers.
- Involving arts and culture representatives in Public Services Boards work and activities.
- Making the most of local assets such as libraries, play facilities, museums, galleries, sports facilities, music venues, arts organisations, natural resources and historical spaces to support community well-being.
- Making the most of community organisations and youth groups to bridge the gap and bring culture to the spaces where people are; especially for communities such as BAME and rural, who could feel traditional 'high culture' venues are inaccessible for different reasons.
- Working with cultural professionals to design and build communities and places.
- Building the business development in towns and cities around cultural offer.



## Process Recommendations (continued)

---

- Engaging in innovative partnerships that allow for culture to be more visible in daily life, for example linking the culture and health agendas.
- Mainstreaming Welsh language considerations into all decisions made by public bodies.
- Promoting and supporting Wales' rich diversity of cultures and languages, including working with our vibrant diaspora communities.
- Addressing current lack of access to cultural, sports and recreational activities for BAME people.



## Resources / Useful Information

---

### Future Generations Commissioner for Wales

- [Journey Towards A Wales of Vibrant Culture and Thriving Welsh Language](#)
- [Future Generations Framework](#)
- [Future Generations Framework for Scrutiny](#)
- [Future Generations Framework for service design](#)

### Welsh Government

- [WG Future Trends Report](#)
- [Well-being of Wales 2019](#)
- [Cymraeg 2050: A million Welsh speakers](#)
- [National policy on Welsh language transmission and use in families consultation](#)
- [Supplementary Report to the UK Voluntary National Review of progress towards the Sustainable Development Goals 2030](#)
- [Creative Wales: Priorities for the Creative Industries in Wales](#)
- [Cultural Strategy 2016: Light Springs Through the Darkness](#)
- [Welsh Government's guidance Wales – A Play Friendly Country](#)
- [Exploring the relationship between culture and well-being](#)

### Other

- [The Welsh Language Commissioner's 5-year report: The Position of the Welsh language](#)
- [Arts Council for Wales - Arts and Health in Wales](#)





Comisiynydd  
**Cenedlaethau'r  
Dyfodol**  
Cymru

**Future  
Generations**  
Commissioner  
for Wales

