



# Vibrant Culture and Thriving Welsh Language

What the Future Generations Report  
2020 means for creative communities



# Why we need to change our approach to culture and Welsh language?



## Stats and Trends:

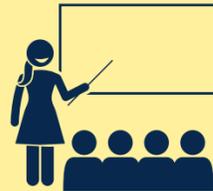
The creative industries represent one of Wales' fastest-growing sectors, with an annual turnover of more than £2.2 billion, and employing over 56,000 people – 40% more than 10 years ago.



The number of children receiving education through the medium of Welsh will need to double over the next 30 years to reach the Cymraeg 2050 target.



There has been a steady increase in the percentage of young people speaking Welsh through the education system, but no increase in Welsh-medium education over the past ten years.



61% of overseas visitors cite our historical sites as a key reason for their visit to Wales.



For every £1 invested in sport, there is a return of £2.88 – and £3.4 billion of benefits for Welsh communities.



Wales is projected to lose 26% (15,000) of its creative jobs and see a 10% (£100 million) drop in creative industries GVA.

Participation in culture is unequal with people from higher socio-economic backgrounds more likely to attend and participate in the arts.



There are more statues of goats and men named John in the UK than there are of real everyday women.



## So, what's changing?

The Well-being of Future Generations Act recognises culture as an integral part of well-being for the first time. Welsh language is an intrinsic part of this - it is part of our identity, our history and provides the means to understand and enjoy the rich Welsh culture.

Nevertheless, many still see culture as a 'nice to have' and it is often the first thing to go with budget cuts.

The culture and tourism industry is one of the ones that have been hit hardest by the COVID-19 pandemic. However, culture has also proven to be a 'lifeline' for many during the lockdowns, which has highlighted its importance to well-being.

Welsh Government has launched a Cultural Recovery Fund as an effort to help struggling creatives and, as a part of it, has introduced the Freelancer Pledge. This Pledge presents an opportunity for creative freelancers and public services to forge a partnership to achieve this and for freelancers to use their skills to bring creativity, imagination and Welsh language to all areas of public life.

As we develop our recovery plans and aspirations, the Freelancer Pledge reaffirms Wales' commitment to involving the creative sector in building back better and use culture as a powerful mechanism for change.

## How the Freelancer Pledge works\*:

**1**

**Freelancers apply for the Culture Recovery Fund**



**2**

**Welsh Government encourages them to sign up to the Pledge**



**3**

**Freelancers are paired with a public body or a Public Services Board**



**4**

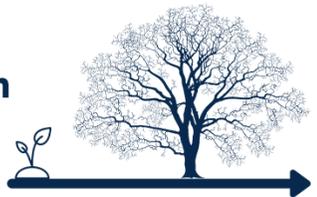
**Freelancers provide cultural and creative services to help tackle societal issues, such as cultural exclusion or deprivation**



**5**

**Short term: creatives join the public service response to Covid-19**

**Long term: culture embedded in public service and community infrastructure**



\*Full case study available [here](#).



# What is the Commissioner's vision?



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** using it in all aspects of daily life and work, and Welsh medium education available for everyone.

Creativity will be recognised as an **essential and valuable skill** and everyone will be able to access and participate in culture, **regardless of their background or where they live.**

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Sections on [A Wales of Vibrant Culture and Thriving Welsh language](#),  
Future Generations Report 2020



# How can this vision contribute to the 7 well-being goals?

## A Wales of vibrant culture and thriving Welsh language



- People will engage with culture in their daily lives, including through access to arts, sport and recreation, and cultural activities will be supported by organisations across sectors.
- Culture will be used a powerful mechanism for change to address complex societal issues

## A Globally Responsible Wales



- There will be opportunities to engage and learn more about other people's heritage and values
- Culture will be used to learn about global issues and bring different cultures together

## A Prosperous Wales



- The cultural economy will continue to be a successful and important part of Wales' prosperity
- Creativity will be recognised as an essential and valuable skill
- Culture will be used to improve places, as well as their economic return.
- Workplaces will support and encourage staff to learn and speak Welsh

## A Healthier Wales



- Creativity will be beneficial for people's mental health
- Culture will be recognised and used for prevention and improvement of physical and mental health

## A More Equal Wales

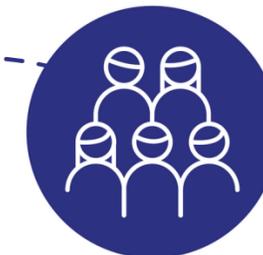


- Welsh medium education will be available for everyone and people will be able to access all they need in both English and Welsh
- Everyone will be able to access and participate in culture
- Efforts will be made to engage people of all colour, creed and background in diverse cultural opportunities that interest them

## Vibrant Culture and Welsh Language



## A Wales of cohesive communities



- People will be able to connect with others they through Human Libraries, enabling them to share stories, experiences and discuss problems, prejudices and beliefs
- Culture and the Welsh language will be an intrinsic part of communities, planning and place-making
- Welsh-speaking communities will be protected and people would not be priced out of their communities

## A Resilient Wales



- People will reconnect with nature through culture, and derelict and abandoned places will be turned into parks
- Culture will be used to educate people about biodiversity and raise awareness of the nature crisis



# What can you do to contribute to this future vision?

## Creative communities might like to know I have recommended that Welsh Government and public bodies:

- 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.
- 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.
- 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.
- Recognise the potential of creativity to support change in policy-making across all government portfolios.
- Strengthen the dialogue between culture, science, technology and creative industry experts and practitioners with policy makers.
- Involve arts and culture representatives in Public Services Boards' work and activities.
- Make 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.
- Make 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 Black, Asian, and Minority Ethnic and rural communities, who could feel traditional 'high culture' venues are inaccessible for different reasons.
- Work with cultural professionals to design and build communities and places.
- Build the business development in towns and cities around cultural offer.
- Promote and support Wales' rich diversity of cultures and languages, including working with our vibrant diaspora communities.
- Address current lack of access to cultural, sports and recreational activities for Black, Asian and Minority Ethnic people.

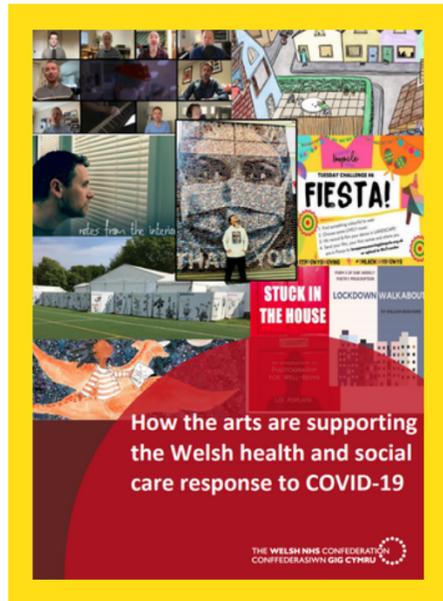




# Useful resources and tools, which can help you follow these recommendations:



This is a once in five years report, which sets out the Commissioner's assessment of progress made in implementing the Act within the reporting period. It reflects on the progress of all public bodies in terms of whether they have embraced the cultural change required by the Act and also considers the progress being made on each of the seven national well-being goals.



This document pulls together multiple examples of how culture and the arts have been used to support Wales' health and social care response during the coronavirus pandemic.



**Arts & Culture in well-being:**  
This is a case study highlighting the many great projects, integrating health and culture, happening across Wales.



This document aims to amplify the voices of young people as we approach the Senedd election in 2021. It sets out the key recommendations that the Commissioner wants to see the next Welsh Government commit to. She has called on all political parties to consider these recommendations within their manifesto work.



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.



**Local museums improving well-being:**  
A case study showing how local museums are contributing to the seven well-being goals.



**Supporting creative communities:**  
A case study explaining the approach of the Freelancer Pledge.



**Amgueddfa Cymru - widening engagement with young people:**  
A case study about Amgueddfa's involvement of young people in their work.