

Y Pwyllgor Cymunedau a Diwylliant

CC(3)-21-08: Papur 1: 19 Tachwedd 2008

Ymchwiliad Craffu: Hyrwyddo celfyddydau a diwylliant Cymru ar lwyfan y byd

Diben

Ystyried materion ymarferol amrywiol ar gyfer cynnal ymchwiliad i'r modd y caiff celfyddydau a diwylliant Cymru ei hyrwyddo ar lwyfan y byd gan y Cyngor Prydeinig a sefydliadau cysylltiedig.

Argymhellion

Argymhellir bod y pwyllgor yn:

- Cymeradwyo'r cylch gorchwyl arfaethedig
- Cymeradwyo'r rhaglen waith arfaethedig
- Cymeradwyo'r rhestr o dystion a awgrymir yn Atodiad 2 neu'n ei haddasu; a
- Chymeradwyo'r 'alwad am dystiolaeth' yn Atodiad 3 a'r rhestr o ymgynghoreion arfaethedig yn Atodiad 4

Cefndir

Mewn cyfarfod preifat ar 24 Medi, bu'r pwyllgor yn trafod rhestr o bynciau posibl ar gyfer cynnal ymchwiliadau craffu arnynt a phenderfynodd y byddai ei ymchwiliad nesaf yn un byr a oedd yn canolbwyntio ar hyrwyddo celfyddydau a diwylliant Cymru'n rhyngwladol, gan roi sylw i'r modd y mae strategaeth gelfyddydau newydd y Cyngor Prydeinig yn ystyried sefyllfa ddatganoledig Cymru. Gwnaed gwaith cwmpasu pellach ar y pwnc a nodir awgrymiadau o ran cylch gorchwyl yr ymchwiliad isod.

Ceir crynodeb o'r prif gyrff sy'n gysylltiedig â hyrwyddo celfyddydau a diwylliant Cymru ar lwyfan y byd yn Atodiad 1.

Cylch gorchwyl posibl

Cynigir bod y pwyllgor yn adolygu:

- *Polisi cyffredinol Llywodraeth Cynulliad Cymru, ei strategaeth/strategaethau a'i chynlluniau gweithredu cysylltiedig i hyrwyddo celfyddydau a diwylliant Cymru dramor; sut y mae Gweinidogion ac adrannau Cymru'n cydweithio a chydgysylltu ar y pwnc; a sut y caiff llwyddiant ei fesur;*
- *Sut y mae'r strategaethau celfyddydau a diwylliant gwahanol sy'n gweithredu yng Nghymru, yn cynnwys strategaeth gelfyddydau y Cyngor Prydeinig a strategaethau eraill drwy'r Deyrnas Unedig sy'n berthnasol i Gymru, yn cael eu cydgysylltu a sut y*

dyrennir arian iddynt.

Bydd y pwyllgor yn cynnig argymhellion fel y bo'n briodol.

Pwyntiau i'w cofio yn ystod y broses gasglu tystiolaeth

Mae'n bosibl y bydd y pwyllgor am edrych ar y canlynol mewn cysylltiad â sut mae celfyddydau diwylliant Cymru'n cael eu hyrwyddo **ar lwyfan y byd**:

- Sut y darperir strategaethau cenedlaethol Llywodraeth Cynulliad Cymru o ran hyrwyddo celfyddydau a diwylliant ar lwyfan y byd a sut y'u cydgysylltir.
- Prif flaenoriaethau Llywodraeth Cynulliad Cymru a'r Cyngor Prydeinig o ran hyrwyddo celfyddydau a diwylliant Cymru'n rhyngwladol - hy lle y mae ymdrechion ac arian yn cael eu targedu er mwyn creu'r effaith fwyaf, a beth yw'r meysydd unigryw a'r meysydd twf a sut y cefnogir y rhain (ee y cyfryngau newydd a diwydiannau creadigol)?
- Sut y mae Llywodraeth Cynulliad Cymru'n sicrhau bod ymdrechion i hyrwyddo celfyddydau a diwylliant Cymru'n rhyngwladol yn cael eu cydgysylltu rhwng portffolio'r Gweinidog a phortffolio'r Adran (ee ym meysydd addysg a sgiliau, datblygu economaidd, twristiaeth, treftadaeth, y celfyddydau a diwylliant, cysylltiadau diwylliannol rhyngwladol, materion Ewropeaidd ac allanol)
- Sut y mae datblygu dyletswydd ddiwylliannol statudol o ran awdurdodau lleol yng Nghymru'n cydweddu â'r gwaith o hyrwyddo celfyddydau a diwylliant Cymru'n rhyngwladol.
- Sut y caiff canlyniadau neilltuo arian a gwaith hyrwyddo eu mesur a'u gwerthuso er mwyn sicrhau gwerth am arian i bwrs y wlad
- Pa mor effeithiol yw trefniadau partneriaeth rhwng cyrff celfyddydol a chyrff diwylliannol, y Cyngor Prydeinig a Llywodraeth Cynulliad Cymru o ran cefnogi strategaeth gyffredinol.
- Sut y mae polisiâu a strategaethau Llywodraeth y Cynulliad yn cydweddu â pholisiâu a strategaethau Adran Ddiwylliant, Cyfryngau a Chwaraeon Llywodraeth y DU, ee yn yr ymdrechion i sicrhau bod y DU yn 'ganolbwynt creadigol y byd', a chydgyssylltu gweithgareddau i wneud y gorau o fanteision diwylliannol Gemau Olympaidd 2012.

Rhaglen

Cynigir y rhaglen waith ganlynol:

Dyddiad	Gweithgarwch
Tachwedd 2008	Cytuno ar y cylch gorchwyl a'r rhaglen
Tachwedd 2008 – Ionawr 2009	Galw am dystiolaeth
Rhagfyr 2008 – Ionawr/ Chwefror 2009	Y pwyllgor yn clywed tystiolaeth
Chwefror 2009	Ystyried y prif faterion dan sylw/ yr argymhellion
Mawrth 2009	Ystyried yr adroddiad drafft

Diwedd Mawrth/dechrau Ebrill 2009	Cymeradwyo a chyhoeddi'r adroddiad terfynol
Mai 2009	Ymateb y Llywodraeth/dadl yn y Cyfarfod Llawn

Tystion Posibl

Ceir rhestr o dystion posibl i gyflwyno tystiolaeth i'r pwyllgor yn Atodiad 2.

Galw am dystiolaeth

Cyhyd ag y bo Aelodau'n fodlon ar y cylch gorchwyl arfaethedig, byddwn yn cyhoeddi galwad am dystiolaeth yn fuan. Mae'r llythyr ymgynghori arfaethedig i'w weld yn Atodiad 3. Caiff hwn ei ddsbarthu i unigolion a sefydliadau perthnasol; gweler Atodiad 4. Bwriedir ymgynghori am gyfnod o ychydig dros saith wythnos er mwyn ystyried gwyliau cyhoeddus.

Cydnabyddiaeth

Paratowyd y papur hwn gyda chymorth Gwasanaeth Ymchwil yr Aelodau.

Gwasanaeth y Pwyllgorau Tachwedd 2008

Annex 1 – Summary of key players in the promotion of Welsh arts and culture internationally

British Council

The British Council is the UK's international organisation for educational opportunities and cultural relations. It is an executive non-departmental public body, a public corporation (in accounting terms) and a charity. The British Council receives expert advice from three National Committees (for Scotland, Wales and Northern Ireland) and three Sector Advisory Groups for education and governance, English, science and engineering. It also has an **Arts Group**, consisting of a team of professionals whose task is to “mobilise the best of British creative talent to develop innovative programmes that will engage with thousands of people all over the world, drawing them into a closer relationship with the UK”.

The areas covered include music, drama, dance, visual arts, design, architecture, film, literature, new media, museums management and the creative economy. Multi-disciplinary arts specialists are based in offices in Cardiff, Edinburgh and Belfast. Unlike the UK's Arts Councils, it is not an arts funding organisation; rather it aims to “use the arts to respond to the UK's international strategic and geographical priorities by promoting the debate of issues and ideas, challenging opinions and increasing understanding between cultures”.¹

The British Council recently undertook a consultation on its work in the Arts via a draft **Arts Strategy**. The resulting **Action Plan for the Arts** committed to: redressing the decline in the quantity of our arts and creative economy work in the last few years by:

- increasing its co-operation with relevant government departments, the devolved administrations, regional development agencies, the arts councils and similar organisations that have an interest in representing UK arts, culture and creative industries abroad
- maintaining all its arts functions: visual arts, drama and dance, music, film, design and architecture, literature and creative economy – and adding a new media function
- increasing the Arts budget to £30 million
- investing in its international network of professional expertise including specialist posts and external advisers
- re-establishing an external advisory function for the arts
- appointing an external adviser, Graham Devlin, to work with it to refine how it selects and develops content for its arts and creative economy work globally.

The Action Plan goes on to say: *The British Council does not offer support to arts and creative economy work that is unlikely to contribute to the development of cultural relations between the UK and the rest of the world.*

¹ British Council website:
<http://www.britishcouncil.org/arts-about-us-what.htm>

In relation to the devolved administrations, the Action Plan reports:

The devolved administrations and English regions also cite the role of cultural and creative industries in their strategies for economic growth and regeneration. Their new international agendas see a pivotal role for innovation and culture in forging relationships.²

The need to develop closer strategic partnerships with relevant government departments, the devolved administrations, regional development agencies, the arts councils and similar organisations that are or should be involved in representing UK arts, culture and creative industries abroad.³

We are increasing our areas of co-operation with relevant government departments, the devolved administrations, regional development agencies, the arts councils and similar organisations that have an interest in representing the UK's arts, culture and creative industries abroad.

The British Council has recruited a **full-time arts officer post**, based in Cardiff, to develop its relationship with **Wales Arts International** following the signing of a **partnership agreement with the Arts Council of Wales** in April 2008. The post also has a UK-wide focus on new media arts.⁴

Wales Arts International

Wales Arts International was established in 1997 as a strategic partnership between the Arts Council of Wales (ACW) and the British Council. It works to promote knowledge about contemporary culture from Wales and encourage international exchange and collaboration.

Much of ACW's direct international activity is located within Wales Arts International's programme.

Wales Arts International's principal objectives are to:

- help develop and support collaborative international opportunities for individual artists and arts/cultural organisations in Wales
- encourage international programming by presenters and promoters in Wales
- ensure that Wales has a high profile within the British Council and its offices overseas
- enhance involvement by practitioners in Wales in international networks and initiatives.⁵

² The external environment for the UK's creative and cultural sector, p5

³ The Consultation, p6

⁴ Strategic Partnerships, p.10

⁵ <http://www.artswales.org/publication.asp?id=2>

Encourage young journalists with creative ideas in governance in the UK and to awake thinking about their responsibility in the development of pluralist democracy in a modern multi-cultural society.

The Heritage Minister's paper to the Communities and Culture Committee during the scrutiny session on 26 June stated:

Our commitment to supporting opportunities for Wales' artistic producers to participate on the international stage has also been strengthened by the Welsh Assembly Government joining the British Council led 'Connections Through Culture' programme.⁸

The One Wales commitment, 'Support opportunities for Wales' artistic producers to participate on the international stage', is a key priority for Wales Arts International. The One Wales Delivery Plan states that it is currently working with the Arts Council of Wales to undertake a review of the impact of Artes Mundi and Venice Biennale on Wales' international profile.⁹

⁸ CC(3)-12-08 (p1)

⁹ Welsh Assembly Government, [One Wales](#), 2007. Progress against commitments as recorded in the [One Wales Delivery Plan 2007-2011](#), 2008 at 10 September 2008.

Annex 2 - Possible witnesses

Eluned Haf, Director, Wales Arts International
David Alston, Arts Director, Arts Council of Wales

Kevin Higgins, Director, British Council Wales
Louise Wright, Arts Officer, British Council Wales
British Council London – to be confirmed

Frances Medley – Cultural Enterprise, Cardiff (rapporteur of British Council consultation event in Cardiff)

National Museum Wales

Alun Ffred Jones, Assembly Heritage Minister
Rhodri Morgan, First Minister for Wales
John Howells, Director of Culture Department, Welsh Assembly Government

Other arts stakeholder bodies may be invited to give oral evidence dependent upon the outcome of public written consultation.

Annex 3 – proposed call for evidence



Call for Evidence

Committee Inquiry into the Promotion of Welsh Arts and Culture on the World Stage

The Communities and Culture Committee has chosen to carry out an inquiry into the promotion of Welsh arts and culture on the world stage.

Background

Terms of Reference

The Committee will review:

- The Welsh Assembly Government's over-arching policy, strategy(ies) and associated action plans to promote Welsh Arts and Culture abroad; how Welsh Ministers and Departments collaborate and coordinate; and how success is measured
- How the different arts and culture strategies operating in Wales, including the British Council's Arts Strategy and other UK-wide strategies applicable to Wales, are coordinated.

The Committee will make recommendations as appropriate.

We are seeking your views on any issues relevant to this topic, including:

- How are the Welsh Assembly Government's national strategies on promoting arts and culture on the world stage being delivered and coordinated?
- What are the top priorities of the Welsh Assembly Government and the British Council on promoting Welsh arts and culture internationally, i.e. where are efforts and funds being focused to maximise impact?
- What are the unique/growth areas in Welsh arts and culture and how are these being supported (eg new media and creative industries)? Is the current balance right?
- How is the Welsh Assembly Government ensuring that efforts to promote arts and culture internationally are coordinated between Ministerial and Department portfolios

(eg in the fields of education and skills, economic development, tourism, heritage, arts and culture, international cultural relations, European and external affairs)?

- The Welsh Assembly Government is currently working on developing a statutory cultural duty on Welsh local authorities. How might this fit with the promotion of Welsh arts and culture internationally?
- Are the outcomes of funding and promotional work being measured and evaluated adequately to ensure value for money for the public purse?
- How effective are partnership arrangements between arts and culture bodies, the British Council and the Welsh Assembly Government in supporting an over-arching strategy?
- How do the Welsh Assembly Government's policies and strategies fit with those of the UK Department for Culture, Media and Sport, eg efforts to make the UK a 'global creative hub', particularly in the context of the Cultural Olympiad 2012?

Interested parties are invited to submit written evidence to the committee clerk at the address below, to arrive no later than Monday 12 January 2009. If possible, please supply an electronic version by e-mail to the following address:

Community.Culture.Comm@Wales.gsi.gov.uk

Please indicate whether you would be interested in presenting your views to the Committee in person.

It is normal practice for the National Assembly to publish evidence provided to a committee. Consequently your response may appear in a report or in supplementary evidence to a report. You will, unless you request otherwise, be identified as the author of the evidence although the National Assembly will not publish any other information which it considers to be personal data.

You should be aware however that in the event of a request for information submitted under the Freedom of Information Act 2000, it may be necessary to disclose the information that you provide even though this has not been published.

If you are providing any information, other than personal data, which you feel is not suitable for public disclosure, or if you do not wish your identity, as author of the evidence, to be disclosed, this must be clearly identified, together with your reasons for wishing to withhold the material in question. The National Assembly will take this into account when publishing information or responding to requests for information.

Annex 4 – Proposed consultees

Amgueddfa Cymru
Artes Mundi
Arts Business Cymru
Arts Council of Wales
Arts Training Wales
BBC Wales
Big Lottery Fund
British Council
Business in the Community Cymru
Careers Wales
CBI Cymru
Chamber Wales
Chapter Arts Centre
Children’s Commissioner for Wales
Citizens Advice Cymru
CLERA Cymdeithas Offerynnau Traddodiadol Cymru
Community Dance Wales
Community Music Cymru
Contemporary Theatre and New Writing Company
Countryside Council for Wales
Creu Cymru
Disability Arts Cymru
Diversions Dance Company
Drama Association of Wales
Eisteddfod Genedlaethol Cymru
Equality and Human Rights Commission
Ethnic Business Support Programme
European Commissioner in Wales
Federation of Small Businesses
Festivals of Wales
Fforwm
Funky Dragon
Golwg
Guild for the Promotion of Welsh Music
Heritage Lottery Fund Committee for Wales
Institute of Welsh Affairs
ITV Wales
Llangollen International Musical Eisteddfod
National Library of Wales
National Museum Wales
National Park Authorities (Brecon Beacons, Pembrokeshire Coast, Snowdonia)
National Youth Arts Wales
OFCOM
Older Person’s Commissioner for Wales
Prince’s Trust Cymru
Public Art in Wales
Public Services Ombudsman for Wales
Royal Commission on the Ancient & Historical Monuments of Wales
Royal Welsh College of Music and Drama

S4C
SAFLE
Sports Council for Wales
Swyddfa'r Urdd
Theatre in Wales (website)
The Bevan Foundation
The Film Agency for Wales
The Hay Festival
The Makers Guild in Wales
The National Trust
The Stage
Voluntary Arts Wales
Wales Arts International
Wales Association for Community Artists
Wales Audit Office
Wales Council for Voluntary Action
Wales Craft Council Ltd
Wales Millenium Centre
Wales Tourism Alliance
Wales TUC
Wales Youth Agency
Welsh Amateur Music Federation
Welsh Books Council
Welsh Centre for International Affairs
Welsh Folk Dance Society
Welsh Language Board
Welsh Literature Abroad
Welsh Local Government Association
Welsh National Opera
WLGA European Office
Women's Arts Association
Writers Guild of Great Britain (Wales)
Young People's Partnerships