

Date : 26 March 2003
Time : 9:00 – 12-30
Venue: Committee Room 1

Annex A2 - Creative Future: Cymru Creadigol - Action Plans with points due by 2002-03

Last updated 21 Feb 03

3rd Column (♣) refers to Progress. 1= complete; 2 = progressing well; 3 = Not yet started

Ref	Action	♣	Lead Body	Joint Action	Action update
1.1	To research in consultation with the Welsh Local Government Association the best model for an arts database for Wales, in order to provide the accurate and comprehensive data necessary to develop evidence-based policy.	1	Cymru'n Creu	WLGA	Database developed and in place
1.2	To institute a review of all arts marketing data for Wales and to explore ways in which all grant-aided arts organisations to pool their market data on a continuing basis, within the constraints of the data protection requirements	1	ACW		All ACW presenting venues with computerised box offices were invited to participate in the Mapping Wales project, where the data of those who agreed to participate was analysed and reports supplied to enable participants to target marketing more effectively in the future.
1.4	To carry out in consultation with the WLGA an audit of cultural venues (including sports venues and community facilities), their geographical spread and reach, in order to create a balanced, evidence-based investment programme for the period to 2005. The audit will build on the work already undertaken by ACW and SCW	1	WLGA	SCW ACW	SCW maintains databases to monitor provision of built sports facilities, which provides information to inform grant making decisions within SCW's control and is made available to local authorities for planning purposes. This work has been taken forward by ACW in respect of arts venues, and a draft capital strategy prepared for consultation aimed at plugging key gaps and addressing the condition of the existing facilities and enabling them to comply with the provisions of the Disability Discrimination Act. The Cultural and Economic Impact of Cinema in Ireland and

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					Wales - A research project administered by Sgrin, Media Agency for Wales & The Arts Council of Ireland with funding from Ireland/Wales Interreg IIIA Community Initiative Programme: ERDF. The aim of this project is to conduct a detailed Cinema Audit in both Wales and Ireland. The cinema is an essential economic component in a modern dynamic economy addressing both direct employment and quality of life issues, from an economic and cultural perspective. Particular attention will be given to structural and equipment standards looking at new media applications and access. The Audit will become an invaluable tool for any economic regeneration exercise/plan and should prove useful following the introduction of the new Disability Discrimination Acts both in the UK and Ireland.
2.10	To make more widely available to students and teachers in our schools existing locally produced materials on the arts and culture of Wales.	1	NGFL		Contract for the establishment of NGfL Cymru awarded June 2002. NGfL Cymru was formally launched by Minister for Education and Lifelong Learning on 30 January 2003
2.13	To establish a Youth Arts Fund	1	ACW		Supporting Young Creativity will be launched in February
2.16	To draw up a concordat with Resource which will set out its relationship with the museums, archives and libraries sector in Wales.	1	NAW		CyMAL: Museums Archives and Libraries Wales, which will develop and implement policies for local museums, libraries and archives, will be set up within the Welsh Assembly Government from 1 April 2004. CyMAL will seek to call on the expertise of Resource where appropriate. We have agreed a draft concordat with Resource which is awaiting ratification by the Resource Board. This will require adjustment in the light of the establishment of CyMAL from 1 April 2004
2.17	To support redevelopment at the Urdd's Glan-Llyn camp, providing a lecture and activity space; new sleeping accommodation and increased security	1	WLB		Work on the redevelopment started towards the end of 2002. The Assembly Government has agreed to contribute £250k, channelled through the WLB, towards this redevelopment.
2.3	To review and implement proposals for the engagement of young people in the arts via the ACW Task Force on 'Arts and Young People', and to develop new proposals as	1	ACW		The review of the Taskforce is underway. Announcements of new pilot schemes will be made in February

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	necessary.				
2.6	To require national remit arts companies and heritage organisations to have in place declared policies and programmes to exploit their talent base fully for educational purposes, including the active participation of young people, and to have devised relevant measures to be reported annually.	1	ACW	CADW	Funding agreements are now in place for the 4 National companies. The agreements all reflect the commitment of the companies to deliver educational outcomes and to report annually on their achievements.
2.9	To produce through Education extra, a code of practice for publication in the forthcoming academic year on those out of school activities capable of inspiring creativity more broadly. The code will include information on a series of demonstration projects being funded by NAW.	1	NAW		Education Extra have now produced a final draft of the code and the document will be issued to all schools in Wales by end February 03
3.10	To convene a task and finish group to review support mechanisms for the publishing industry in Wales, with a view to improving the marketing and distribution of books and other publications from and about Wales at home and abroad, and to make recommendations.	1	WBC		The Task and Finish Group (involving a number of Cymru'n Creu organisations) reported in March. The report was warmly welcomed by the trade and the Minister subsequently announced additional funding of £1.3 m over 3 years to begin implementing the recommendations of the group. There has been progress on all the action points agreed with the Assembly including a complete overhaul of the way Welsh-language publishing is funded and a move towards supporting annual publishing programmes rather than awarding grants on a title by title basis. The Arts Council's responsibility for publishing will be transferred to the Books Council from April 2003. Gwales.com (the Books Council's on-line enquiry and ordering service) is being developed and improved and will supply customers directly from April 2003
3.12	To Develop proposals for access to Welsh language theatre in the context of the Arts Council for Wales' 5 year arts development plan	1	ACW		The Minister announced an additional £1.5m over 3 years for the Welsh Language Theatre. The new company and board have been established. Two productions have been funded in the current financial year, and the company will go live during the next financial year
3.9	To extend access to writers in residency programme	1	ACW		Programme of funding consolidated with the Academi.

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4.8	To review the way future streams of lottery money are allocated to community arts, heritage and sports projects to ensure that optimal use is made of funding from other sources and that capacity building is supported effectively	1	NAW		Consultation on review has been completed and Minister for Culture has responded to DCMS
6.15	To support the efforts of Arts and Business in Wales in gaining sponsorship support for arts activities in Wales.	1	ACW		ACW has contributed to the delivery of the Professional Development Programme across Wales over the last year (2001-02) and is now working with Arts and Business to maintain provision
6.17	To ensure that the development of a 10 year strategy for higher education promised under the Partnership Agreement takes full account of the way in which knowledge exploitation can contribute to, and benefit from, the cultural and creative industries.	1	NAW		Included in <i>Reaching Higher...</i> : "We want third mission activities to be viewed as a normal and natural part of each institution's activity in every subject area, including humanities with their natural potential cross-overs to our creative and media industries"
6.7	To ensure that the web-based Arts Database for Wales, to include details of all companies and events and to be able to link effectively with the Wales Tourist Board's proposed Destination Management System.	1	ACW		This is incorporated into the new ACW website
7.10	To assist clubs to ensure that they are well prepared to look after children and will adopt a child-centred approach in their work.	1	SCW		SCW provide funding and recognition through its Junior Club Development programme for clubs that meet defined minimum standards in the provision of club activities for children.
7.11	To produce an action plan based on further consultation on its Cultural Diversity Strategy	1	ACW		An action plan for phase one of the Cultural Diversity has been published. Further work will be carried out on the implementation of this action plan during 2002/03.
7.12	To produce plans for ensuring compliance with the Disability Discrimination Act	1	Cultural ASPBs		The cultural ASPBs have attended seminars and presentations about the implications of the DDA. The Disability Rights Commission made a presentation to Cymru'n Creu on the DDA on 24 October 2002, where the Culture Minister reminded the ASPBs of the action required of them
8.12	To attract a major animation conference, the European Cartoon Forum, to North Wales in 2002.	1	NAW		Cartoon Forum Eryri was held in September 2002. The Assembly Government contributed £65k towards the costs of the conference.

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8.19	To develop web-based system for marketing books and placing reviews	1	WBC		The Gwales website has been operational since 2001.
8.20	To promote books from Wales more widely on the internationally arena	1	WBC		Books Council has appointed an Overseas Marketing Officer, who has been in post since April - working closely with a number of key partners in the Assembly, Wales European Centre, Wales Trade International, the British Council, Wales Arts International, Wales Tourist Board etc. There are a number of developments, eg., Mar 03, there will be bookshop promotions in 6 European cities and in one of the chains in the USA. The theme will be Dylan Thomas, given that 2003 is the 50 th anniversary of his death, but a selection of general titles of Welsh-interest are also being promoted.
8.8	To establish partnerships with other places around the world where Welsh immigration played an important part in the development of the community.	1	NAW		In December 2002, the Assembly Government announced that the project supporting Welsh language learning and culture in Patagonia would be supported through a £105k package of funding between 2003-06. The funding would continue to be channelled through the British Council.
6.18	To commission research into modes of electronic publishing and use of IT in the books trade and to make recommendations for the books trade in Wales	1	WBC		The Books Council has commissioned and published research into [a] Digitisation and Electronic Publishing and [b] Utilisation of ICT in the Marketing and Distribution of Welsh Books and Books of Welsh interest.
1.6	To develop in consultation with the WLGA an agreed format for local cultural strategies in the context of local community plans, and reports on spending, in order to establish fairness and comparability.	2	NAW		Most LAs have developed / are developing Culture strategies.
1.7	To develop a definition as to what is regarded as expenditure on education, training and learning related to cultural activities and to consider how best this information could be gathered	2	ELWa		To be actioned following the survey in 2.8
1.8	To develop proposals for an audit of training venues related	2	ELWa		To be actioned following the survey in 2.8

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	to cultural activity				
1.9	To develop proposals for measuring performance in the delivery of electronic cultural content	2	Cymru'n Creu		The establishment of Culturenet Cymru to deliver a national ICT cultural network will also develop best practice in, and measure the quality of, cultural content. Culturenet Cymru should be up and running from April 2003.
2.14	To ensure a co-ordinated approach to national youth theatre in Wales	2	NAW		The Arts Council has been asked to make proposals for the development of youth theatre. The Culture Minister recently announced an extra £1.2m over three years (from 2003/4) for Theatres in Education
2.2	To publish a survey of arts provision covering Key Stage 2 and 3, providing advice on how best arts and creative enterprise can feature in extra-curricular activities for young people	2	Estyn		Estyn provided advice to the Assembly on standards in art and culture at KS2 and KS3 in June 2002. Target date for publication of Survey is 31 March 2003.
2.8	To review the training opportunities in Wales for those entering the cultural professions – not only as artists or sportsmen and women, but as managers, curators, officials, administrators and community activists	2	ELWa		Activity underway – interim report received, final report due April 2003
3.11	To develop a new action plan for dance aimed at significantly raising the status and resource level available for this artform. The Arts Council of Wales will work with the National Assembly of Wales and with educational and cultural bodies to implement this plan.	2	ACW		Being taken forward in the context of the ACW's 5 year Development Strategy
3.3	To review feasibility for a wider range of quality gallery spaces across Wales including: a Wales Gallery of Contemporary Art taking account of the NMGW and ACW reviews of galleries, a Contemporary Art Fair in the context of the ACW review of festivals and the role of local authorities.	2	NAW	ACW NMGW WLGA	The National Museums & Galleries of Wales carried out a public consultation exercise as part of the review of the display of its art collections. "Views of the Future" set out 6 possible options ranging from the setting up of a partnership scheme with local galleries to the creation of a new national art gallery. I look forward to seeing the Museum's initial findings shortly. One option, the partnership with local galleries, has already been

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					<p>supported by the Welsh Assembly Government which has provided £50,000 annually to a scheme called "Sharing the Treasures - Cyfoeth Cymru Gyfan". Facilities at local museums and galleries will be upgraded with funding channeled through the Council of Museums in Wales. This will enable them to display valuable and important items from the National Museum's collections. Three locations, Wrexham Museum, Brecknock Museum and Oriel Ynys Mon, have been chosen to pilot the scheme which will be extended throughout Wales.</p> <p><i>Initial work has started in 2002-03 and will be developed in 2003-04. A Visual Arts Action Plan is being developed which will take account of the recommendations of the Galleries Review. The Council has considered the case for a Wales Gallery of Contemporary Art and believes that there is a need for such a gallery to be developed, alongside the proposals from NMGW and the development of the network of mid-scale galleries to enable them expand their work and build on their links with NMGW.</i></p> <p>The Festivals Review will be taken forward in the same way. ACW welcomes the opportunity to work as part of an Assembly led group on this action.</p>
3.4	To improve the stability of existing festivals (including their ability to employ professional directors and administrators) and stimulate new initiatives.	2	ACW		Limited progress is being made in the current financial year but the bulk of this work will be taken forward in 2003-04, subject to resource availability
3.7	To develop a strategy for supporting creative professionals through training and education to enable them to deliver work of high standard and to improve their business skills	2	ELWa		Agreed to progress with ATW following the completion of Market Research
3.8	To consider the options for introducing management development programmes tailored to the needs of arts organisations	2	ELWa		As for 3.7

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4.12	ASPBs to appoint officers with specific responsibilities for liaison with local authorities	2	NAW		Some ASPBs have such officers and others are considering this
4.4	To develop an evidence-based investment programme for the period to 2005 Based upon the recently completed audit of arts venues.	2	ACW		This has been incorporated into the development of the five-year strategy and a draft capital strategy is now out to consultation
4.5	To improve the linkage between the various forms of cultural activity and cultural enterprise development by helping to develop related businesses	2	ACW	SCW WDA	ACW is working closely with the WDA on the provision of business support and mentoring to the cultural sector, and on the development of new initiatives to promote the expansion of the cultural industries. Cultural Enterprise exists to support micro-creative industries. The WDA has agreed to provide funding to support this.
4.9	To develop, in consultation with the Environment Minister and ACW, guidelines for the implementation of active public art policies at national and local level by the National Assembly, local government and other public bodies	2	NAW		Refer to action point 3.3
5.6	To explore ways of improving the broadcast coverage of sports in Wales	2	NAW		Minister has convened a small group to provide advice on issues in relation to the work of OFCOM's future roles and functions in Wales. The group will consider this commitment in phase 2 of their work, after April.
5.8	Review feasibility for a Welsh Sporting Museum to exhibit our sporting heritage and enable young people to learn about our sporting history	2	Cymru'n Creu		The Cymru'n Creu sub-group's report recommended that funding of £40,000 for an in-depth feasibility study should be sought. The bid during BPR 2002 failed due to other priorities but will be looked at again in-year and for BPR 2003
6.12	To establish a film production fund of sufficient scale as to allow for the doubling of film production activity from the highest recent levels.	2	NAW		Finance Wales and Sgrin are working closely with the Assembly Government to establish a Film, TV & New Media Fund for Wales. The European Commission is being notified of the Assembly Government's intention to establish the fund, and an application for European funding is currently being considered by WEFO (the Wales European Funding Office).
6.13	To develop a crafts strategy to maximise the economic	2	WDA	ACW	ACW is working with the WDA to consider how this strategy will be

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	potential of producing high value products; the potential contribution to the tourist industry; our international profile, the potential for a crafts trail and provide a framework within which individuals can work				put together with the involvement of the sector and sector representative bodies. An initial review of current documentation has been produced to provide baseline information on which to base the strategy work.
6.5	To consider ways in which young musicians can be enabled to promote their work to record companies e.g. by providing support in the preparation of videos	2	ACW	WDA	The WDA has agreed a further three year funding package for the Welsh Music Foundation. One of the key roles of the WMF is to help promote Welsh bands to record companies. The WMF's ability to deliver has been recently enhanced by the appointment of a new world class board and the creation of the post of managing director.
7.3	To ask the ASPBs to set realistic but challenging targets for achieving equality of opportunity.	2	NAW		Equal Opportunities are covered in remit letters but further development of targets is required
7.8	To implement an action plan designed to help address the imbalance in participation between boys and girls.	2	SCW		Ongoing. Being addressed through the Women and Girls action plan which addresses school sport, community sporting structures and the profile of women's sport. The objective is being progressed through proactive targeting and prioritisation within SCW's Dragon Sport and Girls First programmes.
8.18	To develop strategies to attract more individuals to learn Welsh, encourage imaginative ways of learning Welsh and ensure effective learning.	2	ELWa		Welsh Language Scheme (which outlines some approaches) will be published end March 2003 for consultation,
8.21	Review arrangements for co-ordinating the marketing of Welsh institutions abroad	2	Cymru'n Creu		An Advisory Group is being set up by the Assembly
6.3	To encourage HEFCW and the National Councils to consider what more could be done to support the provision of art and design education in Wales with a view to ensuring the fullest cross-institutional collaboration. This will aim to <ul style="list-style-type: none"> strengthen the educational provision attract more students from Wales and elsewhere improve design services for industry 	2	HEFCW		No specific funding was available to HEFCW to take forward this action. However, progress was being made – UWN/UWIC received a grant of £50k from HEFCW to look at Design Education in Wales. There were currently Centres for Art & Design Centre at UWIC, Film and Photography at UWN, Architectural Glass at Swansea, Art in Aberystwyth and Animation at Wrexham and UGC.

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	<ul style="list-style-type: none"> contribute to building the creative industry cluster raise the international profile of Wales in design fields increase the number and quality of design-related business 				
1.5	To produce statistics identifying the pattern of spend, participation and activity in cultural pursuits to encourage cross-over and the sharing of facilities and projects.	3	Cymru'n Creu	ACW WLGA	Discussion deferred until after evaluation group set up – to report at next meeting of Cymru'n Creu (Jul 03) - Preliminary discussions are on-going
2.15	To review the opportunities for life-long learning in cultural subjects- through formal education and community initiatives, professional bodies, arts and sports organisations.	3	NAW		It had been ambitious to accept this as a target for 2002/3 because of resources. The Music Development Fund was to be further supported in 2003/4 and it was being evaluated with a view to it possibly being restructured thereafter. Action:- ELWa to take forward, working closely with the Assembly and identify priorities. Action point to be deferred to 2003/4
2.7	To expand free instrumental teaching, participation in youth orchestras, choirs and many other forms of music normally available in all schools and colleges and to explore similar initiatives in respect of other art-forms	3	WLGA	ELWa	The Music Development Fund will continue in 2003/4 subject to review. Future actions is for ACW to provide coordination of input into evaluation of MDF. WLGA are currently surveying local authorities with a view to establishing a baseline of current practice in local government.
4.10	To work with the Environment Minister, local Authorities and ASPBs to identify ways in which planning and conservation policies can be more closely linked to cultural development priorities	3	NAW		Various initiatives underway including a Group reporting to the Environment Minister on the Historic Environment.. Future action for Officials to provide an update on work in progress at the next meeting of to Cymru'n Creu
4.7	To initiate a feasibility study for an institutional mentoring scheme, whereby established organisations could assist newer companies and organisations.	3	NAW		Cultural Enterprise pays existing businesses to provide mentoring for new organisations. No further action needed.
5.5	To work with local authorities to identify facilities, especially playing fields and other amenities, which can be upgraded or brought back into public use.	3	WLGA		WLGA has discussed this issue with some lead local authority officers and will consult SCW during the exercise. The SCW was interested in the audit for planning purposes and there was also a strong potential for this action point to link with NOF funding. Future action, WLGA to link work with the Sports Strategy

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6.14	To establish a scheme with challenge money for local authorities with a view to establishing cultural industry retail concentrations for products from Wales	3	NAW		Progress had been discussed recently with the WDA and WTB. Strong link to the Craft Strategy. Future action for ACW to take forward with WDA.