

# Priorities for Culture

## 2024-2030

A consultation for young people



Llywodraeth Cymru  
Welsh Government



# Culture is part of our everyday life.

It's all around us. Culture inspires us and helps us enjoy life, express ourselves and be creative:



## Culture is our past – our present – and our future.

Our Welsh culture is special and unique. It shapes who we are and gives us a sense of belonging.

## About the strategy

The Welsh Government wants culture to thrive and wants to use culture to improve people's lives.

We've written this new strategy (plan) for culture in Wales. It's for the arts, museums, libraries, archives and historic environment sectors, but it's also for everyone who works with culture, enjoys it and values it.

This strategy is built around the Well-being of Future Generations (Wales) Act, including the goal of:

# A Wales of Vibrant Culture and Thriving Welsh Language.

## Involving people

We have lots of ambitions and want to focus on three priority areas from now until 2030. We have already spoken to lots of people as part of developing this strategy, including people who work in the culture sector and community representatives. But what do you think?



# Priority 1: Culture Brings Us Together

Culture is for everyone, about everyone, and created by everyone.

## Our ambitions:

### 1 Culture is inclusive, accessible and diverse.

- Inclusive** – includes everyone.
- Accessible** – easy to use and available to everyone.
- Diverse** – involves and represents everyone.

Everyone should be able to enjoy culture. There should be nothing that stops people from taking part. Everyone should feel culture in Wales is relevant to them.

### 2 Cultural democracy and cultural rights are at the centre of culture in Wales.

- Cultural democracy** – everyone must have a voice in decisions about culture.
- Cultural rights** – everyone's culture is valuable, everyone has a right to be involved and have their culture respected.

All cultures in Wales are valuable and should be represented in a fair way.

Everyone should be involved and have a say in shaping their own cultural identity and how culture is formed in Wales.

### 3 Culture commemorates (celebrates) and presents the past in a balanced way.

We want to make sure the past is explained in ways that are fair and balanced, showing how society has changed and is still changing.

### 4 Culture is part of place-making and community well-being.

Our culture and heritage is linked to lots of things in our communities, – landscapes, histories, buildings and more. They are part of what makes a place special and unique.

When people value their heritage and work together to celebrate local culture, it helps communities feel good. It gives people a sense of belonging.

- Cynefin** – a place where we feel at home and belong.



## 5 Culture reflects the needs and aspirations (hopes) of children and young people.

We want children and young people to enjoy culture and to feel what's on offer is relevant, interesting and inspiring. Children and young people should be involved in shaping culture.

### Rights

All children and young people have rights – they're set out in the United Nations Convention on the Rights of the Child.

**Article 31** – All children have the right to relax, play, enjoy leisure and take part in activities like art and cultural life.

## 6 Culture connects generations.

Culture connects us all. It can support well-being in older people and stop loneliness. It's important that different generations can connect through culture, share experiences with each other, and learn from each other. We want to make sure all generations have opportunities to get involved and enjoy culture.

## What we want to see

- Everyone is treated fairly, and no one faces discrimination.
- Nothing stops people getting involved and enjoying culture.
- Everyone feels valued, respected and free to express their culture.
- All cultures in Wales are celebrated and represented in a fair way, reflecting a changing society.
- People understand and celebrate their local culture, feel a sense of local pride and feel like they belong.
- Children and young people enjoy opportunities which are interesting and relevant. They are listened to, involved and have a say in shaping culture in Wales.
- Culture is used to connect generations. Older people are valued and feel welcome to add their stories, expertise and skills.



# Priority 2: A Nation of Culture

Culture is central to our identity as a nation. It supports deep and lasting relationships with others across the world. Culture is something we celebrate.

## Our ambitions:

### 7 Culture supports and promotes the Welsh language and other languages in Wales.

The Welsh language belongs to the whole of Wales. It's part of our history, heritage, and traditions. There's a vibrant and growing Welsh-medium arts, literature, and music scene in Wales.

There are also lots of other languages in use in Wales. We want to make sure these languages are respected and celebrated too.

### 8 Cultural well-being is at the heart of policy making in Wales.

Culture adds value to many of the goals we have for Wales. It should be part of plans for health, well-being, education, climate change, the economy and more.

### 9 Cultural engagement supports people's well-being and community well-being.

Taking part in cultural activities and projects helps people feel good.

### 10 Culture and heritage bodies work with other sectors to explore ways to use the power of culture.

The culture sector needs to work with health and social care services, education services, businesses, national parks, sport, tourism organisations and others. They could share knowledge and develop creative ways of working.



## 11 Culture supports tourism; tourism supports culture.

Culture contributes to the Welsh economy and attracts visitors to Wales. Lots of people come to Wales from all over the world to enjoy our Welsh heritage, culture, landscapes and much more.

Tourism helps businesses grow, brings lots of jobs and adds to our economy. We want to make sure our culture and heritage continue to play an important role in Welsh tourism.

## 12 Culture is part of how Wales develops relationships around the world.

Promoting Welsh culture and heritage and sharing our creative and artistic skills should be a big part of building relationships with other regions and countries around the world.

## 13 Welsh culture is celebrated and promoted at local, national and international levels.

Our culture is special, and it makes us unique. We want to keep creating opportunities to promote and celebrate Welsh culture and link this with how people locally, and from around the world, see and think about Wales.

## What we want to see

- ➔ Wales is seen as a bilingual and multilingual country. The Welsh language is promoted and thrives.
- ➔ The positive benefits of culture on health and well-being are recognised and valued.
- ➔ More people have opportunities to participate in cultural and creative activities as a way of supporting their well-being.
- ➔ The culture sector works with others to achieve shared goals and solve problems.
- ➔ Welsh culture is promoted to the world as part of our country's tourism offer.
- ➔ Our culture is celebrated locally, regionally and around the world.



# Priority 3: Culture is Resilient and Sustainable

All our cultural collections and assets are cared for and managed to the highest standards.

The culture sector has a strong, skilled workforce.

Our culture represents us and the issues in the world today.

## Our ambitions:

### 14 Our collections and historic sites are cared for and used to support learning, creativity, place-making and well-being.

We need to care for our historic places and collections in the right ways so they are accessible and can be enjoyed by future generations.

### 15 Organisations responsible for the protection and care of our cultural assets should work together to understand what's important to collect for Wales.

Historic buildings and cultural collections are so important. They need to be cared for in the right ways. We need welcoming spaces where people can interact with our cultural collections. The owners of cultural collections and buildings need to have the right information, advice and resources at national, regional and local levels.

### 16 Our intangible cultural heritage is an important part of our national story – it is recorded, supported to thrive, and shared with others so it can be enjoyed by future generations.

**I Intangible cultural heritage** – things that you can't touch but which are passed down from one generation to the next. This could include folk stories, traditional songs, rituals, superstitions and myths, beliefs, skills to produce traditional crafts.

Our intangible cultural heritage includes lots of valuable things. We want to make sure these can be shared with future generations.

### 17 Culture is supported and helped by using digital technology in the right ways.

Online and digital services help people to interact with and access culture in new ways. They can be used to order tickets for events, join in on-line activities, watch live streamed events, visit virtual museums and more.

Digitisation allows us to keep digital records of our tangible and intangible cultural heritage, but these records need careful management.

We need organisations in the culture sector to think about digital collaboration and things like the impact of Artificial Intelligence.



## 18 The culture sector has a long-term approach to gathering information.

We want to collect more information about the culture sector. We will use this information and data to help us make decisions.

## 19 The culture sector is a great place to work and volunteer.

The culture sector workforce relies on expert skills. We want to support the culture sector to grow in Wales so it can offer more people rewarding work.

There are lots of freelancers, project workers and volunteers who work in the culture sector. They should have support to develop their skills and have good working conditions. They play an important role and should be valued for the work they do.

## 20 The culture sector shows leadership in how it deals with the climate and nature emergencies.

We can use culture to help people understand climate change. The sector needs to protect its assets and collections from hotter weather, flooding, storms and other impacts of climate change. The sector will work with others to find ways to reduce carbon and help Wales reach net-zero.

## What we want to see

- Our culture is protected so it supports learning, creativity and well-being.
- Our cultural assets and collections are cared for and available for people to enjoy.
- Our intangible heritage is protected and cared for as carefully as our physical heritage.
- Digital technology is used in the right ways and helps people to interact with culture in new ways.
- Data and evidence about the culture sector is collected. This can be used to support decision-making and help plan for the future.
- The culture sector is a fair employer which supports staff, freelancers, project workers and volunteers.
- The culture sector has enough people with the right skills, including Welsh language skills.
- The culture sector is committed to sustainability, and inspires people to learn about, and take action against, climate change.





# Questions

Please answer the questions and let us know what you think.

After the consultation we will use the feedback to develop the final version of this strategy for culture in Wales 2024-2030.

## About you

We want to know if this consultation has reached different groups of people, from different communities.

### Are you?

- Male
- Female
- Non-binary
- Other, tell us if you want to
  
- Prefer not to say

### What age are you?

- Under 11
- 11-14
- 15-18
- 18-25
- 25+

### Are you part of the following groups or communities? (Tick all that apply)

- Black, Asian and Minority Ethnic
- LGBTQ+
- Disabled (including long-term physical or mental health conditions)
- Low income households
- Unemployed
- Living in poverty

### Where do you live?

- North Wales
- Mid Wales
- South East Wales
- South West Wales
- Outside of Wales (UK)
- Outside of Wales (Outside UK)

### What is the area like?

- Rural
- Urban
- Other

### We'd like to know why you're interested in this consultation

- I'm interested in the Arts Sector
- I'm interested in the Heritage Sector
- I enjoy visiting Museums
- I enjoy using Libraries
- I'm interested in Archives
- I'm interested in the Culture Sector in Wales
- I volunteer - where?
  
- I'm interested in volunteering
- Other reason (please say)



# Questions

## Priority 1: Culture Brings Us Together

Do you agree this should be a priority for culture in Wales?

Yes No No view

## Ambitions

### 1: Culture is inclusive, accessible and diverse.

Should we include this ambition?

Yes No No view

### 2: Cultural democracy and cultural rights are at the centre of culture in Wales.

Should we include this ambition?

Yes No No view

### 3: Culture commemorates (celebrates) and presents the past in a balanced way.

Should we include this ambition?

Yes No No view

### 4: Culture is part of place-making and community well-being.

Should we include this ambition?

Yes No No view

### 5: Culture reflects the needs and aspirations (hopes) of children and young people.

Should we include this ambition?

Yes No No view

## 6: Culture connects generations.

Should we include this ambition?

Yes No No view

Are there any other ambitions we should include in Priority 1?

Is there anything else we need to think about?



## Priority 2: A Nation of Culture

Do you agree this should be a priority for culture in Wales?

Yes No No view

## Ambitions

### 7: Culture supports and promotes the Welsh language and other languages in Wales.

Should we include this ambition?

Yes No No view

### 8: Cultural well-being is at the heart of policy making in Wales.

Should we include this ambition?

Yes No No view

### 9: Cultural engagement supports people's well-being and community well-being.

Should we include this ambition?

Yes No No view

### 10: Culture and heritage bodies work with other sectors to explore ways to use the power of culture.

Should we include this ambition?

Yes No No view

### 11: Culture supports tourism; tourism supports culture.

Should we include this ambition?

Yes No No view

## 12: Culture is part of how Wales develops relationships around the world.

Should we include this ambition?

Yes No No view

## 13: Welsh culture is celebrated and promoted at local, national and international levels.

Should we include this ambition?

Yes No No view

Are there any other ambitions we should include in Priority 2?

Is there anything else we need to think about?



### Priority 3: Culture is Resilient and Sustainable

Do you agree this should be a priority for culture in Wales?

**Yes** **No** **No view**

## Ambitions

**14: Our collections and historic sites are cared for and used to support learning, creativity, place-making and well-being.**

Should we include this ambition?

**Yes** **No** **No view**

**15: Organisations responsible for the protection and care of our cultural assets should work together to understand what's important to collect for Wales.**

Should we include this ambition?

**Yes** **No** **No view**

**16: Our intangible cultural heritage is an important part of our national story – it is recorded, supported to thrive, and shared with others so it can be enjoyed by future generations.**

Should we include this ambition?

**Yes** **No** **No view**

**17: Culture is supported and helped by using digital technology in the right ways.**

Should we include this ambition?

**Yes** **No** **No view**

**18: The culture sector has a long-term approach to gathering information.**

Should we include this ambition?

**Yes** **No** **No view**

**19: The culture sector is a great place to work and volunteer.**

Should we include this ambition?

**Yes** **No** **No view**

**20: The culture sector shows leadership in how it deals with the climate and nature emergencies.**

Should we include this ambition?

**Yes** **No** **No view**

Are there any other ambitions we should include in Priority 3?

Is there anything else we need to think about?

## The Welsh Language

The Welsh language is important. We want to make sure there are opportunities to use the Welsh language and it's not treated less favourably than English.

Do you think this new strategy will have any positive effects on the Welsh language?

**Yes**   **No**   **Don't know**

Do you think this new strategy will have any negative effects on the Welsh language?


**Yes**   **No**   **Don't know**

Is there anything else you want to say about this?

## Thanks

Please send your answers to:

 [culture@gov.wales](mailto:culture@gov.wales)

 **Priorities for Culture 2024 Consultation**  
Culture Division  
Welsh Government Office  
Sarn Mynach  
Llandudno Junction  
Conwy  
LL31 9RZ

 **By 4 September 2024**

To find out more about this strategy:

[gov.wales/draft-priorities-culture-wales-2024-2030](https://gov.wales/draft-priorities-culture-wales-2024-2030)

