

# Baroness Andrews' report Culture and Poverty – Response by the Welsh Government



Llywodraeth Cymru  
Welsh Government

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November 2014



# **BARONESS ANDREWS' REPORT *CULTURE AND POVERTY* – RESPONSE BY THE WELSH GOVERNMENT**

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**FOREWORD BY THE DEPUTY MINISTER FOR CULTURE, SPORT & TOURISM,  
KEN SKATES AM**

The ground-breaking report *Culture and Poverty* by Baroness Kay Andrews OBE was published in March 2014. In the report, Baroness Andrews makes a compelling case for the Welsh Government, local government, cultural organisations, community bodies and schools to make a concerted effort to collaborate more effectively in order to maximise the benefits cultural participation can have for those living in our most deprived communities.



The report is particularly powerful for two reasons. Firstly, it argues convincingly for the benefits that participation in arts, culture and heritage can bring – in boosting skills, confidence, self esteem and aspiration. Equally importantly, it also argues that culture should be accessible to all as a point of principle: it is a matter of social justice. Participation in the arts, culture and heritage should not be the preserve of those on a certain income or in certain communities. It must be available to all.

Tackling poverty is the Welsh Government's overriding priority and we are proud of our commitment to overcoming social exclusion and supporting the most disadvantaged members of our communities. The Welsh Government's revised Child Poverty Strategy, which is currently out to consultation, recognises the vital role that cultural institutions can play in tackling poverty.

Wales' arts, culture and heritage is a vital part of the life of our nation, and it is fundamental to the values of this government that the most disadvantaged members of our communities should not be excluded from that life.

I am pleased to endorse Baroness Andrews' report and to set out how we will go about implementing her recommendations, as well as the progress we have already made to date.

The Welsh Government will use the framework provided by Baroness Andrews' recommendations to continue to drive forward its approach to mainstreaming access to arts, culture and heritage for the most disadvantaged communities in Wales.

## Introduction

1. The principle underlying Baroness Andrews' report *Culture and Poverty: Harnessing the power of the arts, culture and heritage to promote social justice in Wales* is that the benefits of access to and participation in all forms of culture should be available to all, and that particular efforts are needed to ensure that those in the most disadvantaged communities can enjoy these opportunities. The report's driving focus is therefore on mainstreaming – in two ways:

- ensuring that a focus on disadvantaged communities is an integral part of organisations', facilities' and services' approach to engaging with citizens; and
- ensuring that arts, culture and heritage opportunities are an integral part of the offer in other policy areas such as programmes for schools, families, regeneration and volunteering.

2. The Welsh Government endorses this principle and is committed to driving forward a programme of work to deliver it.

## Main Themes

3. The 33 recommendations in the Culture and Poverty report are wide-ranging and genuinely cross-cutting. In terms of their delivery, they can be organised thematically as shown below. Some recommendations are relevant to more than one theme.

### Community Focused Recommendations

#### **Community reach: principles – cultural organisations' approach to engagement. Recommendations 1, 4, 5, 23.**

These four recommendations challenge arts, culture and heritage organisations to look at their own approach to working with communities and opening up their organisations.

#### **Community reach: co-ordination – cultural organisations' links with Communities First & Families First. Recommendations 6, 7, 8, 10, 12.**

These five recommendations identify ways in which communication and partnership working between Communities First areas and cultural organisations - and support for cultural activities in those areas - could be improved.

#### **Community facilities and services – shared use and joint initiatives. Recommendations 3, 9, 26, 27.**

These four recommendations focus on the facilities and services in local communities, and encourage a joint approach across geographical and sector boundaries.

## Education and Skills Focused Recommendations

### **Joining up and mainstreaming – integration of arts, culture and heritage opportunities into existing educational programmes and activities.**

**Recommendations 11, 12, 14, 15, 16, 17, 18.**

These seven recommendations highlight a number of existing educational programmes and activities which could incorporate arts, culture and heritage as part of the approach to support learning.

### **Learning materials and training – development of materials which support the best use of arts, culture and heritage opportunities to enhance learning**

**Recommendations 8, 20, 21, 24**

These recommendations focus on the development of learning materials both for teachers and communities.

### **Engagement and participation initiatives – developing new programmes**

**Recommendations 19, 22, 25**

These three recommendations identify three areas in which new programmes could be developed to promote engagement in learning and training.

## Strategic Framework and Infrastructure Recommendations

### **Strategic framework – ensuring policies and structures support delivery**

**Recommendations 28, 29, 33**

These recommendations focus on the Welsh Government's strategic approach to enhancing the arts, culture and heritage sector's impact on wider policy objectives.

### **Evidence base and information sharing – development of learning networks**

**Recommendations 30, 31, 32**

These three recommendations propose networks to ensure sharing of information and learning across key cultural organisations.

### **Tackling structural barriers – transport.**

**Recommendation 2.**

This highlights the need to address the transport barriers to people from disadvantaged areas visiting cultural sites.

4. Annex A sets out the action taken to date, and the further action planned, by each lead organisation to implement the report recommendations. A full list of Baroness Andrews' 33 recommendations is at Annex B.

## **National and Local Partners**

5. Nationally, the Welsh Government's partners in these endeavours include the national cultural institutions, the Welsh Local Government Association, and the Heritage Lottery Fund. Locally, partners include local authorities, Communities First clusters, local arts, culture and heritage institutions, and other community organisations.

## **Approach to Delivery**

6. The main focus of Kay Andrews' report is on bringing together arts, culture and heritage organisations to enhance their impact in disadvantaged communities. To be meaningful, this needs to be done within the communities themselves, working in partnership with local leaders and agencies. To deliver results most effectively, this needs to be accompanied by promoting sharing of learning and best practice. Local activity therefore needs to be taken forward within a national support framework that facilitates this. Implementing the Culture and Poverty report recommendations will therefore involve complementary action at national and local levels.

7. This is particularly important given the tight financial environment that all organisations are now working in. Closer team working both between organisations at local level, and between organisations at national and local level, offers the opportunity to make progress in delivering the vision in the Culture and Poverty report, despite financial pressures, in ways that can be sustained.

8. Achieving greater collaboration between organisations is realistically not something that can be achieved across all parts of Wales simultaneously; it will require focused effort to trial new approaches, and learn lessons, before it can be extended.

## **Pioneer Areas**

9. The proposed approach to delivery is therefore to identify a small number of Pioneer Areas across Wales where the national organisations will work together with local leaders to realise the core vision set out in the report. The Welsh Government and its national delivery partners will co-produce the way forward in dialogue with the Pioneer Areas, and as part of this will develop a national support framework that Pioneer Areas can draw on. This will include a national programme of research and evaluation.

10. Engagement workshops have been held with a number of potential pioneer areas, where support was expressed for the proposed principles and methodology. The Welsh Government will be continuing dialogue with these proposed pioneer areas over the coming months with a view to them formally commencing in April 2015.

## **Welsh Government role**

11. The Welsh Government's focus in implementing the Culture and Poverty report will be on:

- driving forward the recommendations which are 'all-Wales' (i.e. those which do not have a specific geographical focus);
- supporting the development of the new approach in the Pioneer Areas;
- ensuring that the learning from the Pioneer Areas is shared with local authorities and community organisations across Wales, and advocating for the benefits of arts, culture and heritage;
- Supporting other local authorities and communities who wish to adopt the Pioneer Area approach.

## **Cultural Inclusion Board**

12. The proposed Cultural Inclusion Board will be vital to securing engagement with key stakeholders, adopting a strategic approach, sharing learning and maintaining momentum. It is envisaged that the Cultural Inclusion Board will:

- be a small group of stakeholders with the expertise and levers to influence national strategy and local delivery;
- meet three or four times per year;
- engage with a wider group of stakeholders regularly, for example via an annual conference and smaller scale workshops; and
- report to the Minister annually.

## **Conclusion**

13. Tackling poverty is one of the First Minister's four key priorities for the whole of the Welsh Government.

14. The Ministers and Deputy Ministers responsible for culture, education and skills, local government, communities and tackling poverty have all taken a keen interest in the development of the report, meeting regularly to discuss.

15. Making the most of the opportunities for arts, culture and heritage to make a difference to the lives of the most disadvantaged will require continuing leadership and drive:

- nationally, from the Welsh Government, as well as the national institutions; and
- locally, from local authorities, Communities First partnerships and schools, working in collaboration with the national institutions.

16. Delivering the vision set out in the Culture and Poverty report is a task that will take time, but the steps outlined in the response to the report put the process in place for that to happen.



## Lead Delivery Partners – Progress and Future Commitments

The various partners involved in implementing the Culture and Poverty report have committed to lead on the recommendations relevant to them. For clarity, the recommendations relevant to each partner are set out below, starting with the various Welsh Government teams collaborating on implementing the report.

### Welsh Government

#### Cadw

##### Cadw has:

- |   |                   |
|---|-------------------|
| <ul style="list-style-type: none"> <li>Partnered with <i>Kids in Museums</i> to deliver activities at a number of Cadw sites, including Criccieth, Harlech and Segontium in <i>Taking over Museums</i> day in November 2014.</li> </ul> | Recommendation 1  |
| <ul style="list-style-type: none"> <li>Through its 2014-15 Remit Letter, the Royal Commission on Ancient and Historic Monuments Wales has committed to aligning its programme to implement <i>Culture and Poverty</i>.</li> </ul>       | Recommendation 4  |
| <ul style="list-style-type: none"> <li>Successfully bid for HLF funding for a youth-focused, pan-Wales community archaeology project, building on its Community Archaeology Framework.</li> </ul>                                       | Recommendation 23 |
| <ul style="list-style-type: none"> <li>Produced a Strategic Action Plan for Places of Worship to support regeneration of local areas; and</li> </ul>  | Recommendation 27 |
| <ul style="list-style-type: none"> <li>Used Historic Buildings Grants as a catalyst to secure training opportunities across a range of traditional skills.</li> </ul>   |                   |

##### Cadw will:

- |   |                   |
|---|-------------------|
| <ul style="list-style-type: none"> <li>Lead liaison with <i>Kids in Museums</i> on behalf of the historic environment sector, and in collaboration with CyMAL.</li> </ul>                                     | Recommendation 1  |
| <ul style="list-style-type: none"> <li>Promote community participation and capacity through the Historic Environment Group.</li> </ul>  | Recommendation 4  |
| <ul style="list-style-type: none"> <li>Pending resources, contribute to proposals for Heritage Schools / Cynefin clusters in collaboration with internal and external partners.</li> </ul>                    | Recommendation 22 |
| <ul style="list-style-type: none"> <li>Deliver the Community Archaeology HLF project to engage young people with their heritage and develop skills and behaviors that contribute to employability.</li> </ul> | Recommendation 23 |
| <ul style="list-style-type: none"> <li>Revisit the short-term and long-term proposals of the 2012 Skill Summit action plan as part of a Skills Audit.</li> </ul>  | Recommendation 24 |
| <ul style="list-style-type: none"> <li>Further expand volunteering activity to increase engagement with local communities at a selection of relevant Cadw sites.</li> </ul>                                   | Recommendation 25 |

- lead discussions with HLF and the Prince's Regeneration Trust on the potential role of historic buildings in regeneration and training opportunities; Recommendation 27
- Continue to implement its Strategic Action Plan for places of worship; and
- Target capital grant funding on historic buildings which can deliver significant regeneration benefit and provide training opportunities.

## Local Government and Communities

### Communities and Tackling Poverty team will:

- In liaison with Culture, Sport and Tourism Department colleagues, arrange for contact point information on cultural organisations and Communities First leads to be disseminated. Recommendation 6
- Consider what action could be taken to help facilitate placements/exchanges between Communities First and cultural organisations staff, for example by including information in future guidance material. Recommendation 7
- Working in partnership with cultural organisations, develop a toolkit of learning materials, supported by dedicated training programmes, for community organisers, to support their engagement with culture and to make these available via a single portal. Recommendation 8
- Highlight to Communities First clusters the potential for them to include cultural activities and projects in their Delivery Plans and funding applications. Recommendation 11

### Children, Young People and Families team will:

- Explore ways to extend and embed cultural enrichment activities to support learning outcomes across Flying Start and Families First programmes, including by discussing existing good practice with their delivery partners. Recommendation 12

## CyMAL: Museums Archives and Libraries Wales

### CyMAL has:

- Awarded £1 million to modernise a further 9 public libraries across Wales in 2014-15. Recommendation 3

<ul style="list-style-type: none"> <li>Commissioned reviews of local library and local museum provision in Wales to consider future delivery models including cross- boundary collaboration.</li> </ul>	Recommendation 9
<ul style="list-style-type: none"> <li>The pilot phase of the Every Child a Library Member (ECALM) project to enrol all Year 4 pupils was rolled out from March-June 2014 with six local authorities taking part.</li> </ul>	Recommendation 13
<ul style="list-style-type: none"> <li>In July 2014 the expansion of the Communities 2.0 initiative to a further four local authorities was announced, enabling them to work in partnership with all 22 public library services in to promote digital inclusion. The Communities 2.0 programme is currently being evaluated to inform future delivery of the programme.</li> </ul>	Recommendation 26

**CyMAL will:**

<ul style="list-style-type: none"> <li>continue its partnership with Kids in Museums in 2014-15 and support for Taking Over day, and continue to investigate ways to effectively widen the model to other sectors including libraries, archives, and, in discussion with Cadw, the historic environment; and</li> <li>Actively promote effective actions to promote good practice and engagement in core museum activities and in designing services that meet their needs, for example through using the <i>Taking Over</i> model developed with <i>Kids in Museums</i> and Youth Panels.</li> </ul>	Recommendation 1
<ul style="list-style-type: none"> <li>Continue its Community Learning Libraries programme in 2015-16. The Welsh Government Draft Budget for 2015-16 allocates a further £1 million to this programme; and</li> <li>Explore sources of additional funding in order to extend this approach to local museums.</li> </ul>	Recommendation 3
<ul style="list-style-type: none"> <li>Continue to highlight the importance of access for all in the NMW and NLW remit letters, and in its strategies for individual and community attendance.</li> </ul>	Recommendation 4
<ul style="list-style-type: none"> <li>Reinforce good practice around widening access through existing quality assurance programmes, such as accreditation and the Welsh Public Library Standards core entitlements, and strategic support for the museum, archive and library sector, for example staff and volunteer training.</li> </ul>	Recommendation 5
<ul style="list-style-type: none"> <li>Build on the recommendations of the Expert Panel Reviews, and the Communities, Equality and Local Government (CELG) Committee into Welsh libraries, to develop collaboration and a radical strategic vision to ensure that excluded communities retain access to high quality library and museum services.</li> </ul>	Recommendation 9
<ul style="list-style-type: none"> <li>Roll out the ECALM project to include a further 10 local authorities by the end of 2014-15, and to agree all-Wales</li> </ul>	Recommendation 13

coverage by the end of 2015-16. We will also examine other options to promote and increase the scope of the scheme in deprived areas and work with the Department for Education & Skills to promote the Summer Reading Challenge, Bookstart and other reading initiatives.

- Work with partner agencies and other Welsh Government departments to ensure that public libraries continue to provide free ICT training and Internet access, and ensure that people in our poorest communities and individuals are not further disadvantaged as public services, such as Universal Credit and Universal Jobmatch, are increasingly primarily delivered online.

Recommendation 26

## Education and Skills

### Department for Education and Skills has:

- Issued the PDG guidance for 2014-15 which reinforces the need to involve communities and parents with schools and their children's learning. Cultural activity is one of the ways in which the community can become engaged with schools.

Recommendation 11

- Provided funding support for a small range of programmes focused on developing the literacy and numeracy skills of children and young people. The provision has a particular focus on targeting support at disadvantaged communities, for example schools with a high proportion of Free School Meals. The link with libraries is an important element of the schemes operated by Booktrust Cymru and the Welsh Books Council. All programmes are subject to ongoing evaluation and review, with changes to provision made where appropriate, to maximise efficiency and value for money. While the Booktrust Cymru and Welsh Books Council schemes are well-established and consolidated programmes, there is an ongoing process to develop the focus of provision. During 2014-15, the Summer Reading Challenge element of the Welsh Books Council programme has been enhanced to provide increased support for developing children's literacy skills, and a new pilot project, Premier League Reading Stars Cymru, has been launched to support boys' literacy; and

Recommendation 14

- Asked Adult Community Learning (ACL) providers to target Welsh Government funding in 2014-15 on the improvement of Adult Numeracy, Adult Literacy, English for Speakers of Other Languages (ESOL) and Digital Literacy. These priorities are directly linked to the Welsh Government's aim to tackle poverty and help more people into work.

- Remitted Estyn to undertake best practice reviews of the creative arts in primary and secondary schools. This work

Recommendation 15

begins in the 2014-15 academic year. The review will include consideration of how schools draw on partnerships with cultural organisations to enhance provision.

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|--|---------------------------|
| <ul style="list-style-type: none"> <li>Published in July 2014 the new deprivation strategy 'Rewriting the Future'. Out of school learning features in the document and community engagement is one of the four key themes. The strategy recommends a suite of measures – which includes cultural activities, along with sporting activities, and both subject (e.g. maths) and general study clubs. A commitment within the strategy is to publish practical guidance on effective arts and culture interventions that get the most out of the PDG spend.</li> </ul>   | <p>Recommendation 16</p>  |
| <ul style="list-style-type: none"> <li>Commissioned Professor Graham Donaldson to undertake a review of the national curriculum and assessment from Foundation Phase to Key Stage 4, and confirmed that Baroness Andrews' report is being considered as part of the evidence submitted.</li> </ul>   | <p>Recommendation 17</p>  |
| <ul style="list-style-type: none"> <li>Included in the Welsh Baccalaureate three 'Challenges' which offer scope for cultural activities – along with other types of activity - to be used as projects and other opportunities for learners. A number of cultural organisations attended the two day workshop in April 2014 to develop the Challenges.</li> </ul>   | <p>Recommendation 18</p>  |
| <ul style="list-style-type: none"> <li>Commissioned three video case studies for the Learning Wales website, featuring museum, opera and drama projects.</li> </ul>  | <p>Recommendation 21</p>  |
| <ul style="list-style-type: none"> <li>Revised the Welsh Baccalaureate for first teaching from September 2015. In line with the recommendations from the Review of Qualifications we 'will encourage universal adoption of the Welsh Baccalaureate as the basis of learning, by schools at 14 to 16 and by schools and colleges at 16 to 19'. The revised qualification incorporates a compulsory Community Challenge, which will give learners the opportunity to make a positive contribution to the local, regional, national or international community. The expectation that nearly all learners will do the Welsh Baccalaureate will contribute to a national cultural volunteering strategy as learners may incorporate a cultural angle into this challenge - for example working with Cadw, the National Trust or a local theatre company.</li> </ul> | <p>Recommendations 25</p> |

**Department for Education and Skills will:**

- |   |                          |
|---|--------------------------|
| <ul style="list-style-type: none"> <li>Produce a guidance document for schools on use of the PDG in the context of arts and cultural activity will be produced, following a commitment within "Rewriting the Future" to publish practical guidance on effective arts and culture interventions that get the most out of the PDG spend.</li> </ul> | <p>Recommendation 11</p> |
|---|--------------------------|

<ul style="list-style-type: none"> <li>• Revise the policy for Adult Community Learning in Wales. The new policy will be published in 2015.</li> </ul>	Recommendation 14
<ul style="list-style-type: none"> <li>• Consider the findings and any recommendations of Estyn's reviews of the creative arts in primary and secondary schools, and promote best practice identified by Estyn.</li> </ul>	Recommendation 15
<ul style="list-style-type: none"> <li>• Publish a progress report for 'Rewriting the Future' in June 2015. A commitment within the strategy is to publish practical guidance on effective arts and culture interventions that get the most out of the PDG spend.</li> </ul>	Recommendation 16
<ul style="list-style-type: none"> <li>• Consider the increased inclusion of cultural / heritage activities within Key Stage 3 in the light of Professor Donaldson's forthcoming report.</li> </ul>	Recommendation 17
<ul style="list-style-type: none"> <li>• Trial Welsh Baccalaureate 'Challenges' from September 2014 in readiness for roll-out in 2015. WJEC will provide quality assurance of all Challenges and will work closely with external organisations to develop new Challenges where appropriate.</li> </ul>	Recommendation 18
<ul style="list-style-type: none"> <li>• Develop an approach to effective professional development based on the principles of collaborative learning and reflective practice. We will explore how this approach can be used to inform the development of an arts-related CPD framework which sets out how to ensure practitioners have the skills and knowledge needed to use the arts to help meet national priorities.</li> </ul>	Recommendation 20
<ul style="list-style-type: none"> <li>• Provide support and advice to cultural organisations in refocusing their learning materials, to ensure quality and relevance; and</li> <li>• Scope the content and functionality of a creative and cultural education portal integrated with Hwb, the all-Wales learning platform, in order to improve the communication of the cultural offer to schools, provide access to high quality resources and examples of best practice, and support teachers by hosting appropriate teaching and learning resources developed by creative and cultural organisations.</li> </ul>	Recommendation 21
<ul style="list-style-type: none"> <li>• Target funding to those aged 16 to 24 years of age, and into the development and delivery of Higher Level Apprenticeships (Level 4 and above); ensuring that young people in Wales can develop the skills they need to progress in to their chosen career, and follow that career path through to higher levels of learning;</li> <li>• Continue to promote apprenticeship employment opportunities for young people via our Apprenticeship Matching Service (AMS). This remains the key mechanism to support young people into a viable career option, where they earn whilst they learn; and</li> </ul>	Recommendation 25

- As part of our broader marketing and communication strategy, we will do more to promote this vocational route with employers and stakeholders within the Creative & Cultural sector. By working closely with the relevant Sector Skills Councils and other key stakeholders, we will be able to ascertain and, where appropriate, respond to any significant skills gaps within the sector; and gain a better understanding of the levels of demand for certain occupational areas. Using the AMS and our broader Marketing and Communications strategy, we will encourage young people to take up employment linked to apprenticeship opportunities.

## Transport

### The Welsh Government's Transport Department will:

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|---|-------------------------|
| <ul style="list-style-type: none"> <li>• Ensure that the Public Transport Users' Advisory Panel are asked to consider the issue of barriers to cultural sites and events and report to the Minister for Economy, Science and Transport with recommendations for how this issue could be addressed.</li> </ul> | <p>Recommendation 2</p> |
|---|-------------------------|

## Arts, Culture and Heritage Sector - Lead Organisations

### Arts Council of Wales

#### Arts Council has:

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|--|-------------------|
| <ul style="list-style-type: none"> <li>Established Creative Steps, a development and funding programme for communities and organisations who have felt disenfranchised, or prevented from accessing, ACW funding.</li> </ul>   | Recommendation 4  |
| <ul style="list-style-type: none"> <li>Developed a new approach – called Ideas: People: Places – to facilitating community and place-based regeneration</li> </ul>   | Recommendation 5  |
| <ul style="list-style-type: none"> <li>Developed the Momentum programme in the light of learning from the arts element of Reach the Heights programme; and</li> <li>Established a locally based network across Wales of community arts organisations, acting as cultural activists in their locality.</li> </ul> | Recommendation 19 |
| <ul style="list-style-type: none"> <li>Commissioned a practical Toolkit to support teachers and artists in using the arts to improve standards in literacy and numeracy skills.</li> </ul>   | Recommendation 21 |

#### Arts Council will:

- |  |                           |
|--|---------------------------|
| <ul style="list-style-type: none"> <li>Continue to roll out its family friendly arts development programme; and</li> <li>Continue to emphasise within its funding programme the priority to reach and engage more diverse audiences and participants.</li> </ul> | Recommendation 1          |
| <ul style="list-style-type: none"> <li>Continue to promote the principle that sustainable and resilient organisations are embedded in the local community, and roll out development training.</li> </ul>   | Recommendations 4 and 5.  |
| <ul style="list-style-type: none"> <li>Evaluate and roll out a full Momentum successor scheme.</li> </ul>  | Recommendation 19         |
| <ul style="list-style-type: none"> <li>Work in partnership with the Welsh Government to implement the recommendations in the Arts in Education Review.</li> </ul>  | Recommendations 20 and 21 |

### The National Library of Wales

#### The National Library of Wales has:

- |  |                  |
|--|------------------|
| <ul style="list-style-type: none"> <li>Established a strategic collaboration with Amgueddfa Cymru and Wrexham Museum to provide local access to the national collections in NE Wales, and a collaboration with Merthyr Tydfil County Borough Council and Coleg Merthyr; and</li> <li>Developed innovative free to access digital services to enable many more people to access its rich cultural resources.</li> </ul> | Recommendation 5 |
|--|------------------|



## The National Library of Wales will:

- |   |                   |
|---|-------------------|
| <ul style="list-style-type: none"> <li>Identify further ways to work proactively with young audiences in helping shape services and programming, and exploring the feasibility of adapting the <i>Taking Over</i> model developed with <i>Kids in Museums</i>.</li> </ul>   | Recommendation 1  |
| <ul style="list-style-type: none"> <li>Support the Welsh language and the diversity of Welsh communities through its documentary holdings in Welsh, English and a wide range of world languages; and</li> <li>Through the federated partnership of People's Collection Wales, continue to use digital technology to engage communities across Wales with their culture and heritage.</li> </ul> | Recommendation 4  |
| <ul style="list-style-type: none"> <li>Ensure that existing strategic and local partnerships deliver effective collaboration with local community groups.</li> </ul>  | Recommendation 5  |
| <ul style="list-style-type: none"> <li>Continue to develop appropriate and effective learning resources, tailored to the curriculum, and provide these for physical visitors and outreach activities as well as on-line; and</li> <li>Further develop educational outreach initiatives such as taking examples of the NLW art collection into schools.</li> </ul>                               | Recommendation 21 |
| <ul style="list-style-type: none"> <li>Give support to appropriate cultural volunteering initiatives in the NLW and in public libraries elsewhere in Wales, and take forward a plan to develop apprenticeships in areas of skills deficits, such as conservation.</li> </ul>  | Recommendation 25 |

## Amgueddfa Cymru - National Museum Wales

### Amgueddfa Cymru - National Museum Wales has:

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|---|------------------|
| <ul style="list-style-type: none"> <li>Following successfully testing ways of working with youth forums at St Fagans, acquired funding for establishing <i>Young Ambassador Advisory Panels</i> at each national museum site. These will draw membership from representatives with a range of socio economic backgrounds and circumstances. Their remit will be to shape the content, design and delivery of exhibitions and programmes, and advise the Museum on ways of better understanding the needs of young people.</li> <li>Delivered a substantial programme of learning outside the classroom via its schools provision, including schools in Communities First areas and with high numbers of free school meals.</li> </ul> | Recommendation 1 |
| <ul style="list-style-type: none"> <li>Established a strategic collaboration with National Library of Wales and Wrexham Museum to provide local access to the national collections in NE Wales, as well as other strategic partnerships throughout Wales.</li> </ul>  | Recommendation 5 |

<ul style="list-style-type: none"> <li>• In conjunction with the City &amp; County of Swansea, is jointly chairing the newly established creative learning partnership forum in Swansea, fulfilling the role proposed for the <i>Creative &amp; Cultural Networks</i> by Baroness Andrews.</li> </ul>	Recommendation 10
<ul style="list-style-type: none"> <li>• Secured National Science Academy funding for work on a bilingual numeracy toolkit for primary schools.</li> </ul>	Recommendation 21
<ul style="list-style-type: none"> <li>• Provided leadership to the cultural sector by holding a research seminar and producing and disseminating the subsequent report <i>Cultural Participation for Children and Young People Experiencing Poverty</i>, and established the <i>Cultural Participation and Poverty</i> steering group to advocate the value of participation in culture, arts, and heritage as a means of ameliorating the impacts of poverty and improving the life chances of children and young people.</li> </ul>	Recommendation 32

### Amgueddfa Cymru - National Museum Wales will:

<ul style="list-style-type: none"> <li>• Continue to use the <i>Kids in Museums</i> model and run Taking Over days, along with other initiatives to promote co-production and participation in all areas of museum work; and</li> <li>• Continue to offer free enhanced learning opportunities for pupils from schools with a high proportion of free school meals.</li> </ul>	Recommendation 1
<ul style="list-style-type: none"> <li>• Through its seven sites in Wales, continue to develop community relationships and sector wide partnerships, with participation and engagement as a core strategic priority;</li> <li>• Continue to deliver <i>Transforming Children's Futures</i>, its strategy for supporting participation in cultural activities for children, young people and families in poverty, across Wales;</li> <li>• Continue to develop St Fagans National History Museum, through delivering the <i>Creu Hanes: Making History</i> project, as a participatory museum with community participation as a central development tool involving partners and communities locally and nationally; and</li> <li>• Through the federated partnership of People's Collection Wales, continue to use digital technology to engage communities across Wales with culture and heritage.</li> </ul>	Recommendation 4
<ul style="list-style-type: none"> <li>• Ensure that existing strategic and local partnerships deliver effective collaboration with community groups, and explore the further potential for shared projects in local communities.</li> </ul>	Recommendation 5
<ul style="list-style-type: none"> <li>• Continue to develop its successful partnership working with the Flying Start programme locally and nationally across its museums and in communities.</li> </ul>	Recommendation 12
<ul style="list-style-type: none"> <li>• Continue to develop appropriate and effective learning resources, tailored to the curriculum, and provide these for</li> </ul>	Recommendation 21

physical visitors, outreach activities and on-line.

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|--|-------------------|
| • Roll out the successful 3 <sup>rd</sup> sector partnership model, developed through the Paul Hamlyn Foundation funded ‘ <i>Our Museum</i> ’ programme, to achieve a culture change in skills development and working practices relating to volunteering. | Recommendation 25 |
| • Continue to provide leadership on the research agenda around cultural participation, particularly for young people living in poverty.  | Recommendation 32 |

## New Delivery Structures

### Cultural Inclusion Board

**The Culture & Sport Department will ensure the recommendations relating to the strategic framework are implemented. The proposed Cultural Inclusion Board (recommendation 29) will provide the focus for this work.**

The Cultural Inclusion Board will be comprised of:

- Welsh Government;
- Arts Council of Wales;
- Amgueddfa Cymru – National Museum Wales;
- National Library of Wales;
- Welsh Local Government Association;
- One or more Pioneer Area representatives;
- Following consultation with WCVA, a voluntary sector representative with experience in grass-roots action in this field.

The Heritage Lottery Fund will be welcome to attend as an observer and receive papers.

The Welsh Government Culture Department will provide the secretariat for the board.

#### **The Board’s programme of work will include the following recommendations relating to the strategic framework:**

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|--|-------------------|
| • Welsh Government, cultural organisations and voluntary sector to investigate scope for a national cultural volunteering strategy<br><i>Volunteering will be expanded on two fronts: (a) by national cultural partners and (b) within Pioneer Areas. The scope for a national strategy will be explored in the light of both.</i> | Recommendation 25 |
| • Promoting the contribution of the culture sector to a broad range of policy objectives.  | Recommendation 28 |
| • Funding bodies to establish an information network to identify shared strategic priorities and facilitate more strategic programme funding to incentivise joint working.   | Recommendation 30 |

*This will be one of the functions of the CIB*

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|---|-------------------|
| • The creation of a cultural organisations learning network.  | Recommendation 31 |
| • Review, and sharing, of existing research on access and participation in arts, culture and heritage, and on the impact of engagement. | Recommendation 32 |
| • KPIs for the arts, culture and heritage sector.   | Recommendation 33 |

## Pioneer Areas

**The Pioneer Areas will deliver or contribute to the following recommendations:**

Community and Culture networks to be developed, linking community and cultural organisations at a local level, to share knowledge and resources and plan joint initiatives to address the cultural deficit within communities.	Recommendation 10 This will be achieved by establishing the Pioneer Areas
Cultural organisations to conduct and disseminate to community groups a 'skills audit' demonstrating the practical skills that can be gained through arts, culture and heritage participation.	Recommendation 24 This will be one of the potential components of the national support framework for Pioneer Areas. What items should be prioritised for inclusion in that framework will be agreed in discussion with Pioneer Areas.
Welsh Government, cultural organisations and voluntary sector to investigate scope for a national cultural volunteering strategy	Recommendation 25 Volunteering will be expanded on two fronts: (a) by national cultural partners and (b) within Pioneer Areas. The scope for a national strategy will be explored in the light of both.

## Other Stakeholders

### Other arts, culture, heritage and community organisations

Locally and nationally there will be a range of other bodies within the cultural and community sectors that will have a great deal to contribute to this programme in terms of expertise, facilities and resources. These could include, for example, regional arts bodies, the National Trust, National Parks and bodies such as housing associations. Representation from bodies such as these on the local pioneer areas would be particularly welcomed.

The importance of linking local and national activity to funding opportunities will be important. Bodies such as the Heritage Lottery Fund and other funders will also be an important part of the programme.

### **Sector Skills Councils**

#### **Creative & Cultural Skills will deliver or contribute to the following recommendations:**

*...and, with the sector skills councils and other bodies, develop a more proactive and coherent national approach to cultural apprenticeships to make an impact on national unemployment reduction strategies.*

#### **Recommendation 25**

CCS will work, with the support of Welsh Government and national partner organisations, to expand take-up of apprenticeships in the cultural and historic environment sector in Wales.

### **Local Government / Welsh Local Government Association (WLGA)**

Local Government will be represented on the Cultural Inclusion Board by the WLGA. Local authorities will have a key role to play in each of the Pioneer Areas. The Welsh Government has worked closely with WLGA and local authorities in developing the approach to Pioneer Areas.

The WLGA believes that access to culture has an integral role to play in the tackling poverty agenda. It acknowledges and promotes the significant role cultural services play towards enriching the educational and learning opportunities available within communities, along with enhancing the experiences, wellbeing and quality of life of members of the Welsh public.

The WLGA also recognises the strong links associated between poverty and barriers around cultural participation and accessibility, and believes that strengthening and improving access to culture is key to tackling inequalities and improving social justice.

Despite the tough financial challenges and pressure facing local authority budgets, the WLGA acknowledges the important role Welsh local authorities can play within the cross-cutting tackling poverty agenda, and welcomes the opportunity to work with Welsh Government and key partners through the Pioneer Areas programme to help improve the lives of the most disadvantaged communities in Wales.

## List of Recommendations and Key Delivery Partners

### List of Acronyms

DfES	Department for Education and Skills, Welsh Government
EST	Department for the Economy, Science and Transport, Welsh Government
AC-NMW	Amgueddfa Cymru – National Museum Wales
ACW	Arts Council of Wales
NLW	National Library of Wales
LGC	Local Government and Communities, Welsh Government
C & S	Culture and Sport, Welsh Government
CCS	Creative & Cultural Skills
CIB	Cultural Inclusion Board

Recommendation	Delivery led by
1. Cultural organisations to embed approaches to make their own institutions more community and child-friendly by way of initiatives such as the <i>'Taking Over'</i> model, pioneered by <i>Kids in Museums</i> .	Cadw CyMAL ACW AC-NMW
2. Welsh Government to establish a Task and Finish group to identify solutions to barriers around transport in visiting cultural sites and events by people from disadvantaged areas.	EST – Transport Policy
3. Welsh Government, through CyMAL, to continue support for public libraries to transform into community cultural hubs, involving co-location with other community services where appropriate, and examine scope to extend this approach to other sectors such as local museums.	CyMAL
4. Welsh Government to challenge the cultural sector, through strategic direction and funding and other support, to expand efforts to place their institutions at the heart of communities and widen access to all.	Cadw CyMAL ACW NLW AC-NMW Pioneer Areas
5. Cultural organisations to 'go local' and 'stay permanent' by giving greater priority to shared projects in local communities and identifying and using shared space for displays and activities.	Cadw CyMAL ACW NLW AC-NMW Pioneer Areas
6. Communities First Learning Leads to be identified as contact points, and this information clearly disseminated, for schools and cultural organisations seeking to develop programmes jointly with CF clusters.	LGC Pioneer Areas
7. Short-term exchanges/placements to be encouraged between CF staff and staff from cultural organisations.	LGC Pioneer Areas

8.	Welsh Government and cultural organisations to develop toolkit of learning materials, supported by dedicated training programmes, for community organisers, to support their engagement with culture and to make these available via a single portal.	LGC
9.	Welsh Government to incentivise and encourage local authorities to look at possibilities for cross-boundary support and sharing of services, for example museum, library, arts and archive provision to support increased focus on community and education work.	CyMAL
10.	Community and Culture networks to be developed, linking community and cultural organisations at a local level, to share knowledge and resources and plan joint initiatives to address the cultural deficit within communities.	C & S via development of Pioneer Areas
11.	Welsh Government to clarify and communicate how community and pupil deprivation funding streams might best be utilised for cultural enrichment, and investigate the potential of CF and PDG funds to support development of specific programmes of activity linking communities and schools.	DfES LGC
12.	Welsh Government and cultural organisations investigate ways to extend and embed cultural enrichment activities to support learning outcomes across Flying Start and Families First programmes.	LGC Pioneer Areas AC-NMW
13.	Welsh Government to continue to press ahead with its ambition for every child to be given automatic library membership across Wales.	CyMAL
14.	Welsh Government to consult on how best to consolidate and develop existing children's and adults literacy initiatives across Wales, particularly in disadvantaged communities, and how to maximise links with cultural organisations to accelerate and enrich these programmes.	DfES
15.	Estyn to reinforce the inclusion of cultural activity within and outside the school day and school term, highlight good practice, and look for positive ways in which to encourage and enable schools to work more collaboratively with cultural organisations.	DfES
16.	Welsh Government to investigate ways that it could more effectively embed culture in out of school learning programmes and strategies.	DfES
17.	Welsh Government to establish an approach to ensuring the increased inclusion within KS3 of cultural/heritage based activities to address disengagement, and involve cultural partners in the design and delivery of the curriculum.	DfES
18.	Welsh Government to develop cultural citizenship opportunities as part of the Welsh Baccalaureate enrichment programme.	DfES
19.	Arts Council Wales to revisit the 'Reach the Heights' arts participation programme to offer engaging cultural activities geared to 9-13 year olds at risk of becoming NEET.	ACW

20.	Welsh Government, education consortia, appropriate training bodies and cultural organisations to develop a programme of CPD targeted at enabling trainee teachers, teachers, and teaching assistants, to fully access the learning impacts from cultural experiences and activities upon the school curriculum, particularly in terms of literacy, to raise motivation and achievement.	DfES ACW
21.	Welsh Government and cultural organisations to work together to consolidate and refocus learning materials to ensure literacy, numeracy and wider learning links are clear, and to make these available via a single portal linked to the Hwb.	DfES ACW AC-NMW NLW
22.	Welsh Government to work with cultural organisations to pilot <i>Cynefin</i> clusters, modelled on the Heritage Schools initiative in England, which will place local heritage at the centre of the curriculum.	Cadw in discussion with DfES
23.	Historic Environment sector to build on the principles of the Community Archaeology Framework developed by Cadw, and drawing on other cultural and historic assets in local communities such as local museums and archives, to embed the <i>Cynefin</i> principle into the wider community.	Cadw Pioneer Areas
24.	Cultural organisations to conduct and disseminate to community groups a 'skills audit' demonstrating the practical skills that can be gained through arts, culture and heritage participation.	CIB Cadw Pioneer Areas
25.	Welsh Government, cultural organisations and voluntary sector to <ul style="list-style-type: none"> <li>(a) investigate scope for a national cultural volunteering strategy and,</li> <li>(b) with the sector skills councils and other bodies, develop a more proactive and coherent national approach to cultural apprenticeships to make an impact on national unemployment reduction strategies.</li> </ul>	Volunteering: CIB, National cultural partners; Pioneer Areas  Apprenticeships: CCS Welsh Government Cultural Sector
26.	Welsh Government to investigate opportunities to further develop the partnership working led by Communities 2.0 to increase the number of ICT training sessions provided at public libraries and community venues across Wales.	CyMAL
27.	Welsh Government, HLF, the Prince's Regeneration Trust and other regeneration bodies in Wales to identify opportunities for joint action focussed on the potential role of historic buildings in the sustainable development and regeneration of local areas, and maximising the skills and training opportunities for young people and adults.	Cadw
28.	Welsh Government to articulate and promote the role of culture in supporting a broad range of policy objectives to drive coherent links into policy at national and local authority level.	C & S and via CIB



29.	Welsh Government to establish a strategic Cultural & Social Inclusion Board, made up of national strategic departments and cultural organisations, to connect cultural policy across government policy and drive the implementation of this report.	C & S
30.	Funding bodies to establish an information network to identify shared strategic priorities and facilitate more strategic programme funding to incentivise joint working.	CIB
31.	Cultural organisations to establish learning network to facilitate exchange of knowledge and good practice around access and participation.	CIB
32.	Cultural organisations, working with the HE sector and other partners, to consolidate and share existing research and knowledge, and identify gaps for further research, around demography, access, participation and the impact of engagement.	CIB
33.	Welsh Government, WLGA and cultural organisations to develop consistent KPIs for the arts, cultural and heritage sector that incentivise efforts to improve wellbeing through engaging people in cultural projects in the community.	CIB