



Llywodraeth Cymru
Welsh Government



Fusion: Tackling Poverty through Culture

The Pioneer Area Programme in 2016-17

- » The **Well-being of Future Generations (Wales) Act 2015** ([link for information](#)) came into force in April 2016. The Act requires public bodies, including the Welsh Government, to think more about the long-term, to work better with people, communities and each other, look to prevent problems and take a more joined-up approach – helping us to create a Wales that we all want to live in, now and in the future. The Act requires us to ‘work collaboratively with a wider range of colleagues and stakeholders to make the connections between economic, social, environmental and cultural challenges and to find shared sustainable solutions’.
- » The **Fusion: Tackling Poverty through Culture** ([link for information](#)) Programme very much embodies these principles and will contribute directly to a number of the goals of the Act. It provides an overarching framework within which numerous organisations can contribute to this shared agenda. The use of culture in this way has not been encouraged, supported and evaluated in this strategic way before.
- » A strategic **Cultural Inclusion Board (CIB)** has been formed to oversee the programme, with a remit to drive forward change across a broad range of Welsh Government departments, Welsh Government Sponsored Bodies, and cultural and community organisations across the local authority and third sectors. We are taking concerted action in a number of priority areas including volunteering, apprenticeships, transport and links with formal education. This work includes the development of dedicated resources and best practice.
- » In 2015-16, we established the **Pioneer Area Programme** as a core element of Fusion, with 6 participants. Coalitions of cultural and community bodies developed new cultural activity and adapted existing programmes to directly support the Welsh Government’s Communities First (CF) programme.
- » CF is the Welsh Government funded anti-poverty programme delivered in 52 of the most disadvantaged areas in Wales, each covering a population of, on average, 10-15,000 people, known as clusters. Each cluster works to a Delivery Plan, providing activities that contribute to meeting a wide range of **strategic outcomes** based around health, education and prosperity. The Pioneer Area programme is based on a simple idea – delivering cultural activity that directly supports these outcomes.
- » National culture and heritage delivery bodies including Amgueddfa Cymru, Cadw and Arts Council Wales support the management of the programme and also act as delivery agents and key partners within Pioneer Areas themselves. This support has been supplemented by a wide range of local cultural organisations. The relevant local authority is also a major partner.
- » The emphasis is on cultural bodies aligning services and projects to benefit participants in CF areas. This is engineered through identifying and analysing local CF cluster priorities, and challenging cultural bodies to design activities and programmes to meet these priorities. MALD will continue to liaise across Welsh Government and the wider cultural, community and other sectors, working closely to align existing programmes and new proposals so that they can directly support the Pioneer Areas and wider Fusion Programme.

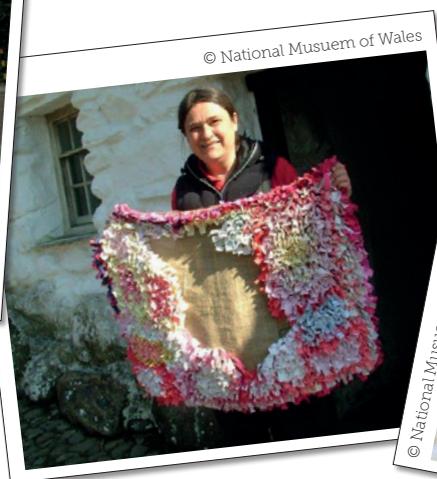
- » The Welsh Government has commissioned Amgueddfa Cymru to lead on the evaluation and research that underpins Fusion. A comprehensive Evaluation Report ([link to information](#)) to assess the effectiveness of the Pioneer Area approach was published in March 2016.
- » Welsh Ministers have agreed to continue Fusion in 2016-17, and continue and expand the Pioneer Area programme by providing grant funding to support each Area.

» Building on learning from the pilot year, we will:

- » continue to emphasise a flexible, community-focussed approach, to allow communities and cultural bodies to develop approaches and activities most relevant to their own communities
- » expect participants to demonstrate clearly how activities underpin and enhance their Communities First delivery plans
- » expect participants to feature volunteering, accredited learning and routes into employment
- » also welcome activities aimed at increasing confidence and engagement, where they are part of a route to more structured activity.

» Existing and new Pioneer Areas have submitted business plans demonstrating clearly how they will support and enhance Communities First outcomes. In 2016 – 17 we will strengthen the Pioneer Area Programme by:

- » Increasing the number of Pioneer Areas and CF clusters participating
- » Increasing the number of projects and participants, and
- » Providing a broader range of activity from a broader range of partners.



Details of the Pioneer Areas and proposed activity in 2016-17

Pioneer Area Details		Outline Proposal
Pioneer Area	Torfaen	<p>Working across Torfaen's two Communities First clusters, the Pioneer Area will seek to tackle barriers to participation and increase opportunities for participants. It will utilise the skills, expertise and creativity of arts and cultural organisations including Cadw, Big Pit: National Coal Museum, Pontypool Museum, Llantarnam Grange and many others to deliver a broad range of activities. There will be a strong focus on mental health, volunteering to improve employment prospects, and activities to improve engagement at school and promote family support for learning. The Pioneer Area will ensure accreditation can be incorporated into activities through the Arts Award to add value to existing opportunities such as the Night Out Scheme. National schemes and celebrations such as the Roald Dahl Centenary will also be integrated into the programme.</p>
Lead Body	Torfaen County Borough Council	
Grant	£11,000	
Pioneer Area	Wrexham	<p>The Wrexham Pioneer Area will directly support Wrexham's Communities First Delivery Plan, which utilises a 5-Stage Model of Employment. Activities and projects will contribute to this model and also support the Communities for Work programme, an intensive programme of employability support for people who are long term unemployed or economically inactive. A wide range of cultural partners will contribute, including Oriel Wrecsam, Wrexham Museum and many others. Activities will focus on initial engagement as a precursor to more formal training and employment, as well as providing accredited training and opportunities such as volunteering. For 2016/17 a cross-cutting priority of the Pioneer Area will be supporting the new 'Arts and Creative Industries development' at the People's Market at both a strategic and operational level. The project has recently been awarded £4.5m funding and will offer a number of engagement opportunities.</p>
Lead Body	Wrexham County Borough Council	
Grant	£11,000	

Pioneer Area Details

Outline Proposal

Pioneer Area	Caerphilly
Lead Body	Caerphilly County Borough Council
Grant	£17,000

The Caerphilly Pioneer Area will use culture and heritage as tools to engage and upskill hard to reach families throughout the Borough, supporting them to access new experiences and break down barriers to participation. The Pioneer Area will use the cultural assets within the Borough (and the wider region) including Caerphilly Castle, Llancaiach Fawr Manor, the Winding House Museum and many others, to promote a greater awareness of local heritage and to provide new opportunities including acquisition of skills and training.

The programme will directly support the delivery plans of the Borough's four Communities First clusters. It will focus primarily on the priorities of family learning and health and wellbeing (including mental health), and promote volunteering to improve employability. A small-scale cultural event or festival is also included within the plans, to celebrate the achievements made by participants.

Pioneer Area	Conwy
Lead Body	Conwy County Borough Council
Grant	£8,000

Conwy County Borough's Communities First programme and Culture Service will work together with project partners to embed cultural activity within its Communities First areas by delivering a range of cultural activities. These will be developed with a range of cultural partners including Llandudno Museum, Venue Cymru, Theatr Colwyn, Oriol Mostyn, Cadw and others. The Pioneer Area will contribute to Conwy's wider Communities First priorities, particularly focussing on the development of a wide range of taster sessions, non-accredited and accredited learning courses, volunteer roles and work placements linked to five key employment sectors such as construction and tourism. These will provide a progression route for participants which contribute to employability and take up of further work/training and work experience.

Pioneer Area Details

Outline Proposal

Pioneer Area	Flintshire
Lead Body	Flintshire County Council
Grant	£11,000

Flintshire County Council, working with its two Communities First clusters and cultural venues and partners across the county including Theatr Clwyd, Greenfield Valley, Cadw and others, will develop a programme of activity to encourage Flintshire's Communities First area residents to take part in cultural events and projects, working with people of all ages, abilities and experience.

The Pioneer Area will focus on priority audiences such as families who need support in providing enriching educational experiences, people needing help to develop new skills and confidence to help them get back into work; and young people not in education, employment or training.

Flintshire Communities First is planning to roll out the Family Learning Signature (FLS) to a number of schools. The Signature is a tool to identify future disengaged learners, and is demonstrating reduced absenteeism, increased attainment, and engagement with hard to reach families. The Pioneer Area will support the FLS by delivering dedicated family learning sessions at cultural venues. The Pioneer Area will also work with partners to develop a series of volunteering opportunities, and ensure that cultural events are accessible for CF residents.

Pioneer Area	Gwynedd
Lead Body	Cyngor Gwynedd
Grant	£8,000

In 2015-16 Cyngor Gwynedd convened the Gwynedd Pioneer Area and as a pilot, co-ordinated a programme of family activities at cultural sites targeting hard to reach families and disengaged learners. The project used the Family Learning Signature (FLS), a tool to help education authorities to improve attainment, attendance and behaviour. The Pioneer Area will support the FLS by delivering a broad range of dedicated family learning sessions at cultural venues including Caernarfon Castle, Galeri, Pontio and the National Slate Museum. Following the success of the work during 15/16 Gwynedd will continue with this project in 16/17. The Pioneer Area will also develop new projects, including creating volunteering opportunities within cultural and heritage organisations to prepare individuals for employment, and accredited digital programmes delivered by People's Collection Wales.

Pioneer Area Details

Outline Proposal

Pioneer Area Carmarthenshire

Lead Body Carmarthenshire
County Council

Grant **£8,000**

The Carmarthenshire Pioneer Area will work with a broad range of partners including Parc Howard Museum, the National Botanical Gardens, Llanelly House, Parc y Scarlets and others to develop a programme of cultural activity supporting residents in Communities First communities in Llanelli, Trimsaran and Ammanford. The programme will directly support the wider objectives of the Cluster, and partners will be invited to submit a project proposal demonstrating how their activity supports these wider objectives. Work placements and volunteering opportunities, and schemes aimed at increasing family engagement with their children's education, will be priorities.

Pioneer Area Swansea

Lead Body City & County of
Swansea

Grant **£20,000**

The City & County of Swansea and National Waterfront Museum have convened the Creative Learning Partnership, comprising over 80 members representing a wide range of organisations, delivering activities across Swansea's five Communities First clusters. In 2016-17 members of the Partnership will submit project proposals demonstrating how they are supporting Communities First outcomes and priorities of the clusters. Priority areas will be helping people to develop employment skills and find work, reducing youth unemployment and disengagement, improving financial capability, and improving adult basic skills.

Pioneer Area Cardiff & Merthyr

Lead Body Cardiff
University

Grant **£14,000**

Working across Butetown Riverside Grangetown, Cardiff West and North Merthyr CF clusters, the programme for 2016-17 will support activities which will enable participants to develop confidence and skills. Opportunities for volunteering, accredited learning and apprenticeships will be a focus. Working with a wide range of cultural partners, the Pioneer Area will develop activities that support a wide range of Communities First outcomes, including promoting physical and mental wellbeing, improving adult basic skills, helping people to develop new skills and find work, and promoting Digital Inclusion. One particular focus of development will be expanding a scheme that uses geocaching to promote engagement with heritage, volunteering and physical activity for long-term unemployed adults.

Pioneer Area Details

Outline Proposal

Pioneer Area Newport
Lead Body Newport
City Council
Grant **£17,000**

Working across Newport's four Communities First clusters, the programme for 2016-17 will build on partnerships and programmes developed in the pilot year to support a range of defined outcomes including using cultural sites to promote healthy activity, supporting young people identified or at risk of being NEET (not in education, employment or training) through training and volunteering, digital inclusion projects with local history and community groups, and supporting young people to get actively engaged with culture and heritage through events and programmes such as Taking Over museums, the annual Chartist's March, and the Arts Council Wales' Young Promoters programme.