

Fusion



Llywodraeth Cymru
Welsh Government

Creating opportunities through culture

Delivery in 2017-18



#CyfunoFusion

<http://gov.wales/fusion>

Contents

3

Introduction

4

In Context

5

Progress to date

6

Taking Fusion forward

7

Annex 1: Fusion Challenge Grant programmes in 2017-18

10

Annex 2: The seven Fusion Indicators

Introduction

The powerful role culture, heritage and the arts can play in successfully transforming life chances of individuals in deprived communities is being strengthened by the Fusion: Creating Opportunities through Culture programme.

Fusion is an innovative, low-cost intervention that promotes collaboration to better serve the needs of the people of Wales. It aligns and focusses resources, services and programmes from a wide range of sectors and organisations, enabling them to directly support individuals and communities, particularly those experiencing disadvantage.

Fusion is a strong partnership between cultural, community and other bodies. The Welsh Government is a facilitator, providing an overarching framework within which bodies can contribute to a shared agenda. The use of culture in this way has not been encouraged,

supported and evaluated in this strategic way before.

The Museums, Archives and Libraries Division (MALD) of the Welsh Government has led on the Fusion programme since 2015, building on the recommendations of the Andrews report Culture and Poverty¹.

Following the successful pilot phase, MALD has launched a Fusion Challenge Grants programme to take the programme forward. Lead Bodies will deliver strategic programmes using culture, heritage and the arts to support employability, empowerment, early years and family learning, and health and wellbeing – for those most in need.

We are also taking forward a number of strategic initiatives including volunteering, training placements, empowerment and the early years to support the wider objectives of the Fusion programme.



In Context

The Fusion programme embodies the principles of the Well-being of Future Generations Act² and has a particular relevance to supporting a *Prosperous Wales, a Wales of Cohesive Communities* and a *Wales of Vibrant Culture and Thriving Welsh Language*.

The Fusion programme will enable the cultural sector to contribute to several high-level objectives in Taking Wales Forward 2016-2021³, including supporting volunteering, employability, supporting young people and families and boosting digital skills.

Light Springs through the Dark⁴ outlines the Welsh Government's vision for culture in Wales. It articulates how culture, through the Fusion programme, can empower people and develop confidence, skills, and employability.

The framework for the Fusion programme is based on Baroness Andrews' report Culture and Poverty⁵, which challenged organisations to work together to deliver transformational change. The report argued that the benefits of participation in culture should be available to all, and that particular efforts are needed to reach those in our more disadvantaged communities.



© Torfaen County Borough Council



© Arts Council Wales



© Cardiff Story Museum

2 <http://gov.wales/topics/people-and-communities/people/future-generations-act/?lang=en>

3 <http://gov.wales/docs/strategies/160920-taking-wales-forward-en.pdf>

4 <http://gov.wales/docs/drah/publications/161213-a-vision-for-culture-in-wales-en.pdf>

5 <http://gov.wales/docs/drah/publications/140313-culture-and-poverty-en.pdf>

Progress to date

Led by MALD, co-ordinated action has been taken to implement the Andrews report. A strategic Cultural Inclusion Board (CIB) has been formed to drive forward change across a broad range of Welsh Government departments, sponsored bodies, and cultural and community organisations across Wales.

Since 2015, MALD has supported Fusion partnerships. These are coalitions of cultural and community bodies which provide a rich menu of cultural activity that directly supports anti-poverty objectives. Partners create volunteering opportunities, accredited learning and routes into employment, as well as activities aimed at increasing confidence and engagement.

MALD provides a range of practical support, including training, resources and brokering links to new partners.

Between 2015 and 2017, over 5,000 people took part in Fusion activities, involving more than 150 partners across 10 areas. We worked with Local Authorities, heritage sites, theatres, schools, museums, archives and libraries among others to help over 100 people gain a qualification, created over 300 volunteering opportunities and supported more than 1,500 pupils to do better at school.

We published a comprehensive evaluation report⁶ in March 2016. The report and further evaluation demonstrates that culture is increasingly seen as a powerful tool to combat disadvantage, and cultural bodies are now working together more effectively.



© Jake Morley



© National Museum Wales



© Community Music Wales

6 <http://gov.wales/statistics-and-research/evaluation-pioneer-areas-pilot-year/?lang=en>

Taking Fusion forward

Building on the successful pilot phase in 2015-17, MALD is continuing and embedding Fusion with a new Challenge Grants programme. Participants will deliver strategic programmes using culture, heritage and the arts to support the seven Fusion Indicators including employability, early years and family learning, education and health and wellbeing, targeted directly at those most in need.

Lead bodies will manage a wide consortium of cultural and community bodies within their area. Each will work with a broad range of cultural bodies, including arts organisations, museums archives and libraries, heritage sites and many others. They will also develop partnerships with a range of other organisations, including volunteering bodies, housing associations, health services, schools, community agencies, employability support programmes including Communities for Work, and the Flying Start programme for the early years.

Lead bodies will create dedicated Fusion co-ordinators, to enable more effective programmes and partnerships to be created and to link organisations together better.

The organisations participating in the programme in 2017-19, and an overview of their programmes, are listed at Annex 1.

The seven Fusion Indicators are listed at Annex 2.

In 2017-18, as well as operating the Challenge Grant programme, we will continue our commitment to several key priorities needing action at a national level.

We will:

- Develop a programme of high quality training placements targeted at communities and individuals experiencing disadvantage, working with the Heritage Lottery Fund and Creative & Cultural Skills
- Develop powerful cultural programmes for young people, to break down barriers to culture, increase empowerment and boost skills, working with partners including Kids in Museums and the Arts Council Wales' Young Promoters scheme
- Help deliver a step change in cultural volunteering by supporting the cultural sector to increase opportunities and widen access to volunteering programmes, in partnership with the Wales Council for Voluntary Action
- Work with other Welsh Government departments to ensure the cultural sector plays a greater role in supporting our economic and social priorities around employability, health, education and cohesive communities
- Understand the impact our work is having through a dedicated evaluation programme, share best practice and advocate widely for the benefits of cultural participation.

Annex 1: Fusion Challenge Grant programmes in 2017-18

Lead Organisation	Outline	Grant 2017-18
Torfaen County Borough Council & Caerphilly County Borough Council	<p>As an innovative joint partnership between Torfaen and Caerphilly local authorities, Torfaen will employ a full time Fusion co-ordinator to deliver a focussed approach to provide support to those most vulnerable and disengaged. The programme will use Welsh Index of Multiple Deprivation (WIMD) data to target individuals and communities primarily within the current Communities First areas of both authorities.</p> <p>The programme will harness a wide coalition of cultural and heritage partners, established during the pilot phase. Delivery will focus on tackling barriers to employment through volunteering and work placements, and supporting educational attainment, the Early Years, and health and wellbeing. Accreditation will be incorporated into activities through the Arts Award and other accreditation schemes.</p>	£39,489
Cardiff Story Museum	<p>Cardiff Story Museum, operated by the City & County of Cardiff, will lead a wide range of national and local cultural and heritage partners and employ a PT Fusion co-ordinator to manage the partnership. The programme will work closely with a number of existing programmes including Flying Start to develop a rich programme of activity, delivering accredited learning opportunities, skills development, apprenticeships, volunteering and work experience, fun and meaningful activities for children, families, young people and the elderly. These opportunities will be targeted towards individuals that live in Cardiff's Southern Arc and current Communities First clusters.</p>	£25,000

Lead Organisation	Outline	Grant 2017-18
City & County of Swansea	<p>Building on the success of the Swansea Creative Learning Partnership, the City and County of Swansea will employ a cultural community co-ordinator to facilitate and drive forward innovative work across the city. A strong partnership of cultural and heritage providers will mesh closely with existing programmes including Flying Start and Communities for Work to target activity that engages and supports people as part of their progression and improved employability. Key outputs will include increased volunteering opportunities, qualifications, and accredited learning.</p>	£25,000
Conwy County Borough Council	<p>Conwy County Borough Council, building on the pilot phase of Fusion where a cultural and community network was established, will employ a part time Fusion co-ordinator. The programme will strengthen cultural partnerships, working with local and national bodies to ensure that residents from a number of disadvantaged areas within the County have access to cultural provision. There will be a strong focus on supporting employability and employment through volunteering, accredited learning, and improving skills.</p>	£18,585
Neath Port Talbot Homes	<p>An innovative proposal from Neath Port Talbot Homes, this programme will employ a local Fusion co-ordinator to develop existing connections and relationships using arts and culture to support learning and creating routes to employment. Working with key partners including the new Ysgol Bae Baglan and local and national cultural bodies, the programme will use creativity and culture as a way to engage and support skills and attainment for young people and their families. There will be a strong focus on promoting progression and entry routes into the developing film industry in Neath Port Talbot and across south Wales.</p>	£25,000

Lead Organisation	Outline	Grant 2017-18
Cyngor Gwynedd	<p>Cyngor Gwynedd will employ a Fusion Co-Ordinator for four days a week to deliver a programme of activity working with partners including Storiell, the National Library of Wales, Gwynedd's library service, Pontio, Cadw, the National Slate Museum and others. They will focus on targeted interventions to support young people and families, a programme well established in the pilot phase, and develop innovative approaches to driving up volunteering and supporting literacy and the early years. Activity will primarily be focussed on the current Communities First cluster as well as other areas identified through the Welsh Index of Multiple Deprivation.</p>	£25,000
Carmarthenshire County Council	<p>Carmarthenshire County Council will employ a Fusion co-ordinator to further develop the existing Fusion partnership, delivering a wide variety of projects and activities. A wide range of cultural and other partners including sports and recreation will integrate provision with existing programmes including Flying Start, Communities for Work and Lift. Activities, focussed in Llanelli and other areas experiencing economic disadvantage will aim to increase opportunities for individuals to volunteer, access work placements, and gain experience, training and qualifications to support them to access employment.</p>	£24,500
City of Newport Council	<p>The City of Newport will employ a PT Fusion co-ordinator to develop a programme focussing on reducing barriers to accessing culture, working with a wide variety of cultural and heritage partners including Newport Museum, Cadw, Amgueddfa Cymru-National Museum Wales, It's my Shout, People's Collection Wales and the Chartist Trust. Activity will link closely with the Communities First, Flying Start, and Communities for Work programmes as well as social landlords. They will offer new opportunities for young people to take part in culture and heritage to support their learning, create work placements and volunteer opportunities within the cultural sector to increase employability, promote digital inclusion and use culture as a way to support physical and mental health and wellbeing.</p>	£24,933

Annex 2: The seven Fusion Indicators

Indicator	Definition
F1: Supporting the Early Years and Family Learning	<p>Structured cultural activities promote learning and development from birth through school age. Delivered with a range of community and other partners, including childcare providers, programmes such as Families First and Flying Start, and schools. Outcomes could benefit both child and parents/carers.</p> <p>Examples could include sessions in Flying Start centres and in cultural centres, schemes to encourage parents and carers to be more willing to read with children, using cultural activity as part of the Family Learning Signature tool, and dedicated family learning sessions at cultural venues or in the community.</p>
F2: Gaining a qualification	<p>The client has attained a recognised qualification through participation organised by the cultural body, client receives a recognised accreditation or qualification directly related to the activity primarily intended to develop the client's employability. This includes CQFW qualifications and related awards (e.g. Agored, NOCN), and Arts Award Bronze, Silver and Gold levels.</p>
F3: Regular volunteering as route to work	<p>The client undertakes at least one hour of volunteering in a cultural setting per week for at least four weeks which is primarily intended to develop employability.</p> <p>Cultural bodies should work with employability support programmes, community agencies and other partners to identify and support suitable participants. Volunteering includes timebanking where intended to develop employability. Client should timebank at least one hour per week for a period of at least four weeks.</p>
F4: Completing a work experience placement	<p>The client completes a work experience placement in a cultural organisation, lasting at least 16 hours per week for two weeks. Cultural bodies should work with employability support programmes, community agencies and other partners to identify and support suitable participants.</p>
F5: Improved digital skills	<p>The client has been supported to develop their digital skills by completing a recognised, accredited IT or software course such as ECDL, or other accredited digital skills e.g. through Agored or OCN. Examples could include ICT training (mainly through public libraries), and participation in digital heritage programmes (e.g. Peoples Collection Wales).</p>

Indicator	Definition
F6: Improved attitude to formal learning	<p>The client demonstrates a measurable improvement in their attitude to formal learning, and potentially attainment, through engagement with culture. Improved academic performance may also be evidenced and reported. Evidence should be provided by the school rather than being self-reported. Cultural bodies work with schools, community agencies and other bodies (e.g. referral units) to identify suitable participants such as those not in employment, education or training (NEETs). Activities could include homework clubs, transition projects and holiday activities and programmes such as Take Over Day and Young Promoters where the primary aim is to empower and engage young people.</p>
F7: Better able to manage their mental well being and physical health	<p>Clients report having better management strategies for their mental well being and/or receives support to help them improve their physical health. Examples could include GP referral / prescription schemes using cultural activity, reminiscence / care home work using cultural activity, cultural participation as a therapeutic activity, participation in physical arts activity with health benefits (e.g. dance, singing).</p>