



Llywodraeth Cymru  
Welsh Government

# Fusion

## Delivery in 2020-21 & Report for 2019-20

Creating opportunities through culture

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#CyfunoFusion

# Contents

## Part 1: Fusion 2020/21 Delivery Plan

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- 4      **Introduction**
- 5      **The Challenge Grant Scheme**
- 6      **Culture, Welsh Language and Communications Committee (CWLC) Inquiry**
- 7      **The Fusion Programme: Going Forward**
- 8      **Responding to the Covid-19 pandemic**
- 10     **Case Study: Journey of Tara**

## Part 2: Fusion 2019/20 Report

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- 12     **Fusion Infographic**
- 13     **The Challenge Grant Scheme: Achievements in 2019-20**
- 15     **Case Study: Volunteering**
- 16     **Other Fusion Projects**
- 17     **Case Study: Night Out Scheme in Newport**
- 18     **Kids in Museums**
- 19     **Cultural Ambition, Arts Awards & Wellbeing Toolkit**
- 20     **Another Successful Year**
- 21     **Annex 1: Fusion Challenge Grant Programme in 2020-21**
- 29     **Annex 2: National Fusion Partners**
- 30     **Annex 3: Performance Indicators**

# Part 1: Fusion 2020/21 Delivery Plan

# Introduction

The Fusion Programme was established by the Welsh Government (WG) in response to the **Culture and Poverty report** written by Baroness Andrews and published in 2014. The report encouraged culture and heritage organisations to work closer with bodies such as local authorities to increase opportunities for those in areas of economic disadvantage.

Fusion has developed a range of partnerships, resources and innovations to work towards the aims of the report. By enabling and encouraging involvement in culture and heritage it was hoped that residents in disadvantaged areas would benefit from the opportunities they provided. These opportunities include access to volunteering, work experience and improvement of digital skills. There is also an emphasis on early years and family

learning, improving attitudes to learning and to wellbeing. In 2018 it was also decided to include increasing community cohesion as an attainment for those leading and participating in Fusion.

The Fusion programme has provided funding for initiatives such as the Young Promoters Scheme, Kids in Museums, the Cultural Ambition Programme and for the creation of online volunteering modules. These projects were all part of the wider objectives of the Fusion programme and supported by our partners, see annex 2.



# The Challenge Grant Scheme

In 2017 eight bodies were awarded Challenge Grant (CG) funding:

- **Cardiff**
- **Carmarthenshire**
- **Conwy**
- **Gwynedd**
- **Newport**
- **Swansea**
- **Torfaen and Caerphilly as a joint programme**
- **Neath Port Talbot**

These were all led by local authorities, aside from Neath Port Talbot, which was led by housing association, Tai Tarian.

The aim was for each lead body to deliver strategic programmes using culture, heritage and the arts to support employability, empowerment, the early years, and health and wellbeing - for those living in some of the most deprived communities. This phase of the programme initially ran for three years.

In 2020 the Challenge Grant scheme was re-launched for at least a further year (April 2020 – March 2021) while plans were considered for the future of Fusion.

Each of the bodies works with a range of national and local cultural, heritage and arts bodies including partners such as Arts Council Wales (ACW), Amgueddfa Cymru - National Museum Wales (AC-NMW) and Cadw. They also work with other organisations including volunteering bodies, housing associations, health services, schools, community agencies and employability programmes such as Communities for Work and the Flying Start programme for the early years.

The lead bodies all appointed local Fusion co-ordinators to enable more effective programmes and partnerships to be created. The role of the coordinator includes helping to build stronger and more resilient links between these bodies. Network partnerships groups exist in most of the Challenge Grant areas empowering and supporting Fusion work.

The activities and events that Fusion co-ordinators organise and initiate are expected to align with the Fusion performance indicators (Annex 3). The lead bodies report back to the WG Fusion team on a six monthly basis. The CG coordinators received evaluation training to ensure the projects and events that take place are of the best standard and value for those attending. Fusion also works with an evaluation coordinator from Amgueddfa Cymru-National Museum Wales to support and advise the coordinators in this area.

Since its inception the Challenge Grant scheme has been very successful with growing numbers of people attending and benefiting from the opportunities provided.

# Culture, Welsh Language and Communications Committee (CWLC) Inquiry

National Assembly for Wales  
Culture, Welsh Language and Communications Committee

## Count me in!

Tackling poverty and social exclusion through culture, heritage and the arts

November 2019



[www.assembly.wales](http://www.assembly.wales)

To summarise the Welsh Government accept the recommendations in the report. COVID-19 will however have an impact on what we are able to deliver during the coming year.

For Fusion the recommendations are as follows:

**Recommendation 1:** The Welsh Government should commission a wholesale evaluation of the Fusion programme which assesses the original objectives, funding and evaluation.

**Recommendation 3:** The Welsh Government should guarantee funding for the Fusion programme to provide security of tenure for the Fusion Co-ordinators.

**Recommendation 6:** Increasing access to the arts, culture and heritage venues for those in poverty or at risk of social exclusion should be considered as one of the strategic objectives of Transport for Wales. The Welsh Government should explore options for Transport for Wales to enter into partnerships with cultural organisations for specific events and/or venues to make accessing their activities free or subsidised. These pilot schemes should be reported on to the Committee.

**Recommendation 7:** The Welsh Government should increase the funding for the Fusion programme to allow participants to claim incidental costs such as transport.

**Recommendation 8:** The Welsh Government should report to the Committee on the proposals for developing a qualitative data set on the Fusion programme and the timetable for incorporating it into the evaluation methodology.

## Background information

The CWLC Committee carried out an Inquiry into Arts and Culture in Wales during 2019 which concluded with a report titled: Count me in! Tackling poverty and social exclusion through culture, heritage and the arts, a copy of the full report can be found here: [business.senedd.wales/documents/s95457/Report.pdf](http://business.senedd.wales/documents/s95457/Report.pdf)

The Welsh Government response can be found here: [business.senedd.wales/documents/s96785/Welsh%20Government%20Response.pdf](http://business.senedd.wales/documents/s96785/Welsh%20Government%20Response.pdf)

# The Fusion Programme: Going Forward

The aims and objectives of Fusion are increasingly being embedded across the cultural and heritage sector. The Arts Council Wales, National Library for Wales and Amgueddfa Cymru – National Museum Wales all have policies to reach out to communities in disadvantaged areas to involve them in cultural activities and encourage them to participate.

The Culture and Sport Division will continue to work towards the aims and objectives of the Fusion programme by collaborating with its stakeholders and supporting Fusion partnerships.

We will continue our commitment to key priorities requiring action at a national level. Including:

- **Follow-up the CWLC recommendations particularly regarding transport and accessibility to cultural venues.**
- **Work with partners across the culture and heritage sector scheme to promote engagement in disadvantaged areas.**
- **Work with other Welsh Government departments to ensure the cultural sector plays a greater role in supporting our priorities around employability, health, education and cohesive communities.**

The Culture and Sport Division will continue to support Fusion partnerships in a variety of ways, responding to need. That support will include:

- **Advocacy and promotion of the use of culture and heritage to provide opportunities to those in disadvantaged areas**
- **Networking and training sessions, resources and advice**
- **Assisting in the sourcing of external funding**
- **Training programmes in areas such as Arts Award**
- **Advice and training on effective evaluation and monitoring**
- **Promotion of and advocacy for the Fusion programme**

An independent review has been planned as a result of the CWLC recommendations. This will involve analysing qualitative data that has already been collected by Fusion areas and to collect new qualitative data in the form of case studies. The data Fusion has collected from the challenge grant coordinators can be found in Annex 3.

# Responding to the COVID-19 pandemic

As this document goes into publication our future is expected to change due to the COVID-19 pandemic and the resulting lockdown. There has been pressure on budgets across the Welsh Government and the Deputy Minister for Culture, Sports and Tourism announced a number of Resilience Funds to support the sector. This includes a Cultural Resilience Fund of £1 million. In order to accommodate the fund, budgets across the Division have been reduced. Fusion remains committed to the CWLC enquiry finding but for the moment are unable to take them further.

## Case Study: Amgueddfa Cymru-National Museum Wales GRAFT Garden

**This case study is an example of how Fusion is adapting and managing the Covid19.**

GRAFT is the National Waterfront Museum's edible land and educational project, and a permanent piece of green infrastructure within Swansea City Centre.

GRAFT works with community groups from a wide range of backgrounds across the city to transform the Museum's once industrial courtyard into a sustainable, organic growing environment, creating an edible landscape to encourage participation and conversation around land use, food and sustainability in an accessible and empowering way.

Volunteers young and old work alongside one another to share skills working in wood and metal, learning how to grow plants and gaining qualifications. Successful apprenticeships have been developed, and the long-term mental health benefits of working outside is evident.

Whilst the GRAFT team and volunteers were not able to gather during COVID-19, they kept busy setting up 'Seeds in the Community' and encouraged us all to grow sunflowers in visible and public spaces to show support for key workers.



© Amgueddfa Cymru

Fusion will work with the stakeholders and partners to develop new ways of working and to learn from this. The working practices is expected to change accordingly and the information will be shared as appropriate. The above case study, is an example of how Fusion is adapting to Covid- 19 and involving the community.

The Challenge Grant coordinators will build on previous years and develop the local networks in the areas they work in creating more opportunities for people to use culture and heritage to improve their well-being and prosperity. Annex 1 provides further details of the work they will be doing in their local areas for the coming year.

To date coordinators have developed innovative solutions in response to the pandemic, some of the examples are listed below:

- **Hosting mini concerts online.**
- **Arts and crafts trail around a local community area.**
- **Online webinars such as ‘Where I am coming from’ to support BAME.**
- **Digital content by Venue Cymru.**
- **Incredible Edibles shared seed & compost pack to tackle loneliness.**
- **Outreach projects.**
- **Weekly Zoom sessions.**
- **Disseminating resources which the local libraries have to offer, e.g. storytelling services.**
- **Sofa Share Wales – online community platform holding free sessions with participants including yoga and cooking.**
- **Online workshops on various topics.**

Kids in Museums are continuing to provide opportunities for museums to receive training and organise museum events. Their autism friendly training is particularly well received. As a result of the current pandemic the training and other events will be moved online for the coming year where possible.



© Suzanne Samuel

The Cultural Ambition programme is now in its final year giving young people not in employment, education or training the opportunity to complete an NVQ level 2 qualification in Cultural Heritage. Due to the coronavirus the training schedule has been revised and moved online. Work experience at the heritage sites run by Fusion partners (Cadw, NLW, Royal Commission, AC-NMW, Archive Services and Federation of Museums) will take place later in the year when it is hoped the current pandemic has been mitigated.

The Arts Council of Wales’ Night Out scheme has been funded for an additional year. This is currently on hold due to social distancing rules.

With increased isolation and changes to society, culture is more important than ever to support the recovery. Fusion shows how important culture is with the following case study one of many examples of the impact culture can have in one person’s life.

## Case Study 2: The journey of Tara\* within Fusion

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**This case study is an example of how Fusion and its partnership network works together to promote and offer opportunities through the arts, culture, and heritage.**

Carmarthenshire youth officers work together with Fusion and a range of art, heritage and cultural partners to offer the most disadvantaged pupils a range of positive engagement activities. In October 2016, Tara (a Year 7 pupil) was referred to the Youth Officer at her secondary school as she was low in confidence and self-esteem. Tara was also finding it difficult to make friends. Her goal was to overcome difficult issues identified with a view to settling in to school life and forming friendships with her peers.

While in Year 8 Tara was offered the opportunity to take part in a number of group work activities. She participated in the Young Promoters project, joined a walking and wellbeing group and attended out of school holiday activities organised by the youth officer.

In Year 9, Tara participated in the *Unloved Heritage* project which is supported by Fusion and she has blossomed and increased in confidence since. She has been involved in several art, heritage and culture activities including: a project creating poetry; excavating at Parc Howard; a sculpture project, and Literature Wales project. Earlier in 2019 Tara travelled to Agen, France on an exchange visit. This culminated in her delivering a presentation on the *Unloved Heritage* project. In addition she has been involved in creating a short film and has interviewed key school staff members. During the summer holiday Tara was involved in the Llanelli Voices project through People Speak Up, an arts-based company operating in Llanelli.

Now in Year 10, Tara is currently involved in the Duke of Edinburgh Bronze award; aiming to complete the award by July 2020. She is also learning to play the guitar, has taken up boxing, and volunteers on a regular basis for the after-school art club, supporting Year 7 & 8 pupils.

In terms of measuring the distance travelled in three years, she is now a very different young person. Initially a person who was too shy to speak, Tara has wholeheartedly embraced the art, heritage and cultural opportunities offered to her. In doing so, this has resulted in her becoming a more confident person priding herself in her appearance and looking immaculate. She has formed positive friendship groups and relationship with her mother. She is no longer afraid to go out and socialise and has embraced her sexuality.

Tara will continue to be supported and will be offered transitional support during the next academic year. Working with partners Fusion has supported her journey of transition and will continue to do so, where possible.

\*name changed to ensure anonymity

# Part 2: Fusion 2019/20 Report

# Fusion

Creating opportunities through culture



Llywodraeth Cymru  
Welsh Government

Fusion is using culture, heritage and arts across eight areas of Wales

## Gained a Qualification



Over 800 individuals

## Early Years & Family Learning



Activities with 18,000 participants

## Improve Attitude To Learning



4,000 involved in events & projects

## Community Cohesion



Workshops, activities & events had over 4,000 attendees



## Volunteering

Up to 700 people became volunteers



## Work Placement

Over 250 individuals had placements



## Improved Digital Skills

Over 1,500 received training



## Better Able To Manage Wellbeing

Over 4000 people reached

All figures taken from data reported by Fusion coordinators

### Fusion has worked with:



Street parties



Animation production



Men's sheds



Museum trails



African drumming



Storytelling workshops



Tracing ancestry



Reminiscence sessions



Army veterans

**And more....**

#CyfunoFusion

# The Challenge Grant Scheme: Achievements in 2019-20

Since the start of the Challenge Grant (CG) Scheme in 2017 the lead bodies have shown impressive results. The figures submitted by the coordinators from the CG areas have shown increasing numbers of participants in events and activities organised as part of the programme over the three years.

In 2019-20 participants in Fusion Challenge Grant areas had opportunities to:

- **get involved and organise local performances through Art Council of Wales' Night Out Scheme,**
- **improve their digital skills through scanning, animation and film making workshops,**
- **take part in ceramic and folklore art projects,**
- **attend storytelling and reminiscence sessions,**
- **volunteer or gain work experience at cultural or heritage venues,**
- **take over a local museum,**
- **work towards and participate in a community street party,**
- **attend weekly dance skills lessons,**
- **visit local cultural venues that they weren't aware of,**
- **write and perform poetry,**
- **find out about their ancestry,**
- **gain an Arts Award qualification,**
- **make a tapestry with class mates,**
- **contribute to exhibitions and displays as part of cultural and heritage,**
- **use arts and crafts to express themselves and to improve their well-being.**

All these and more took place as part of the Challenge Grant scheme.

Particular strengths of the scheme in 2019-20\* include:

- **Supporting Early Years and Family Learning: Records show almost 5000 individuals were involved in projects or activities in the first year 2017-8. This has risen to over 18,000 by the end of the 2019-20 scheme year.**
- **Improved digital skills: The number of people attending courses or activities aimed at improvements in their digital skills has risen from 50 in the first year to over 1500 in 2019-20.**
- **Community Cohesion: This was introduced in 2019 and it is encouraging to see over 4,000 participants recorded as taking part in activities or events to promote it.**

In addition, twice as many people have now gained a qualification, participated in a volunteering opportunity or shown an improved attitude to formal education over the course of the Challenge Grant Scheme.

Participation in Fusion activities, projects and events has trebled since its first year. In year one 11,000 participatory experiences were recorded. This rose to over 24,000 in the second year and this third year is counted at around 35,000. The growth in figures illustrates how more and more individuals and groups are accessing opportunities through culture and heritage due to the hard work of the lead bodies, coordinators and their partners.



© Shirley Williams

**Table of Challenge Grant statistics against Performance Indicators for first 3 years**

FUSION INDICATOR	2017-18*	2017-18*	2019-20*	COMMENTS
<b>F1 Supporting the Early Years and Family Learning</b>	4979	13087	<b>18908</b>	Four times as many attendees as in the first year, almost 1900 attendees
<b>F2 Gaining a qualification</b>	423	719	<b>855</b>	Over 100% improvement on first year with over 850 individuals
<b>F3 Regular volunteering as route to work</b>	332	761	<b>798</b>	Twice as many participated in volunteering opportunities as in the first year, up to almost 800
<b>F4 Completing a work experience placement</b>	110	160	<b>288</b>	A steady increase over the three years
<b>F5 Improved digital skills</b>	50	997	<b>1619</b>	Exemplary increase in numbers
<b>F6 Improved attitude to formal learning</b>	2689	3046	<b>4103</b>	Over 4000 – over 50% more than in the first year
<b>F7 Better able to manage mental well-being and physical health</b>	2941	5400	<b>4295</b>	Over 4000 numbers recorded – not as good as in the previous year but activities have been affected by COVID-19
<b>F8 Improved community cohesion</b>			<b>4225</b>	Over 4000 – a new indicator in 2019-20 which has showed impressive results

\*Figures are taken from statistics supplied by Fusion Challenge Grant coordinators and are subject to the interpretation of primary collector.

## Case Study: Volunteering opportunities through Fusion

A single lady in her thirties approached Communities for Work to enable her to get back into the workplace following many years of living in Scotland. Fusion was able to organise regular volunteering opportunities for her at Conwy Archives Service and the Sir Henry Jones Museum. She volunteered at a D-Day Remembered event with the RWF Museum/Homefront Museum and at a community scanning day at Llanrwst with Peoples Collections Wales (PCW) in the run up to the National Eisteddfod.



© Shirley Williams

The lady attained Agored Level 2 in Digital Scanning through Fusion and the PCW project in Llanrwst. She went on to be offered a part time job at a leisure centre and was accepted onto a funded part time MA course in Bangor studying towards Welsh Language and Literature. She felt that her time at the Archives had given her better understanding about how collections are created and how they are catalogued in archives and in libraries. She was certain that the differing volunteering roles were a huge help in raising her confidence after many years of being a full time carer to a close family member. Volunteering became key to convincing potential employers that she was a conscientious worker. The lady feels she wouldn't have known about volunteering opportunities without Fusion.

# Other Fusion projects

## Young Promoters Scheme

Fusion has provided funding towards the Night Out - Young Promoters Scheme since 2017. This Arts Council scheme works with groups of children and young people by taking them through the process of organising an event for their community. The project culminates in a performance by a professional company which is funded by Night Out.

Participants get to experience first-hand the whole process of promoting a show, allowing them to discover all the “behind the scenes” efforts that go into event management. The Young Promoters are also in charge on the night of the show, manning the box office; meeting and greeting VIPs; selling refreshments; making speeches etc. The children get to make all the decisions and do all the work!

The resultant performances help to bring the community together for a great event. In some areas this is the first live performance many of the children and even some of the parents have ever attended.

In 2019-20 Night Out received an additional £5000 from the Fusion. There were 27 projects run in Fusion areas, 25 of which were organised in conjunction with Fusion networks.

Examples of the projects include:

- **Conwy:** one in a Welsh medium school and one in a bilingual school.
- **Carmarthenshire:** Of 5 projects, 2 projects were run through the medium of Welsh.
- **Cardiff:** One project was with Cardiff Muslim School which had additional funding from Cardiff Fusion.
- **Newport:** Two projects undertaken worked with mixed age groups.
- **Gwynedd:** Fusion celebrated Welsh Music Day as part of the project.
- **Caerphilly and Torfaen:** There were 12 here, 9 projects in Caerphilly and 3 in Torfaen.
- **The ongoing close relationship with the Torfaen and Caerphilly Fusion Partnership has resulted in five Young Promoter projects linked to Arts Awards. The co-ordinator, Janine Reed believes that “... it's a fantastic programme and benefits both the children and families involved”.**

The projects encourage community volunteering and provide experiential learning opportunities, helping to development new skills and encourage team working.

## Case Study: Night Out Project in Newport Challenge Grant area

The Night Out Project hosted a performance of Orpheus in Community House, Maindee, Newport with the local Coffee and Laughs community group and Maindee Youth. It was supported by Central Hub and Fusion.

Weekly sessions with the Young Promoter group were held leading up to the performance. Promoters worked on marketing, promotion with ACW facilitator and the Fusion Coordinator. The event was supported by Central Hub, enabling more of the community to access theatre and Fusion. On the night 30 Promoters from Maindee Youth and Coffee and Laughs group participated and there was an audience of 80 people.

The success of the event in the life of an individual is shown in the example of Dennis, a local young person who helped it set up, asking the theatre group lots of questions. After hearing the choir perform with Operasonic, he was inspired to perform. He was proud of himself and visibly happy. He stayed right at the front with his friend watching the show.

Due to the success of the event, the sister theatre show Eurydice, is booked for June 2020.

*"The thing that struck me about the event was the range of ages and ethnicities. The performance introduced a story relevant to today's society. Moving forward we would like to do a talent show, after all the young people and groups that performed on the night."*

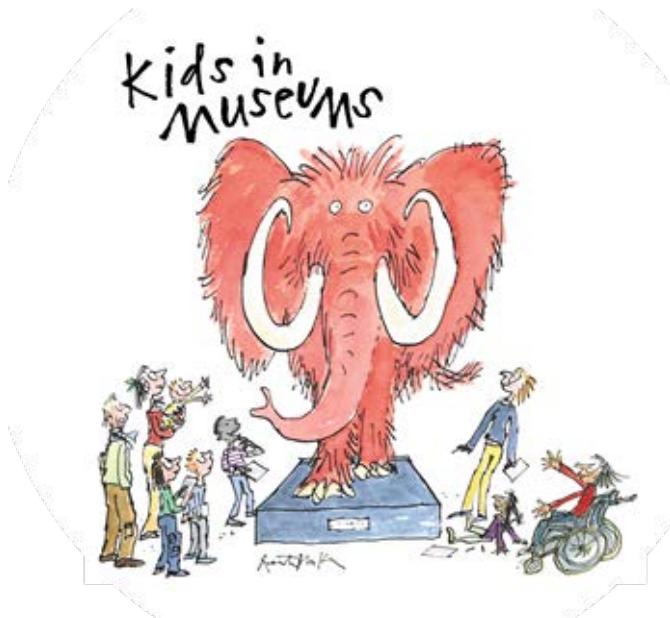
Sue Lewis, Coffee and Laughs

*"It was so special to see them there and to see Dennis beatbox before the play. Also, the Roma young people in helping with the event and energetically interacted with everyone."* Bernardo Kerr, Community House Manager.



© Naz Syed - Night out Scheme Performance of Orpheus by Gobbledegook Theatre

## Kids in Museums



© Museum of Cardiff

Kids in Museums (KIM) is an independent charity dedicated to making museums, galleries, archives and other heritage sites open and welcoming to all families, children and young people, in particular those who have not visited before. The organisation has an established track record for supporting museums, galleries, archives and other heritage sites all over Wales to better include families, children and young people in all aspects of their work. KIM receives Fusion funding for its work both in Fusion Challenge Grant areas and across Wales.

The core event in the year for KIM is their Takeover Day when museums, galleries, historic homes, archives and heritage sites invite young people in to take over jobs normally done by adults.

In 2019 33 Takeover Day events occurred involving over 800 children and young people, an increase of over 200 participants.

Examples of venues in Fusion areas which participated included Llanelli House, National Waterfront Museum and Swansea Museum and Gwynedd Archives.

There were also Digital Takeovers with young people participating in a Teen Twitter Takeover Day and a first time Instagram Takeover.

Fusion coordinators are encouraged to partner with KIM and use events as a way of providing opportunities for children and young people. KIM provide training, support and resources for their events and partners and work within Fusion areas including with volunteers and families.

Parc Howard stately home in Llanelli, a Fusion area was nominated for the UK wide Family Friendly awards in 2019. Although it did not win, being on the short list provided valuable publicity for the museum and recognition for the hard work of the staff and volunteers.

October 2019 saw the launch of the 'Where's Wally?' museum trail in collaboration with Walker Books. It has proved a success and is in discussion for further expansion in the future.

KIM also provided training about supporting autistic visitors to museums, heritage sites & cultural venues.

## Cultural Ambition Programme

The Cultural Ambition Project, managed by Creative & Cultural Skills is funded by the National Lottery Heritage Fund's Skills for the Future programme and match-funded by Fusion. Officially launched in Autumn 2018 the four-year project aims to give up to 33 young people not in education, employment or training and who are non-graduates the opportunity to complete an NVQ level 2 qualification in Cultural Heritage, whilst undertaking placements in heritage sites across Wales over 12 months.

Trainees are supervised to complete tasks which support their qualification - assessed by Cardiff and Vale College. The units that were selected for the qualification contribute to the overall skills and employability of the learners. These areas include marketing, customer service and creative learning activities.

The first cohort of 7 participants completed their training in the summer of 2019. A special event was held in Plas Mawr Conwy to celebrate their success in June. The second cohort of trainees completed their training at the end of 2019 and a third cohort started in October 2019. A final fourth cohort will take place in 2021.



© Lauren Vickerman, Crefft Media

The project is also making a difference to the organisations that host them. Dai Price from the Big Pit in Blaenavon, Torfaen, had this to say about their trainees:

*"Both placements at Big Pit have had a huge impact on site. Not only has it been incredibly rewarding to see the individuals grow their skills and confidence, it has been a helpful learning curve for staff who have developed new knowledge and understanding from this experience. The benefits to both the organisation as well as to the individuals cannot be overestimated."*

## Arts Awards

In 2019 Fusion funded and organised Arts Award Discover and Explore Advisor training for 18 individuals involved in Fusion. One session took place in North Wales and one in South Wales. The aim of the training was to enable the trainees to support children and young people aged up to 25 to discover and explore arts and cultural activity. Arts Award is open to young people of all interests and backgrounds, and can be delivered within a variety of settings and timescales through any arts, cultural or media activity. The Discover level is an introductory level and Explore is an Entry Level 3 qualification on the Qualifications and Credit Framework.

## The UCL Museum Wellbeing Measures Toolkit

The UCL Museum Wellbeing Measures Toolkit is a set of scales of measurement used to assess levels of wellbeing arising from participation in museum and gallery activities. The Toolkit is been designed to help people involved in running in-house or outreach museum projects and evaluate the impact of this work on the wellbeing of their audiences. It can be used to evaluate the impact of a one-off activity or programme of events. The Toolkit was produced by researchers from University College London (UCL) but was not available in Welsh. Fusion funded and commissioned the translation to enable Welsh museums and galleries to use it with Welsh speakers and provide a fully bilingual service.

## Another Successful Year

Fusion continues to go from strength to strength every year thanks to the dedication and hard work of our partners and network coordinators. The case studies provided within this document are only a very small sample of the difference Fusion has made to people's lives.

One of the biggest awards achieved as a result of Fusion involvement is the Tai Tarian Housing Association based in Neath Port Talbot Local Authority. The award they won is the "Supporting Future Generations award". To learn more about this please visit Tai Tarian's webpages.

[www.taitarian.co.uk/about-us/news/awards-success-for-tai-tarian-s-fusion-project/](http://www.taitarian.co.uk/about-us/news/awards-success-for-tai-tarian-s-fusion-project/)

Fusion has received regular publicity and mentions on social media through the enthusiastic promotion of #cyfunofusion on the twitter accounts of Fusion Challenge coordinators on the Twitter accounts. Below are some of the stories from Twitter.



©The Chartered Institute of Housing

FusionSwansea @FusionSwansea · Feb 12  
Join the team from @DTCSwansea this half term for a free creative writing workshop for kids - Wednesday the 19th in Penlan and Gowerton libraries :)  
#cyfunofusion



Swansea Council and 6 others

FusionSwansea @FusionSwansea · Nov 25, 2019  
We're very excited to invite you all to our upcoming creative community event with artworks made by people from across Swansea of all ages & styles :) Saturday the 7th of December in @GSSwansea gallery & @VolcanoUK from 4pm...with mince pies, mulled wine and music :)  
#cyfunofusion



Swansea Active Lives and 6 others

People's Collection Wales @pplscollection · Jul 2, 2019  
We had a great day digitising old photographs of Llanrwst and the 1951 and 1989 National @Eisteddfod\_eng with @NLWales and staff and volunteers from Conwy Archives! Contact us @pplscollection if you have any old photos! #cyfunofusion #memories



Casgliad y Werin Cymru @casgliadywerin · Jul 2, 2019  
Diwrnod da o ddigodi lluniau o dref Llanrwst ac @eisteddfod 1951 ac 1989 gyda staff a gwirfodolwyr Archifyd Conwy @CyfunoConwy @LLGCymru Oes ganddoch chi i ffotoograffau i'w rhannu gyda @casgliadywerin? #cyfunofusion #illyfrgellymmhobman #atgofion



FAMILY FRIENDLY MUSEUM AWARD

Cygner Sir Gâr | CCC and 3 others

FAMILY FRIENDLY MUSEUM AWARD

Cygner Sir Gâr | CCC and 3 others

# Annex 1: Fusion Challenge Grant Programme in 2020-21

FUSION AREA / LEAD BODY	ACTIVITY AND OUTCOMES *
<b>CARDIFF</b> <b>Museum of Cardiff</b>	<p>Cardiff will be working with a network of cultural providers and community organisations over the course of 2020-21. This will involve developing a programme of activity and discrete projects, delivering fun and meaningful activities for children, families, young people and the elderly, creating opportunities for those with disabilities and from BAME communities, and providing opportunities to gain accredited learning qualifications, developing skills and confidence via voluntary and work experience.</p> <p>It will focus on creating and increasing opportunity to access the vast, exciting wealth of cultural and heritage activity in Cardiff by communities at disadvantage. The programme created will add value to provision – both in terms of community groups' activity and cultural organisations' delivery. It will mainstream access to heritage, culture and arts by communities: seeking to encourage people to firstly participate ('have a go'), and then support them to become involved in (more regular attendees of) cultural activity on their doorsteps.</p> <p>Key activities identified include,</p> <ul style="list-style-type: none"><li>• Increased activity by eroding some barriers to current participation.</li><li>• Targeting funding available for activity costs to work and support grass roots organisations, helping their own sustainability and resilience within their communities.</li><li>• Meeting and engaging using their existing activity as a starting point (eg. Flying Start babies and toddler groups at community Hub centres).</li><li>• Key into national events and initiatives (eg. Young Promoters, Welsh Museums Festival, Kids in Museums' Take Over Day, Get Creative, etc.).</li></ul> <p>The programme intends to be reactive and responsive to the interests of the groups and individuals and take advantage of opportunities that present themselves to both cultural and community partners in order to include pertinent deliverables and outputs to any new projects, partnerships and strategic objectives, thereby furthering the reach of Fusion work.</p>

FUSION AREA / LEAD BODY	ACTIVITY AND OUTCOMES *
<b>CARMARTHEN-SHIRE</b> <b>Carmarthenshire County Council</b>	<p>Within Carmarthenshire there is an established Fusion network with over 35 members who represent the Public, Private, Voluntary and Community Sectors. This network enables a targeted approach in reducing poverty, through focussing on individuals from the most deprived areas and working together to co-produce initiatives to increase involvement and access cultural services. The project aims to:</p> <ul style="list-style-type: none"> <li>• Recognise and work towards removing barriers to participation.</li> <li>• Improve prosperity through offering work placement and volunteer opportunities for individuals looking to return to/ access employment.</li> <li>• Create opportunities for individuals facing poor mental or physical wellbeing, through the delivery of a wellbeing programme, based on the Public Health five ways to wellbeing model.</li> <li>• Encourage young people to learn through the creative arts and cultural programmes and build their skills and self esteem.</li> <li>• Provide a platform to encourage family learning from the early years.</li> <li>• Deliver projects to improve digital and essential skills.</li> <li>• Provide opportunities to build skills using non accredited and accredited training programmes.</li> <li>• Support communities to become equal, cohesive, resilient and responsive.</li> <li>• Work with the partners to create employment opportunities within the creative industries.</li> <li>• Increase and promote access to information and services.</li> <li>• Work with disadvantaged groups to build social capital through targeted interventions.</li> <li>• Integrate communities and individuals with shared interests and values to reduce social isolation.</li> </ul>

FUSION AREA / LEAD BODY	ACTIVITY AND OUTCOMES *
<b>CONWY</b> <b>Conwy CBC</b>	<p>Conwy Challenge Grant area works to address primary challenges around tackling poverty and social isolation, addressing inequality in access to services, supporting mental health and wellbeing and promoting digital inclusion (especially through intergenerational work).</p> <p>They work with a wide range of partners including Cadw, The National Trust, Venue Cymru, Criw Celf, Literature Wales, Mostyn, and Bangor University. Activity will be delivered across a wide range of venues including museums, libraries and hospitals. Key projects will include;</p> <ul style="list-style-type: none"> <li>• A programme of cultural activities in partnership with Conwy Centre, which will work across libraries, arts, archives and museums service to bring collections and cultural opportunities to communities through a wide range of accessible visual art, storytelling, research and learning and reminiscence projects. These will especially benefit people experiencing social isolation, people experiencing a lack of access to cultural opportunities, people with mild to moderate mental health issues, people from low income households, families with young children and people affected by dementia.</li> <li>• Continuing to develop the CultureHubs model in most remote communities.</li> <li>• A programme of creative upskilling and digital engagement in Colwyn Bay through an intergenerational augmented reality project and a range of targeted activities.</li> <li>• A series of wellbeing projects linked to the monastic history of Aberconwy Abbey and the heritage of Conwy and Bodlondeb using the new Culture Centre sensory garden and physic garden and Bodlondeb park, working with schools, sensory impaired groups and older people.</li> </ul>

FUSION AREA / LEAD BODY	ACTIVITY AND OUTCOMES *
<b>GWYNEDD</b> <b>Cyngor Gwynedd</b>	<p>Gwynedd has a Fusion Network of partners who believe it is a priority for the network partners to engage a coordinator to ensure they act with co-operation as a sector and a project. The co-ordinator has a vital role in implementing the network's priorities and is responsible for implementing and co-ordinating a large part of their priorities, from organising meetings to co-ordinating cultural, educational, voluntary and community partners.</p> <p>The work programme will include major projects that build and expand on the work of Fusion in recent years;</p> <ul style="list-style-type: none"> <li>• Family Learning Signature: This brings together schools and their partners (the Slate Museum, Cadw, Pontio, etc) to build the capacity of families to support learning.</li> <li>• Volunteering and work experience: The co-ordinator works with partners to promote volunteering and work experience in the world of culture in Gwynedd. Clearly, as a result of Covid-19, they acknowledge they will have to re-consider volunteering and work experience placements as this would not always be possible as a result of the regulations that will be in force.</li> <li>• Health and wellbeing: The co-ordinator will co-ordinate projects and work with partners to promote the use of culture to improve health and well-being, for example the arts in prescription pilot scheme led by Gwynedd Council arts community. They are in the process of appointing a researcher (who can work digitally) in order to find out how this can work in Gwynedd; Together with Gwawr Roberts, Gwynedd Council Community Arts Development Officer, the coordinator is part of this project. They will also work with Gwynedd Community Arts and our partners to promote any cultural events and activities that will be held by them online or on social media to promote health and well-being through culture.</li> </ul> <p>The co-ordinator will continue to work as a 'directory' in helping to link Gwynedd schools/community groups with the National Library, People's Collection Wales, Takeover Days and the Night Out / Young Promoters scheme.</p>

FUSION AREA / LEAD BODY	ACTIVITY AND OUTCOMES *
<b>NEWPORT</b> <b>City of Newport Council</b>	<p>Newport Challenge Grant area's continued aim is to show that culture is for everyone and it is all around us. They have established a strong network of providers including third sector, housing associations, national bodies and community organisations recently including Race Equality Wales. Moving forward it will work with Newport Youth Academy, the Market Arcade restoration project, Aneurin Bevin Health Board and other key community stakeholders.</p> <p>The programme will build upon the success of previous years and continue to encourage residents in economically disadvantaged areas to explore the history and diversity on their doorstep and the wider history of South Wales. They will work in partnership with arts, culture and heritage organisations to develop a programme of projects and activities that will increase access to culture across the city.</p> <p>Planned delivery for 2020 – 21 will</p> <ul style="list-style-type: none"> <li>• Focus on family learning, health and wellbeing and skills and employability.</li> <li>• Provide relevant and localised activities in a range of environments to encourage increased participation and work with cultural partners to add value to existing provision.</li> <li>• Use culture and heritage as a hook for signposting residents onto learning, employment and volunteer opportunities.</li> <li>• Provide tailored learning opportunities, free of charge or subsidised.</li> <li>• Develop a referral process into the programme which will be a priority, targeting participants for network partner projects where those projects may positively affect the outcomes of the participants and their families.</li> <li>• Work with partners to develop and enhance opportunities for project participants including volunteering, work experience and training opportunities.</li> </ul> <p>Cultural partners include National Trust, Cadw, Night Out Young Promoters, Tin Shed Theatre and Operasonic. Newport Museums and Heritage Service, lead partner of the programme includes the Medieval Ship and the Transporter Bridge and aims to promote an understanding amongst the city's communities of their shared heritage.</p>

FUSION AREA / LEAD BODY	ACTIVITY AND OUTCOMES *
<b>SWANSEA</b> <b>City &amp; County of Swansea</b>	<p>Swansea champions the need for greater access to cultural opportunities for people living in economic disadvantage. It has a clear focus on activity which improves wellbeing, life chances and a strong partnership emphasis with over 200 partner organisations. They host quarterly networking meetings to help promote shared learning, goals and funding opportunities.</p> <p>Plans include to:</p> <ul style="list-style-type: none"> <li>• Increase numbers of volunteers,</li> <li>• Enable venues and projects to provide a wide range of free programmes for local families. Fusion seeks to increase access by families living in poverty and children in care,</li> <li>• Work closely with local schools to support teachers to deliver an enriched cultural programme.</li> </ul> <p>The project aims to:</p> <ul style="list-style-type: none"> <li>• Create outreach learning in accessible community venues in a range of geographical communities,</li> <li>• Factor in the transport costs to venues and the times that part time workers and parents can attend,</li> <li>• Hold all sessions in venues with accessibility for disabled participants and look to cater to those with specific needs including people with autism, stroke victims and people with specific learning needs,</li> <li>• Create informal sessions enabling more relaxed learning as well as providing food and refreshments for people on low incomes.</li> </ul> <p>Their activity spans across art forms, heritage projects and digital learning. These creative programmes support improved communication skills, increased teamwork skills, organisational skills, increased self-belief and improved attitudes towards learning. The aim, where appropriate, is to empower people to take the steps towards applying for a job or college course, or to take up a new creative pursuit, helping them to cope better with the struggles they are facing.</p>

FUSION AREA / LEAD BODY	ACTIVITY AND OUTCOMES *
<b>NEATH PORT TALBOT</b> <b>Tai Tarian</b>	<p>Fusion in Neath Port Talbot is a long term partnership, deliberately engaging with children and grandchildren of tenants of Tai Tarian housing association. It uses its position as an anchor institution within the community to open doors for other organisations to engage the community and meet their wellbeing goals. Tai Tarian collaborates with partners that are far from the housing world – e.g National Theatre Wales, Ffilm Cymru and Amgueddfa Cymru – National Museum Wales to obtain real and lasting outcomes for tenants and their children.</p> <p>Projects include:</p> <ul style="list-style-type: none"> <li>• Engagement with Ysgol Bae Baglan and Flying Start and they are now seeking to extend the work to the Sandfields West Children's Community with an anti-poverty initiative led by Neath Port Talbot County Borough Council.</li> <li>• A pop-up film festival within Sandfields West facilitated by existing steering group members Ffilm Cymru, where families and young people are empowered to curate and organise the festival.</li> <li>• Ffilm Cymru's "Foot in the Door" project in Summer/Autumn 2020. The funding will allow Tai Tarian's Fusion coordinator to identify and support participants to participate firstly on a preparatory course (an academy type approach) run by Ffilm Cymru giving taster sessions of various roles on a film set, and also on the main "Foot in the Door" programmes.</li> <li>• "Local Heroes" HLF funded project focusing on the cinematic heritage of Port Talbot including the film stars who all have roots from the area. The project is working with local schools to create an exhibition that focusses on cinematic heritage and can be moved to various temporary locations.</li> </ul> <p>Tai Tarian plans to extend the current programme, focussing on Port Talbot and the Afan Valley to the Swansea Valley. It will work with the Local Authority's Resilient Communities Programme with Neath Port Talbot Council for Voluntary Services and Mess Up The Mess Theatre Company to replicate the work pioneered in Port Talbot.</p> <p>A series of projects will be available in the local area and schools may choose the theme that they wish to develop in line with the needs of their local community.</p>

FUSION AREA / LEAD BODY	ACTIVITY AND OUTCOMES *
<b>TORFAEN &amp; CAERPHILLY</b>  <b>Torfaen County Borough Council &amp; Caerphilly County Borough Council</b>	<p>The Fusion programme will continue to develop its work with its network partners such as Communities for Work+ as well as other employment programme in both Local Authorities and the four Welsh Government Tackling Poverty agendas whilst expanding to other organisations such as the Caerphilly Parents Network. Other partners include Cadw, Young Promoters and Kids in Museums.</p> <p>The planned programme includes:</p> <ul style="list-style-type: none"> <li>• Programme of interventions made available from the wider network of cultural partners aimed at increasing and improving opportunities for those people most affected by poverty,</li> <li>• New opportunities for communication and partnership between communities, schools, libraries, wellbeing organisations, creative people and arts/cultural/heritage organisations,</li> <li>• Signpost schools and other relevant bodies to appropriate National schemes and opportunities and where relevant support them to access the opportunities and funding available to them such as Go and See fund for schools. The Fusion Network Co-ordinator will also link in to the South East Wales Arts and Education network and aim to develop creativity,</li> <li>• Work with Schools and Inclusion Officers to develop and direct partner projects to support pupils and families who need additional support to improve their attendance, engagement or social emotional issues that alternative strategies may be able to impact upon e.g. ‘Night Out Scheme Young Promoters’ project working with targeted pupils to improve their self-confidence, self-esteem or improve their attendance and positive engagement in school,</li> <li>• Support network partners to develop additional engagement projects and interventions to target identified needs in the communities and support them to apply for additional third party funding,</li> <li>• Engage targeted local people in appropriate training, volunteering or upskilling opportunities that will have a positive impact on their family or personal situation. Continue to work with the support available through volunteer organisations such as Voluntary Arts Wales, the Voluntary services in each area and Volunteering in Wales,</li> <li>• Work with employment partners act as an enabler for suitable volunteering opportunities to be targeted to the appropriate individuals and to enable volunteering opportunities within the network partners and beyond to be made more accessible to the employment partners’ participants. The Fusion partners may be able to offer volunteer or employment placement for young people on their routes to gainful employment.</li> </ul>

**\*All of the CG areas except Gwynedd submitted their Activity Plans before the COVID-19 pandemic began. The areas are now working to amend activity to adapt to the current circumstances**

# Annex 2: National Fusion Partners

Arts Council Wales (ACW)

Ballet Cymru

BBC National Orchestra Wales

Cadw

Creative and Cultural Skills

Communities First Legacy

Communities for Work

Ffilm Cymru

Flying Start

Gwanwyn / Age Concern

Head4Arts

Kids In Museums (KIM)

Literature Wales

Amgueddfa Cymru - National Museum Wales (AC-NMW)

National Library for Wales (NLW)

National Lottery Heritage Fund

National Trust (NT)

People's Collection Wales (PCW)

Royal Commission for Ancient and Historic Monuments for Wales (RCAHMW)

Welsh National Opera

Theatr Genedlaethol Cymru

Urdd

Unloved Heritage

Fusion areas also work with their own local partners including libraries, independent museums and individual arts practitioners.

# Annex 3:

## The Eight Fusion Indicators

Performance measure	WFG Goals	Definition	Examples of Cultural Activity supporting outcome
<b>F1 Supporting the Early Years and Family Learning</b>	A more equal Wales	<p>Participants attend structured cultural activities promoting learning and development from birth through school age.</p> <p>Delivered with a range of community and other partners, including childcare providers, programmes such as Families First and Flying Start, and schools.</p> <p>Outcomes are developed to benefit both child and parents/carers.</p>	<ul style="list-style-type: none"> <li>Schemes to encourage parents and carers to be more willing to read / undertake cultural activity with children</li> </ul>
	A Wales of vibrant culture and thriving Welsh language		<ul style="list-style-type: none"> <li>Using cultural activity as part of the Family Learning Signature tool</li> <li>Dedicated family learning sessions at cultural venues</li> <li>Cultural organisations delivering family learning activities in community settings</li> </ul>
<b>F2 Gaining a qualification</b>	A prosperous Wales	<p>The client attains a recognised qualification which is primarily intended to develop the client's employability. This includes CQFW qualifications and related awards e.g. Agored Units, NOCN.</p>	<ul style="list-style-type: none"> <li>Through participation organised by cultural body, client receives a recognised accreditation / qualification. Can include Arts Award Bronze, Silver and Gold levels and units such as Agored, OCN and others.</li> </ul>
	A more equal Wales		
	A Wales of vibrant culture and thriving Welsh language		

Performance measure	WFG Goals	Definition	Examples of Cultural Activity supporting outcome
<b>F3 Regular volunteering - ideally as a route to work</b>	A prosperous Wales	The client undertakes volunteering within a cultural setting or as part of a cultural or heritage body on a regular basis.	
	A more equal Wales	This is ideally but not only, as a route to work.	<ul style="list-style-type: none"> <li>Cultural body provides volunteering opportunity for clients, and works with employability support programmes, community agencies and other partners to identify and support suitable participants.</li> </ul>
	A Wales of vibrant culture and thriving Welsh language		<ul style="list-style-type: none"> <li>Cultural bodies reward volunteering for example through time-banking initiatives and also recognise time-banking credits as payment.</li> </ul>
<b>F4 Completing a work experience placement</b>	A prosperous Wales	The client completes a work experience placement within a cultural setting and/or as part of a cultural or heritage body for a specified time. Client to have attended at least 75% of the time.	<ul style="list-style-type: none"> <li>Cultural body work with employability support programmes or other referral programmes to identify participants and provide placements.</li> </ul>
	A more equal Wales		
	A Wales of vibrant culture and thriving Welsh language		

Performance measure	WFG Goals	Definition	Examples of Cultural Activity supporting outcome
<b>F5 Improved digital skills</b>	A prosperous Wales	Client has been supported to develop their digital skills	<ul style="list-style-type: none"> <li>• Accredited, recognised ICT training (mainly through public libraries)</li> <li>• Participation in accredited or structured digital heritage programmes (e.g. People's Collection Wales)</li> <li>• Participating in a cultural project of which the primary focus is to improve digital skills</li> </ul>
	A more equal Wales		
	A Wales of vibrant culture and thriving Welsh language		
<b>F6 Improved attitude to formal learning</b>	A more equal Wales	The client demonstrates a measurable improvement in their attitude to formal learning, and potentially attainment, through engagement with culture. Evidence should be provided by the school or agency rather than being self-reported.	<ul style="list-style-type: none"> <li>• Cultural bodies work with schools and community agencies and other bodies (e.g. referral units) to offer structured activities designed to support young people to improve motivation, confidence and skills and result in an improved attitude to learning. Improved academic performance may in some cases also be evidenced and reported.</li> </ul>
	A Wales of vibrant culture and thriving Welsh language		

Performance measure	WFG Goals	Definition	Examples of Cultural Activity supporting outcome
<b>F7 Better able to manage their mental well being and physical health</b>	A healthier Wales	Clients report having better management strategies for their mental well being and/or receives support to help them improve their physical health, through taking part in cultural and heritage activities of which the primary focus is to improve their health and wellbeing.	<ul style="list-style-type: none"> <li>GP referral / prescription schemes using cultural activity</li> <li>Volunteer programmes</li> <li>Reminiscence / care home work using cultural activity</li> <li>Practical cultural participation such as arts and crafts as a therapeutic activity – as evidenced in Mind Body Spirit</li> <li>Participation in physical arts and performance activity with clear health benefits (e.g. dance, singing)</li> <li>Cultural activities that contribute to the ‘Five ways to wellbeing’ (New Economics Foundation).</li> </ul>
	A more equal Wales		
	A Wales of vibrant culture and thriving Welsh language		
<b>F8 Improved community cohesion</b>	A more equal Wales	<p>Clients report feeling a greater sense of belonging to and integration within wider society.</p> <p>Minority groups and clients report that they found activities at cultural and heritage venues relevant to themselves and their communities.</p>	<ul style="list-style-type: none"> <li>Cultural projects where the primary aim is to:</li> <li>Explore and celebrate cultural diversity, working to break down feelings of fear and mistrust between people from different racial, religious or cultural backgrounds.</li> <li>Break down barriers to participation by people from different cultural, racial, religious and disabled backgrounds.</li> <li>Provide support for migrants, refugees and asylum seekers and settled communities during the integration process.</li> </ul>
	A Wales of vibrant culture and thriving Welsh language		
	A Wales of cohesive communities		