

Priorities for Culture

A summary for young people



Llywodraeth Cymru
Welsh Government



Culture is part of our everyday life.

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



Culture is our past — our present — and our future.

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

About the Priorities for Culture

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

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

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

A Wales of Vibrant Culture and Thriving Welsh Language.



Priority 1: Culture brings people together

Our ambitions:

1 Culture is inclusive, accessible and diverse.

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

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

2 Cultural democracy and cultural rights are very important.

- This means letting people decide what counts as culture, and involving them in decision-making about our cultural services.**

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

3 Culture is part of place-making.

- Place-making** — getting involved in planning and shaping where we live.

Culture is linked to lots of things in our communities, — landscapes, histories, buildings and more. It's part of what makes a place special and unique.

This sense of place is defined as 'cynefin' where the historic, cultural and social place shapes the community. A place where we feel at home and belong.

When people get involved in supporting, protecting and celebrating their culture it can connect communities and help them thrive.



4 Culture reflects the needs and hopes of children and young people and strengthens the connection between generations.

Culture connects us all. It's important that different generations can connect through culture, share experiences with each other, and learn from each other.

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

Rights

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

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

We want to make sure all generations have opportunities to get involved and enjoy culture.

5 Cultural participation supports people's well-being and community well-being.

Taking part in cultural activities and projects like volunteering, learning and training programmes can help people feel good, be active, and improve their physical and mental health.

What we want to see

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



Priority 2: Celebrating Wales as a nation of culture

Our ambitions:

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

The Welsh language belongs to the whole of Wales. It's part of our history, heritage, and traditions.

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

7 Culture supports how Wales is marketed to visitors and how we develop relationships around the world.

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

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

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

8 Culture is celebrated and promoted at local, national and international levels.

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

What we want to see

- Wales is seen as a bilingual and multilingual country. The Welsh language is promoted and thrives.
- The culture sector meets people's language needs, including having BSL and Braille resources and experiences.
- Welsh culture is promoted to the world as part of our country's tourism offer.
- Our culture is celebrated locally, regionally and around the world.
- There are lots of opportunities to celebrate culture throughout the year.



Priority 3: Culture is resilient and sustainable

Our ambitions:

9 Organisations who care for our cultural assets should work together to understand what's important to collect for Wales.

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

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

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

11 Our intangible cultural heritage is an important part of our national story – it is recorded, supported to thrive.

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

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

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

We want to encourage our organisations to work together, to create new partnerships with other organisations working in areas such as health, education, tourism, and the environment. Culture could help deliver positive outcomes across these areas. They could share knowledge and develop creative ways of working.

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

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

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

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



14 The culture sector has a long-term approach to gathering and sharing information.

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

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

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

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

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

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

What we want to see

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



Next steps

We want to make sure culture thrives across Wales and give people opportunities to get involved and enjoy activities. So, we will work with the culture sector and focus on these priorities.

We'll use the [National Well-being Indicators](#) to measure our progress and that we are reaching our goals.


We will also continue to talk to people across Wales and check that this plan is making a difference. This will help us see if we need to make any changes to the plan as we go along.

Thanks

If you want to know more about this plan, go to:

 gov.wales/priorities-culture

Or message us:

 culture@gov.wales

