

John Griffiths AC /AM  
Y Gweinidog Diwylliant a Chwaraeon  
Minister for Culture and Sport



Llywodraeth Cymru  
Welsh Government

Our ref: MB-JG-5610-13

Christine Chapman AM  
Chair  
Communities Equality and Local  
Government Committee  
National Assembly for Wales  
Cardiff Bay  
CF99 1NA

23 January 2014

*Dear Chris,*

I am writing to you in your capacity as Chair of the Communities Equality and Local Government Committee, with responsibility for scrutiny of Culture matters.

During 2010 the Communities and Culture Committee undertook an Inquiry into the accessibility of Arts and Cultural Activities in Wales. The Committee published a report of the findings of this Inquiry in February 2011. The report outlined 16 recommendations, 14 of which were accepted, in whole or in part, by the former Minister for Heritage.

I fully recognise the importance of the issues covered in the report and I have confirmed my commitment to taking forward the agreed recommendations. The Communities, Equality and Local Government Committee were provided with updates on the progress being made with these recommendations in 2011 and 2012. I am now pleased to enclose a further update, outlining the substantial additional progress made during the last 12 months.

This Action Plan (attached) sets out the detail of each recommendation and identifies which organisation has been tasked with delivering it. The comments / progress section provides a comprehensive update on the activity that has taken place, and an outline of future activity. The individual actions cover a variety of different initiatives and require a number of different approaches if they are to be successfully delivered.

You will note the comprehensive nature of the responses obtained from each organisation. This reflects the significant level of commitment each organisation is continuing to show in ensuring the recommendations are delivered, and that levels of accessibility are maximised for the people of Wales.

I trust you will find the progress outlined in the Action Plan both informative and reassuring.

*Best wishes,*  
*John*  
Bae Caerdydd • Cardiff Bay  
Caerdydd • Cardiff  
CF99 1NA  
Wedi'i argraffu ar bapur wedi'i ailgylchu (100%)

English Enquiry Line 0845 010 3300  
Llinell Ymholiadau Cymraeg 0845 010 4400  
Correspondence: John.Griffiths@wales.gsi.gov.uk  
Printed on 100% recycled paper

**John Griffiths AC / AM**

Y Gweinidog Diwylliant a Chwaraeon

Minister for Culture and Sport

## Communities and Culture Committee Report into the Accessibility of Arts and Culture: ACTION PLAN (2013 Update)

Recommendation	Comments / Progress
<p><b>Recommendation 1.</b> We recommend that the Welsh Government facilitates a sharing of good practice (for increasing accessibility) between organisations involved in delivering arts and cultural experiences. (Page 31)</p>	<p><b>ACW:</b> the ACW continues to encourage more people to enjoy and take part in arts events, and this is a priority in ACW's future plans. Key actions ACW is taking include:</p> <ul style="list-style-type: none"> <li>(i) Publication of an Annual Equalities monitoring report. ACW's Equalities Report for 2013-14 is awaiting ACW Council approval, prior to it being published on the ACW website</li> <li>(ii) Equalities Strategy – this commits ACW to a series of actions designed to broaden the range of those who benefit from its funding and services. ACW's Strategic Equality Plan for 2013/14 has been published on its web site. This year's Plan contains 15 objectives.</li> <li>(iii) Work with specialist agencies on targeted projects to improve accessibility. Disability Arts Cymru remains a revenue funded client, and ACW also has a service level agreement with Voluntary Arts Wales (2013-14). BVSNW ceased operating as of April 2013; however ACW is exploring alternative strategies for the delivery of BME arts development</li> <li>(iv) An annual Marketing Symposium: this focuses on a range of audience development initiatives. ACW held a very successful Marketing Symposium in April 2013, and are planning the 2014 event</li> <li>(v) Investing more money in touring, and extending the reach of its 'Night Out' initiative: ACW's National touring scheme continues to operate, funded through its Lottery programme. 'Night Out' continues to operate, focused on supporting small-scale, local touring</li> <li>(vi) Roll-out its Digital Cinema Programme in venues across Wales: work is ongoing (see below).</li> </ul> <p>Additionally ACW's revenue funded organisations (RFOs) have, as part of their annual agreement, a responsibility to promote and support equality, and to make the Arts accessible to all. All RFOs have been invited to attend regional advice surgeries and advisory workshops at venues across Wales; the first of these took place in September.</p> <p>Disability Arts Cymru has made significant progress in terms of widening access for young disabled people throughout Wales. This development work has been made possible as a result of the LTUK funded cultural Olympiad programme in Wales. Disability Arts Cymru report that it has been able to continue these new areas of work with disabled young people</p> <p>ACW has a service agreement with VAW to deliver support services to voluntary/amateur arts agencies in Wales. Specific support has also been given to help translate online materials for the sector in to Welsh.</p> <p>With BVSNW ceasing to operate, ACW has been exploring options for the continuation of the BME artists development programme.</p>

ACW is continuing to roll out its Digital Cinema Programme in 11 venues throughout Wales. Additionally venues such as Riverfront (Newport) and Clwyd Theatr Cymru (Clwyd) also provide cinema and film screenings. This scheme will enable venues to present a more varied programme, and develop their programmes through digital 3D and alternative content screenings. Film screenings provide a valuable income for the venues and this supports the delivery of other arts activities. Hence this programme has a national approach, covering venues across all of Wales; it is shortly to enter the second phase of roll-out.

ACW's review of its Arts Strategies has included in-depth consideration of equality issues. The new ACW guidelines will include information on new areas of work such as Digital Arts, Creative Industries, Arts and Regeneration. Given its wider ranging nature, the review has been renamed *Creativity and the Arts*. A draft of *Creativity and the Arts* was considered by the ACW Council in December 2013.

*Please see the response to Recommendation 3 for comments on the 'Night Out' scheme.*

**Cadw:** The Minister for Culture and Sport's revised Historic Environment Strategy, launched in May 2013, advocates closer partnership working in the heritage and culture sectors to deliver larger and broader audience, through better interpretation and community engagement.

The National Museum's joint work with key partners to evaluate visitor responses to the current ways in which the sector presents Welsh history to the public is continuing. Meetings on the 'History Agenda' were held in 2011, 2012 and 2013 and Cadw is actively supporting this. Cadw and its partners worked with the BBC to support 'the Story of Wales' TV series, which aired in Wales in February 2012 and across the UK network in October 2012. Cadw is also looking for further opportunities to work with TV and has made several of its sites available for both US and UK film companies.

Cadw has also commissioned artists to help create new interpretive installations in historic monuments across Wales, as part of the EU funded Heritage Tourism Project. In 2013, Rubin Eynon, a Neath based artist worked at Blaenavon Ironworks, created a 2m diameter Corten steel model of the ironworks. At Caerphilly Castle projection artists Jessica Lloyd Jones and the internationally renowned Ross Ashton created a digital fireplace and a 10 minute 270 degree animation. Four other artists (Gideon Petersen, John Merrill, Graeme Mitcheson and Rubin Eynon) created sculptures inspired by the heritage of the castle. The use of artists in the interpretation of heritage sites is offering visitors new and challenging ways to explore and discover Wales' heritage.

Cadw and ACW have forged a strong partnership, as a result of the Heritage and Arts Framework produced in 2012. The framework led to a signing, early in 2013, of a Memorandum of Understanding. This MoU encourages further projects to promote excellence and innovation within an arts and heritage context. As well as enabling the development of artists' practice, such projects will help engage audiences and communities in the creative process.

	<p>Cadw is also working in partnership with Literature Wales on a number of projects, including the Dinefwr Festival, the WWI centenary commemorations and the Dylan Thomas 100 celebrations.</p> <p>Cadw's research priorities for 2011-16 are to support:</p> <ul style="list-style-type: none"> <li>• Best practice in engaging young people and families in history and the wider historic environment and character of place.</li> <li>• Best practice in engaging with communities and maximising socio-economic benefit.</li> <li>• Best practice in tackling 'barriers to access'.</li> <li>• The measuring and monitoring of visitor attendance, satisfaction and outcomes, ideally in partnership with other partners in the sector.</li> <li>• A programme of research which helps Cadw understand user and non-user attitudes to Welsh history and heritage sites.</li> </ul> <p><b>CYMAL:</b> Amgueddfa Cymru, The National Library, the Royal Commission for the Ancient and Historical Monuments of Wales (RCAHMW), and other partners are working together to deliver 'Casgliad y Merin Cymru / the People's Collection Wales' (PCW) digital heritage service. The PCW website follows accessibility guidelines. The website and supporting programme of activities encourage and enable community groups and individuals to contribute their unique stories alongside material from national and local collections. The website and tools for contributing, repurposing, and presenting content are available to use free of charge. PCW is promoted by the Heritage Lottery Fund in its guidance for applicants developing digital projects.</p> <p>As public bodies, the National Library and National Museum are required to comply with statutory duties such as the 2011 public sector equality duty, and as part of this duty are required to develop a Single Equality Scheme. For example the Library's Equalities Plan is reviewed every 4 months. The Library is also participating in the Welsh Government Sponsored Body network on sexual equality and disability which is being led by the National Museum. The Library has extensive accessibility information on its website: <a href="http://www.llgc.org.uk/index.php?id=accessibility">http://www.llgc.org.uk/index.php?id=accessibility</a></p> <p>Amgueddfa Cymru - National Museum Wales instigated pioneering work on tackling child poverty. The Museum consulted on its child poverty strategy, <i>Transforming Children's Futures</i>, which shows breadth of vision and focus on real, practical measures that will benefit our nation's less well off young people. The National Library also has a Child Poverty strategy '<i>Our Children: they deserve the best</i>'. In 2013, the Museum hosted a research seminar attended by a number of public bodies and research specialists and -from Wales and beyond, the focus on which was on identifying common methodologies and techniques to tackle participation poverty amongst young people.</p> <p>CYMAL is supporting professional bodies in Wales to deliver seminars and conferences, to facilitate best practice sharing.</p>
--	--

<p><b>Recommendation 2.</b> We recommend that the Welsh Government seeks to increase media coverage of Wales' arts and cultural experiences, and to challenge the perspective that arts and cultural experiences are for "an élite few". (Page 35)</p>	<p><b>ACW:</b> ACW continues to work to build interest by funding and promoting projects that the media wants to feature. Previous projects include National Theatre Wales' <i>Passion</i> in Port Talbot, the winning of WOMEX 2013 for Cardiff, the Cultural Olympiad programme in Wales, and Literature Wales' launch of the Young People's Laureate. ACW achieved excellent coverage of WOMEX in October. The national companies – especially National Theatre Wales, Theatr Genedlaethol, Welsh National Opera and BBC National Orchestra of Wales – have continued to receive good media coverage, as has the work of a number of ACW's leading arts organisations. Wales in Venice (and featured artist Bedwyr Williams) was another high profile event that raised the profile of the arts in Wales during 2013.</p> <p>ACW has held initial discussions regarding the establishment of new strategic partnerships with BBC Cymru Wales and S4C. Both organisations agreed to look at ways in which to further promote the Arts in Wales. ACW expects further progress as a result of these discussions, during the coming months. Formal partnerships are now in place with BBC Cymru Wales and S4C. Meanwhile ACW officers continue to flag projects they fund that may be considered newsworthy, and these are included in ACW's monthly Newsletter, and are promoted on its website.</p> <p><b>Cadw:</b> Cadw has made significant headway over the past year in increasing the level of media coverage around the historic environment in Wales, and also in portraying heritage as accessible for all. Cadw's communications strategy has focused efforts on opening up the appeal of Cadw sites to families and young people while demonstrating the important work Cadw does in conserving our heritage for the future.</p> <p>Cadw ran a high profile spring campaign from March through to April, which invited families to choose a Cadw site for a great educational day out. The campaign included a survey of people's knowledge of Welsh history and a call to action for them to explore the heritage on their doorstep. PR and marketing resulted in 13.7million 'opportunities to see' (OTS) and the highest number of visitors to Cadw's website on record.</p> <p>Following on from its spring campaign Cadw continued its on-going partnership with Trinity Mirror and History Research Wales; it -ran 20 full page articles in the Western Mail about objects that demonstrate a significant and interesting piece of Cadw's work, many of which related specifically to the priorities outlined in the Historic Environment Strategy for Wales. These articles provided 3.1million OTS and were among the most popular pages on the Wales Online website during that period.</p> <p>Cadw's <i>Legendary Summer</i> campaign was aimed at attracting visitors, particularly families and non-traditional audiences, to Cadw monuments and sites during summer 2013; a mix of PR, radio advertising, online advertising, and social media was used to reach the target audience. An online toolkit of downloadable resources to help families have fun at Cadw sites during the school summer holidays, included an events wall planner and activities checklist.</p> <p>Cadw also created a 'Heroes and Heroines' stories collection, to tell the stories behind some of Wales' key historic</p>
--	--

	<p>sites and to bring their history to life. The stories were available to download from the Cadw website and gave suggestions of places to visit to follow the story. As part of the campaign an online partnership with Wales Online was secured - this centred on a poll to find the public's favourite Welsh castle. The success of the campaign - which achieved more than 25 million OTS – was reflected by the 125,084 visits to the Cadw website. These included 70% new visitors, suggesting the campaign was successful in reaching a new audience. Most significantly, there was an increase in visitor numbers to Cadw sites, with 254,712 visitors in August 2013 - 24,000 more than in August 2012.</p> <p>In September Cadw's support for the 'Open Doors' campaign involved putting on 700 events at 400 historic sites, free of charge. There was extensive media coverage of this event.</p> <p>Cadw is in regular contact with all media including Trinity Mirror, BBC Wales/Cymru and ITV Wales. It aims to increase coverage and change perceptions of heritage, and increase the use of Cadw sites for both heritage and non-heritage related stories and filming opportunities - from literary greats such as Dylan Thomas to TV favourites like Dr Who.</p> <p>Cadw unveiled its updated and enhanced website in September 2013. It is now easier to navigate, and a greater range of image galleries and videos have improved its immediacy and visual appeal. Cadw has responded to the increased use of smartphones and tablets with iOS and Android apps; these enable members of the public to plan visits and access information about sites from their devices. In addition, Cadw has continued to develop its social media presence — and reach new audiences — with corporate and site-specific Twitter and Facebook accounts which promote events, encourage people to share their experiences, and give momentum to marketing campaigns.</p> <p><b>CYMAL:</b> Increasing media coverage and audience development are central to the Welsh Government's strategies for museum, archives and libraries. CYMAL actively supports the sector to develop its workforce skills and to provide assistance in promoting its contribution to arts and cultural activities. For example, CYMAL is supporting an all-Wales audience development initiative for libraries, museums and archives. This includes the issuing of national press releases, templates to assist regional and local press releases by services, and annual campaigns and festivals. A key area of development is developing the skills of staff in the sector in using social media and actively promoting national initiatives via social media. The Museums Marketing Strategy launch at Museums Association Conference on 12 November attracted media attention including interviews on Radio Wales. Marketing training for museum staff and volunteers is being delivered.</p> <p>The National Museum and the National Library also have successful public relations programmes, to increase media coverage of Wales' arts and culture. The National Museum has contributed to a number of television productions including <i>The Exhibitionists</i>, and 'The Story of Wales' presented by Huw Edwards. It is making increasing use of social media to engage younger audiences.</p> <p>Family history resources from the National Library were central to S4C's 'Gwreiddiau / Roots' television</p>
--	---

	<p>programme which explored the Welsh ancestry of various individuals and celebrities including singer Connie Fisher, and politician Dafydd Wigley, and a farming family from Dinas Mawddwy who have farmed the same area of land for a thousand years. Resources from the Library's collections are regularly used in cultural and historical programmes relating to Wales, e.g. the BBC's <i>Story of Wales</i>. The National Library is also making extensive use of social media, e.g. the Library's Photostream on Flickr to reach new audiences and change people's perception of libraries.</p> <p>The BBC has been an active partner in the 'People's Collection Wales' (PCW) digital heritage programme from an early stage, and is an active member of the programme's group which co-ordinates content planning and editorial features. PCW has liaised with the BBC to support and reflect programming such as the 'Story of Wales' and 'Snowdonia 1890' series by highlighting relevant content on the website and promoting relevant local stories to encourage the contribution of related user generated content via the PCW website.</p> <p><b>ACW:</b> ACW attaches great importance to encouraging more people to enjoy and take part in the arts. It broadly accepts the recommendation that new purpose-built facilities should not be a priority, and its new Capital strategy issued in 2012 endorses this. However having accessible, fit for purpose venues of quality can be a very effective way to increase access. Whilst the new strategy concentrates on improving and repairing existing buildings, ACW does not wish to dismiss the possibility of new build projects, especially if they can improve access in areas of cultural or geographical disadvantage.</p> <p>ACW's new Capital programme covers the years 2012-2017. To date, 14 project proposals have been submitted for consideration. Five of these relate specifically to the creation of dedicated spaces for young people, and four have been presented by organisations whose work focuses on making the Arts more accessible to local communities. Pontio and Glyn Vivian are progressing. Ballet Cymru and Valley and Vale have both secured partnership funding meaning that their Capital projects can now move forward. Both these organisations are rooted in local communities</p> <p>The 'Night Out' Scheme continues to bring productions to all areas of Wales, including many Communities First areas. The scheme uses community halls and similar local venues, thus increasing the opportunity for people to engage with the Arts. In 2012/13 The Night Out Scheme worked with 380 community promoters to put on 574 events in 418 village halls, community centres, churches and other small venues across Wales. 295 performers were booked, of which 71% were from Wales 27% from the rest of the UK and 2% from overseas. 24 % of performances were in Welsh. 144 (25%) of performances were in community first areas of deprivation.</p> <p>'Night Out' is continuing to target areas of deprivation and to tour high quality work. The Night Out 'Young Promoter' Scheme has been extended, and continues to work with groups in deprived and rural communities.</p> <p><b>Cadw:</b> Cadw is working with a number of communities and arts organisations to enable venues to be used as much as possible for cultural events. All Cadw staff are encouraged to be proactive in seeking such opportunities. At the national level, Cadw was supported by ACW to develop its own arts policy, and launched its Heritage and</p>
<p><b>Recommendation 3.</b> We recommend that the Welsh Government continues to prioritise supporting the development of arts and cultural experiences (including those taking place within "community venues") over and above the development of new, "purpose-built" art venues. (Page 40)</p>	



	<p>Arts Framework on 25 September 2012. In 2012, Cadw introduced partnership programmes with Literature Wales and the Wales Millennium Centre and five key programmes for development and arts activity took place at selected Cadw sites in summer 2012, such as:</p> <ul style="list-style-type: none"> <li>• Cauldrons and Furnaces activities took place at 8 Cadw sites across Wales as part of the Cultural Olympiad, involving over 26,000 young people over 4 years.</li> <li>• Work with Sculpture Cymru on a sculpture exhibition inspired by Kidwelly Castle (summer 2012 and summer 2013).</li> <li>• The Cadw Festival of Heritage Arts &amp; Crafts – an annual programme of 8 one day events, offering opportunities for visitors to work with artists to create artwork inspired by Cadw sites.</li> <li>• Songs From Stones - a 5 year arts based Cadw education programme involving 125 - 150 young people each year, to produce animations interpreting Cadw sites. These films will be shown at an annual 'grand premiere', and will be uploaded onto the Songs From Stones website.</li> <li>• Storytelling &amp; Literacy - an annual creative writing project, involving primary school classes in creative writing. The stories are uploaded on to the learning pages of the Cadw website.</li> </ul> <p>New programmes in 2013 included:</p> <ul style="list-style-type: none"> <li>• Cadw contributed towards the development and promotion of storytelling across Wales, facilitated by the George Ewart Evans Centre for Storytelling. Cadw organised and ran a nationwide storytelling event at its properties as part of National Storytelling Week, 26 January – 2 February 2013.</li> <li>• The Songs from Stones project ran again in 2013 focus on the Welsh Princes. Five schools used sites in Powys as inspiration for their digital storytelling project. The sites were Montgomery Castle, Dolforwyn Castle, Abbey Cwm Hir, Sycharth and the Scheduled Ancient Monument site of Strata Marcella in Welshpool. The children presented their work to the Minister for Culture and Sport and the Welsh Government's Permanent Secretary at the Royal Welsh Show in July 2013.</li> <li>• Cadw hosted a 6-month artist-in-residence in partnership with ACW at Valle Crucis Abbey in summer 2013. The residency involved the artist (Lucy Harvey) working with Cadw staff, site visitors the public and local communities, as well as external partners such as galleries, Ruthin Craft Centre, County Council and Eisteddfod arts officers. The aim of the residency at Valle Crucis was to transform the visitors' experience, by challenging the traditional image of heritage culture, through applied art interventions that interpret the site and connect with contemporary audiences. The artist researched and responded to the site and drew on the organisation's expertise to create new work that responds to the context of the historic monument. Lucy also shared her work and experiences with the public at the National Eisteddfod in Denbigh and there are plans for an exhibition of the artist in residency work in the offing. Further residencies are planned at Cadw sites for 2014 and 2015.</li> </ul>
--	--

	<ul style="list-style-type: none"> <li>• Cadw's 2013 events programme has been tailored to engage with hard to reach audiences, especially those aged between 16 and 34 and those in Community First areas as set out in the Tackling Poverty Action Plan.</li> <li>• The Minister for Culture and Sport launched Cadw's Community Archaeology Framework in July 2013 which aims to deliver an all-Wales partnership approach to engaging people through the popular appeal of archaeology, while providing the chance to develop transferable skills, increase confidence and social skills as well as local pride. Cadw piloted this with an archaeological project designed to contribute towards the rehabilitation of offenders from HMP and YO1 Parc, Bridgend; and young people experiencing a range of challenges at school and home.</li> </ul> <p>Changing Cultures was launched by the Welsh Government in February 2013 with the aim of providing life chances and opportunities for disadvantaged children and young people to participate in stimulating and educational activities. Much good practice has been implemented, but more can be done to encourage a widespread delivery of cultural experiences, changing organisational attitudes and increasing participation, particularly by disadvantaged groups. The overall objectives of the programme which Cadw and CyMAL were driving were:</p> <ul style="list-style-type: none"> <li>• To provide a programme of cultural and heritage activities for children, young people and families from deprived backgrounds;</li> <li>• To support more joined up collaboration with support agencies, and across the culture and heritage sectors;</li> <li>• To provide training and awareness in best practice for engaging with families and children on the margins of society with the Child Poverty Unit and the office of the Children's Commissioner; and</li> <li>• To support the delivery of the Welsh Government's Child Poverty Strategy and Tackling Poverty Action Plan.</li> </ul> <p>At Annex A is a comprehensive list of arts and cultural experiences (and other activities) by Cadw taking place in "community" venues over 2013.</p> <p>Another important point to note is that Cadw now targets some of its historic buildings grants at schemes which bring regeneration or community benefit – for example enhanced public use and access.</p> <p><b>CyMAL:</b> The Welsh Government grants programmes administered by CyMAL division and its advisory services support existing local museums, archives and libraries to provide arts, culture and heritage activities in over 400 locations across Wales. The Museums Strategy commits the Welsh Government to support existing museums and will not normally support the foundation of new museums. Funding through grants for museums in Wales is only available to those that meet the Accreditation standard.</p> <p>One of the aims of the Welsh Government's Community Learning Libraries Capital Grant Programme (administered by CyMAL) is to enable public libraries to develop attractive flexible spaces to stage more community cultural and educational activities. This has been extremely successful in increasing the number of</p>
--	--

	<p>community activities, often held in partnership with other organisations, in our public libraries. Over 80 public libraries across Wales have been modernised as part of this grant programme.</p> <p>The National Museum and the National Library are providing access to high quality cultural experiences in their buildings, online, and through a series of outreach events in communities across Wales.</p> <ul style="list-style-type: none"> <li>• The National Museum loans a significant number of items to a range of venues across Wales. These can include major collaborative projects with local galleries, through the CyMAL-funded <i>Sharing Treasures</i> programme, long-term sustainable collaborations with Oriol y Parc in Pembrokeshire and Wrexham Museum, as well as events in smaller community venues.</li> <li>• Funding from a private bequest to the National Library is supporting a programme of activities enabling individuals in communities to work with craftspeople and create material exhibited in the local area, and in the National Library. The first of these exhibitions, 'Industrious Stitches' was opened in Swansea in September 2013 and features embroidery designed and created by students who have learnt traditional needlework techniques; their designs are based on items from the collections in the National Library.</li> <li>• Funding from JISC (previously the Joint Information Systems Committee) was confirmed for a collaborative project led by the National Library for mass digitisation of items from a range of different collections across Wales which reveal the hidden history of the First World War as it affected all aspects of Welsh life, language and culture. People's Collection Wales is supporting this project by encouraging individuals and communities to contribute their own material via the website, and a number of community digitisation events were held in March 2013. The online resources created by this project will be officially launched in autumn 2013.</li> </ul> <p>CyMAL and the George Ewart Evans Centre for storytelling at Glamorgan University have formed a steering group, which includes interested organisations. The group is working on the development of a storytelling festival.</p>
<p><b>Recommendation 4.</b> We recommend that the Welsh Government ensures that decision makers determining the public funding provided to particular arts and cultural experiences, effectively and thoroughly take into account the accessibility of such experiences for people with disabilities, and LGB people. (Page 49)</p>	<p><b>Welsh Government:</b> We have delivered on our commitment to emphasise the importance of equality and accessibility issues in the 2012/13 Remit Letters to our Sponsored Bodies. Equality Action Plans are being assessed and monitored throughout the year.</p> <p><b>Welsh Government (Cadw):</b> Cadw is considering applying CyMAL's access summary template to ensure that its access information is meaningful to potential visitors. Cadw policy is to take actions to help improve the circumstances of people in the most deprived areas, through improving access to its monuments and community and outreach work. Successful interventions will see a positive change on socio-economic impacts.</p> <p>To date pan-Wales interpretation plans have been created to provide a platform for a co-ordinated and cohesive interpretation of the stories of Wales. A further two have been commissioned this year: 'Maritime Wales' and 'Princes and Lords of the Borderlands'. The Princes and Lords plan is complete and Maritime Wales is currently undergoing a peer review with experts in the maritime field.</p>

The Cadw Interpretation Planning process seeks to improve intellectual access to heritage sites. There is a rolling programme of work on site interpretation improvements. Cadw is -renewing interpretation at Rhuddlan, Kidwelly, Oxwich and Laugharne Castles – all to be completed by the end of the financial year March 2014. A new audio tour for Castell Coch will be available from April 2014. Cadw has also started an ambitious four year project to renew interpretation at unstaffed sites across Wales.

When a major programme of site works is devised for a Cadw site, automatic considerations include providing modern appropriate toilet and rest areas and baby changing rooms; clear signage, site access, parking bay planning, preference against cobbled surfaces, dropped kerbs etc.

In the 2013-14 season, new facilities and interpretation improvement work funded through the Heritage Tourism Project has commenced at Harlech and Caernarfon Castles, is nearing completion at, Blaenavon Ironworks and Caerphilly Castle and was completed at and St David's Bishops Palace and Dyfi Furnace.

Cadw offers free admission to people with physical, sensory and mental health problems, and their carers, at the 28 sites in State care at which there are charges. Hearing loops are routinely available in all staffed Cadw sites.

Cadw's seeks to promote equality of opportunity by adopting partnership working with the public, private and third sectors. This approach is mirrored by its sponsored body, the Royal Commission and the four Welsh Archaeological Trusts. Cadw, RC and WAT policies and frameworks have been developed in such a way to respect Human Rights and the UN Convention on the Rights of the Child.

Work is under way to review Cadw action on access to its sites, and to benchmark this against other heritage organisations' access plans.

Cadw is also looking to update and refresh its guidance on "Overcoming the Barriers" by 2015.

**Welsh Government (CyMAL):** Both the National Museum and the Library have invested heavily in ensuring that their buildings, online resources and services meet and exceed accessibility standards.

CyMAL has run consultation sessions to identify the access priorities of disabled people across Wales. Representatives from access and disability groups as well as museums, archives and libraries identified the need for better information about access provision. In response, CyMAL has awarded a tender to Enable UK to develop an Access Summary Template. The project is on target for delivery of phase 1 in March 2012. The draft template was tested in November 2011. The Access Summary Template content and structure has been finalised and an on-line interface is being developed to enable organisations to input and manage access information about their sites effectively. The template will be delivered by May 2014.

A survey for the research project 'Spotlight on Museums 2011' resulted in information being submitted by 106

	<p>organisations. The study includes information on current physical and sensory access to museums and museum collections.</p> <p>One of the main aims of the <i>Community Learning Libraries Capital Grant Programme</i> administered by CYMAL is to improve accessibility through the library modernisation programme. Promoting access and equality is a key priority within all CYMAL grants schemes. Libraries across Wales are also providing assistive software and hardware to help disabled people to access library resources.</p> <p>The 'e-books for Wales' scheme which involves 20 local authority library services enables print-disabled people to remotely download e-books for free onto a range of computer devices. As a result of partnership working with the Welsh Books Council, this service features Welsh language books and English language books relating to Wales. The relative anonymity of the online service may also appeal to people wishing to borrow books on sensitive or private matters such as sexuality. In November 2013 a similar service for free e-magazines will be launched with 20 local authorities across Wales, with people able to choose from a range of 270 titles. Again this can increase choice of reading material for print-disabled people. The software used for these e-services enables users to change the size of the font to meet any special requirements.</p> <p>The National Museum is developing a participatory approach to its museums and is trialling this at St Fagans where it regularly engages with a broad forum of diversity and community groups, to ensure their needs are met by the redevelopment project there and their experiences are reflected in the collections and exhibitions.</p> <p><b>ACW:</b> ACW wants more people in Wales to be in a position to choose to make the Arts a part of their lives and have greater access to them, both as audience members and as participants. However, ACW is also aware that access to the Arts is very unequal, for social, economic, geographical and financial reasons. To help address this, ACW has produced a Strategic Equality Plan, reviewed and updated annually. The Plan is monitored and progress reported to the Council quarterly.</p> <p>As is often the case, smaller companies working with minority communities sometimes require proportionately higher levels of subsidy. Nevertheless, ACW continues to fund an extensive network of organisations working in local communities across Wales. Additionally, ACW is trying to reach further into new communities: our 'Creative Steps' fund specifically designed to invest in individuals and groups who have not previously found themselves able to access its funding is continuing. We supported 8 new artists/arts organisations to develop both their business and creative skills and 2 of these are now moving into a much larger phase of development. A review of the programme has been undertaken and ACW are taking the lessons learned to improve access to ACW's Lottery funding schemes, with targeted support for artists from backgrounds relating to the equalities agenda.</p> <p>In addition, ACW has recently undertaken a survey of its revenue funded organisations (RFOs) on venue access for people with disabilities; a summary report has been compiled. The survey findings are to be discussed with key stakeholders, prior to publishing a final report. Recommendations from the survey will inform future plans. Training</p>
--	---

	has been delivered to ACW's RFO venues which aims to improve and develop understanding of access issues. ACW have also been exploring the development of a disability ticketing scheme and aim to have this in place early in 2014-15.
<b>Recommendation 5.</b> We recommend that the Welsh Government ensures that an audit is taken of the accessibility of all publicly-funded sites intended for the provision of arts and cultural experiences. (Page 50)	<p><b>ACW:</b> See recommendation 4 above.</p> <p>Any projects which are part of ACW's 5 year capital programmes are automatically assessed in terms of physical accessibility. Applicant organisations must satisfy the requirements of the Equality Act before any grant monies are provided.</p> <p><b>Cadw:</b> Cadw has developed a methodology for the assessment of visitor safety and access. A series of workshops has been held as part of this development process and two pilots have been undertaken. An evaluation is currently taking place and will conclude with a methodology that will be adopted across all monuments within a programme that will commence this year.</p> <p><b>CyMAL:</b> Access audit – please see information regarding the Access Summary Template under Recommendation 4. The Remit Letter issued by the Minister to the National Museum and National Library contains a reference to the requirement for both institutions to comply with the Single Equality Duty. The information received about museum accessibility through the Spotlight on Museums survey is being used to target museums that have not gone through an access audit. Museums are being offered audits from qualified assessors, and will be expected to develop a costed action plan following receipt of the auditor's recommendations.</p> <p><b>Welsh Government:</b> This has always been the case, and the Welsh Government accepts its responsibility in this area. We will continue to convey Welsh Government strategic priorities through the Minister's annual Remit Letters to our Sponsored Bodies. This will assist those bodies to focus their resources at specific areas. However, the Welsh Government does not accept responsibility for individual or programme funding decisions taken by sponsored bodies. These remain the responsibility of these bodies, who are ultimately best placed to make these decisions and to assess their impact and benefits.</p>
<b>Recommendation 6.</b> We recommend that the Welsh Government accepts that it has accountability, at a strategic level, for the funding decisions undertaken by Assembly Government Sponsored Bodies, such as the Arts Council of Wales. (Page 59)	<b>Welsh Government:</b> This has always been the case, and the Welsh Government accepts its responsibility in this area. We will continue to convey Welsh Government strategic priorities through the Minister's annual Remit Letters to our Sponsored Bodies. This will assist those bodies to focus their resources at specific areas. However, the Welsh Government does not accept responsibility for individual or programme funding decisions taken by sponsored bodies. These remain the responsibility of these bodies, who are ultimately best placed to make these decisions and to assess their impact and benefits.
<b>Recommendation 7.</b> We recommend that the Welsh Government works with partners to enable the identification of	<b>ACW:</b> during its Investment Review, ACW identified an opportunity to improve digital interconnectivity, to encourage virtual shared programming. Live screenings are already happening - productions from London's National Theatre and the New York Metropolitan Opera are regularly screened at venues across Wales. There are three issues here: the hardware (the digital satellite kit), the content (and the contract conditions that apply), and the production costs. As part of its new Capital strategy ACW is looking at providing funds for venues to

<p>geographic areas in Wales where people have particularly limited access to arts and cultural experiences. Following this work, we anticipate that the Welsh Government would then encourage partners to strategically utilise such information to develop increased access to arts and cultural activities in areas where people have particularly limited access to arts and cultural activities. (Page 70)</p>	<p>acquire the hardware, in effect creating a digitally connected <i>One Wales</i>. It is exploring a pilot with Theatr Mwldan, where the Theatre will lead a consortium of potential venues. The contractual and rights issues are challenging as some companies put restrictions on what venues are able to show. However ACW is continuing to investigate this issue. Ongoing</p> <p>Through its Night Out Scheme, ACW is able to bring increased opportunities via touring productions to residents across all areas of Wales, including Communities First and other targeted areas, utilising church and village halls. (For more detail, please see the response to Recommendation 3 above). Ongoing</p> <p>The results of ACW's RFO Survey 2012/13 has been published and are available on ACW's website. Arts Council of Wales is now a provider of official statistics in relation to ACW's RFO survey.</p> <p>The Omnibus Survey 2012 and the Children's Omnibus Survey 2012 have also both been published on ACW's website.</p> <p><b>Cadw:</b> Audience development is a priority in the Historic Environment Strategy. Cadw continues to take steps to ensure that historic sites are increasingly accessible and enjoyable to visit - for visitors and people who live in Wales and, particularly, for people from groups currently under-represented in its visitor profile. Visitor surveys are used to inform its visitor profiling and targeting.</p> <p>Cadw is developing an engaging and stimulating programme targeted at low-income families and specifically young people living Communities First clusters and areas of multiple deprivation, in partnership with other Welsh Government departments and partners in the historic environment sector. For example, the sustained intervention through community archaeology in the Peblig Ward in Caernarfon is transforming the relationship of local people with the Segontium Roman Fort. Cadw is taking the same approach at other monuments in and around CF areas such as at Neath Abbey and Flint Castle.</p> <p>Marketing and communication activities target under-represented audiences, as well as initiatives such as Changing Cultures.</p> <p>The 'Tackling Child Poverty Action Plan' is one of the key guiding principles of the development of a Lifelong Learning Framework. Cadw is also working with the Communities Directorate to map Cadw activity against the new Communities First clusters.</p> <p><b>CYMAL:</b> Museums, archives and libraries provide local access points to the arts, culture and heritage in over 400 service points across Wales. In addition public libraries provide mobile and/or housebound services for those people unable to utilise their local static library.</p> <p>Members of 20 public library authorities in Wales can access the free e-books scheme, and the imminent e-</p>
---	---

	<p>magazines scheme. The e-books scheme has proved to be popular in Powys which has the 3<sup>rd</sup> highest level of borrowers despite being the 11<sup>th</sup> largest authority in terms of population size.</p> <p>The 'Sharing Treasures' programme, administered on behalf of the Welsh Government by CyMAL in partnership with the National Museum, provides grant funding to enable the national collections to be displayed at local museums across Wales. For 2012/13 CyMAL has negotiated a joint initiative with the Heritage Lottery Fund (HLF), which has doubled the grant funding available. This has led to projects being funded across Wales at Buckley, Wrexham, Llangollen, Abergavenny, Chepstow and Merthyr Tydfil. A range of exhibitions at these sites will enable collections from a number of national institutions, including National Museums Liverpool, Amgueddfa Cymru and the National Library to be seen in local museums. Exhibitions have taken place at Wrexham and Cyfarthfa Castle in Merthyr Tydfil. The relationships built with UK National Museums through the Sharing Treasures work facilitated the loan of the Mold Cape from the British Museum during 2013, and it was displayed at the National Museum, Cardiff and at Wrexham Museum.</p> <p>The Minister visited Canolfan and Theatr Soar in Merthyr on 26 September, for a Digital Heritage Open Day which was jointly organised by the Canolfan and People's Collection Wales (PCW). At this event, the Minister saw how PCW is working with other local groups and organisations to support local communities to promote and celebrate their local stories. During the event, the Minister saw a demonstration of one of the three pilot PCW Digital Heritage Stations which provide an access point to equipment and a hub for training and support within local communities (supported by Communities 2.0 funding as legacy of the previous 'Digital Heritage in the Community' project which used PCW to develop digital skills in local communities). The Merthyr PCW Digital Heritage Station will be permanently located in Dowlais Library.</p> <p><b>ACW:</b> <i>Young Creators</i>, ACW's strategy for children, young people and the arts was published in November 2011. A companion document related specifically to targeting Child Poverty was also published alongside <i>Young Creators</i>. Regular updates on progress and the impact of these documents are being provided to the Welsh Government, to ensure that accessibility to the arts for children and young people is at the heart of ACW's agenda.</p> <p>'Reach the Heights' ended in May 2013 and was hugely successful in terms of the impacts and outcomes. ACW's evaluation of its programme has been published and the findings are informing the development of a successor programme. ACW are in discussion with Communities First and WEFO about potential partnership working and future ESF support.</p> <p>Splash Arts Cymru has been supported again this year with in the region of 16 projects being supported.</p> <p><b>Welsh Government:</b> We are continuing to monitor closely the impact of ACW's Young Creators strategy (and Child Poverty annex) to ensure it delivers on its ambitions in accordance with Welsh Government priorities for Children and Young People.</p> <p><b>Cadw:</b> Cadw's Lifelong Learning Team is developing work with Welsh Baccalaureate – Students on the culture</p>
<p><b>Recommendation 8.</b> We recommend that the Arts Council of Wales continue to prioritise the development of a strategy for Children, Young People and the Arts as urgent. (Page 76)</p>	



	<p>and heritage of Wales. The Team held consultation sessions in October 2013 on the Heritage Bill proposals with WBQ students at the Waterfront Museum Swansea and WG Offices Llandudno Junction. These were very successful and the Team plans to continue with similar sessions and to create a Young People's Historic Environment Strategy which is likely to have a significant arts and education feel. In 2014 Cadw will launch its Lifelong Learning Framework to maximise the learning potential of heritage sites across Wales.</p>
<p><b>Recommendation 9.</b> We recommend that the Welsh Government brings forward a measure to place a statutory duty on local authorities to support arts and cultural experiences in their local areas. (Page 83)</p>	<p><b>We did not accept this recommendation.</b></p> <p><i>(Nevertheless the Welsh Government is encouraging sponsored bodies to develop their links with local authorities through partnership working and sharing of good practice; this will be reflected in the Minister's annual Remit Letters).</i></p>
<p><b>Recommendation 10.</b> We recommend that the Welsh Government has dialogue with the Arts Council of Wales to ensure that reductions in funding for its revenue funded clients are limited to around 4% over a three year period from 2011-2012, as set out by the Minister for Heritage. (Page 86)</p>	<p><b>We did not accept this recommendation.</b></p> <p><i>(Nevertheless, despite significant budgetary pressures, ACW managed to maintain its funding to its Revenue Funded organisations over the three years from 2011-12).</i></p> <p>ACW are currently in the process of considering how they will manage the recently announced budget reductions.</p>

<p><b>Recommendation 11.</b> We recommend that the Welsh Government continues to seek to persuade the UK Government to enable them to provide three-year funding deals to bodies such as the Arts Council of Wales, with year-end flexibility. (Page 92)</p>	<p><b>Welsh Government:</b> Continued uncertainty over the UK Government's deficit reduction plans makes a positive decision on this issue unlikely in the short to medium term.</p> <p>In The Welsh Government was able to provide indicative budget figures to WGSBs in line with its own three year budget management programme covering the years 2012-13 to 2014-15. While these budgets were indicative only, they did allow the sponsored bodies to plan their funding over the period.</p> <p>We have recently confirmed WGSB budgets for 2014-15 and have again provided indicative budget figures for 2015-16 to facilitate forward planning.</p>
<p><b>Recommendation 12.</b> We recommend that the Welsh Government clarifies its total current expenditure towards arts and cultural experiences, across all Government Departments. (Page 93)</p>	<p><b>Welsh Government:</b> There is no existing mechanism in place to facilitate compliance with this recommendation although officials have been actively seeking a way forward. Following initial scoping work on the new Welsh Government Grants Management System it became apparent that the level of input required to break down funding activity across the whole of the Welsh Government would be prohibitive. There are fundamental difficulties in providing an accurate figure, not least (i) the definition of precisely what should be classed as an arts/cultural activity, and (ii) how to determine what portion of a grant should relate to arts/community/equality/education etc.</p> <p>We will continue to review this issue. In the meantime, we will be closely monitoring spend on arts and cultural experiences within the Heritage MEG, and will continue to seek to incorporate funding from other sources into the cultural sector.</p>

<p><b>Recommendation 13.</b> We recommend that the Welsh Government continues to promote a co-ordinated approach between its various departments in their support for the arts and culture experiences in Wales. (Page 94)</p>	<p><b>Welsh Government:</b> This is an ongoing commitment that is inherent to the work undertaken by individual departments. Existing collaboration includes work with Health Department colleagues on the Arts and Health and Wellbeing Action Plan, and with Education colleagues on 'Reach the Heights' and the Smith Report on Arts in Education. This commitment is being monitored closely, in order to identify additional opportunities to work with other Departments and organisations from within the Culture/heritage sector. The Minister for Culture &amp; Sport wishes to see closer co-ordination and joint working between individual departments within his portfolio, while initiatives such as SCIF funding in Bangor and Swansea are bringing economic, artistic and educational benefits across the country.</p> <p><b>Cadw:</b> Cadw is an active member of the Visit Wales Cultural Tourism Steering Group/Partnership and the NE Wales Cultural Partnership, and is engaged in joint planning work with NMW and ACW (as outlined above). It is now also working with the Communities Directorate, and Homes and Places. Cadw is also Secretariat of the Historic Environment Group which is the Minister for Culture and Sport's advisory body on the historic environment. Cadw and its key partners therefore discuss a co-ordinated approach to public engagement including on the arts and cultural experiences.</p> <p><b>CYMAL:</b> CYMAL actively contribute to cross departmental priorities such as child poverty, literacy, digital inclusion, health and well-being and Welsh language, and works closely with Cadw to protect our cultural heritage.</p> <p>CYMAL undertook a joint initiative with Welsh Books Council in March 2013, to encourage more children and young people across Wales to celebrate World Book Day and engage with libraries. The National Library's Education Service delivered 12 workshops to primary schools in Wales as part of this initiative, highlighting the range and variety of books in the national collection.</p>
--	---

<p><b>Recommendation 14.</b> We recommend that the Welsh Government continues to encourage the development of regional arts services across local authority areas. (Page 96)</p>	<p><b>ACW:</b> ACW is continuing to promote the value of partnerships such as the 'Arts Connect' consortium of local authorities, and is keen to develop other initiatives elsewhere in Wales. Work is in progress to assist WLGA, CORL and individual local authorities to implement the 'Simpson Compact' commitment for <i>'local government...to review the scope for collaboration in the future delivery of culture and leisure services'</i>. ACW is taking advice from the WLGA in developing its new approach, but has committed in principle to putting in place partnership agreements with local government, nationally, regionally and individually.</p> <p>As part of its 'Simpson' work, ACW continues to assist in the development of strategic local/regional arts partnerships. A Results Based Accountability Scorecard has been approved and published by ODSI, Four Directors from ACW's Senior Management Team have agreed to have an over-arching lead role with respect to each of the 4 regions. Arts Development Officers have undertaken a programme of 1:2:1 meetings with each local authority. The Scorecard is in use and ACW continue to hold a series of 1:2:1 meetings with each local authority. Funding for the arts is high on the agenda for these meetings and ACW- will continue to monitor the impact of local authority cuts.</p> <p>ACW has adopted a new approach to its engagement with the regions. It has established <i>Sgwrs Gelfyddydol</i>, a rolling programme of meetings across Wales, which it hopes will result in a more meaningful level of engagement between stakeholders, Local Authority representatives, artists and arts organisations. Agendas will include opportunities for discussion on ACW's key policy issues, prior to these being debated at Council. ACW's first <i>Sgwrs Gelfyddydol</i> took place in February and were both popular and successful. Discussions focussed on Creativity and the Arts. A second round of <i>Sgwrs</i> meetings will take place in January and February 2014.</p> <p><b>CyMAL:</b> CyMAL is supporting local, regional and national partnership working in promoting access to the collections of museums, archives and libraries across Wales. CyMAL has worked with public and academic libraries in opening-up public access to their collections including supporting regional inter-library loan schemes. CyMAL is supporting regional co-operation between museums in delivering educational activities. CyMAL is also working closely with the WLGA in order to encourage closer regional working between museums, archives and libraries across Wales.</p>
--	--

<p><b>Recommendation 15.</b> We recommend that the Welsh Government sets out a strategic message that all public funding arrangements for arts and cultural experiences should be reviewed to ensure that they promote, rather than prevent, partnership working between organisations delivering arts and cultural experiences. (Page 102)</p>	<p><b>Welsh Government:</b> Partnership working is being encouraged at every opportunity and will again be included as a specific requirement within the 2013-14 Aannual Remit Letter. Similarly, ACW will again be required to include this as a standard term in its agreements with its funding clients. This will continue to be emphasised during discussions with ACW and other key stakeholders.</p> <p><b>Cadw:</b> Cadw has embraced collaborative working; for example it is already working closely with ACW and launched its Heritage and Arts Framework in September 2012 and signed an MoU with ACW in 2013. Cadw is investigating similar arrangements with Natural Resources Wales, the Landmark Trust and National Trust This focuses on the arts as a means of engaging communities and connecting with audiences who are typically hard for the heritage sector to reach. Cadw also provides the Secretariat to the Minister's Historic Environment Group which brings a number of key partners together including ACW. Since 2007 there have been several "Trefladaeth" conferences and a series of thematic "summits" which have fostered dialogue across a very diverse interest base, including national and very local organisations. During 2012 there were also a series of public events across Wales as part of the engagement on the proposals for a Heritage Bill and the Historic Environment Strategy. In November 2012, Cadw, in association with Dehongli Cymru, held a conference and practitioners' workshop to launch and implement the Pan-Wales Heritage Interpretation Plan which is now being rolled by Cadw and its partners.</p> <p><b>CYMAL:</b> The Welsh Government's grant schemes, administered by CYMAL, to support the museums, archives and libraries sector, actively encourages partnership working in improving access to our rich and diverse culture and heritage.</p> <p>Partnership is highlighted as a Ministerial priority in the National Museum and the National Library's Remit Letters for 2012-13, and will be a continuing requirement within the Remit Letter going forward. The Remit Letters provide specific examples of partnerships in which the Museum and the Library are involved.</p> <p>The National Museum, the National Library and the Royal Commission on Ancient and Historical Monuments Wales are working together to deliver the Casgliad y Merin Cymru / People's Collection Wales (PCW) digital heritage programme. This programme brings together skills, expertise, and resources from a range of partners and stakeholders, facilitating collaborative exploration, discussion and good practice sharing in the fields of digital heritage and technological innovation.</p> <p>The e-books and the imminent e-magazines schemes offered by public libraries are a partnership between the local authorities and the Welsh Government and are led by one lead authority (Neath Port Talbot)</p>
---	---

<p><b>Recommendation 16.</b> We recommend that the Welsh Government continues to emphasise the obligation of Wales' National Arts and Cultural bodies to the people of Wales as a whole. (Page 104)</p>	<p><b>ACW:</b> In its post Investment Review document '<i>Renewal and Transformation</i>', the ACW stressed its expectations for national companies to act as exemplars and leaders across the full range of arts development functions. A detailed list of expectations is set out in <i>Renewal and Transformation</i>. ACW is currently in dialogue with the six National organisations it supports about extending the range and extent of their educational and outreach programmes. Examples include:</p> <ul style="list-style-type: none"> <li>– The Welsh National Opera's highly regarded WNO MAX programme</li> <li>– National Theatre Wales' touring to locations of all scale across the country, including its recent residency at the Park and Date, Treorchy</li> <li>– BBC NOW's work in providing Teachers Resource packs as part of its wider educational activity</li> <li>– Literature Wales promotion of Writers Squads, the Young Persons' Laureate and its education programme to support Dylan Thomas 100</li> <li>– The Film Agency Wales's "Cinema Club"</li> <li>– Wales Millennium Centre's extensive Learning and Participation Programme</li> <li>– National Dance Company's collaborative community project, <i>Scheherazade</i>, with WNO MAX and St David's Hall</li> </ul> <p><u>National Dance Company Wales:</u> NDCW's work in this area includes innovative social engagement projects and initiatives, such as delivering a wide range of young people's programmes, as well as inviting artists in to paint or photograph company class and rehearsals. The company has developed a series of interactive matinees specifically for disabled and non-disabled students. NDCW is also offering performances to smaller venues in Wales</p> <p><u>Theatr Genedlaethol:</u> Theatre Gen' has recently appointed a webmaster as the need to improve and re-launch the website was agreed as a major priority. The company aims to attract new audiences of Welsh learners and of non Welsh speakers. It will continue to explore creative and dynamic ways to ensure that translation is used where and in a way that is appropriate for each production. It will also use its bilingual web-site to create a dialogue and relationship with these new audiences</p> <p><u>National Theatre Wales:</u> from the start NTW has seen public engagement as at the heart of its work. Its philosophy is that there should be no separate outreach department. Plans for community engagement and audience development are formulated for each project as part of the artistic concept. During its first year the company recruited interested individuals in each community where it was working to be part of the team involved in creating, developing, marketing and running the show. The company has remained in touch with these team members and has involved them in on-going activity such as the recent evaluation process. National Theatre Wales is continuing its Promoter Programme, an initiative which links an experienced promoter to touring venues, to work with each venue to ensure community engagement is linked to the company's visit.</p> <p><u>Wales Millennium Centre:</u> the evidence of WMC's success in this area is that numbers are growing year on year,</p>
---	---

	<p>with over 20,000 people drawn now into participatory programmes run by the centre largely through the Dy Le Di Make it Yours strand of activity. Through its website, WMC is developing a more sophisticated approach to the ways in which it interfaces with potential audiences and distinct demographic groups. It has also been able to develop a more bespoke approach to mobilising the Welsh language audience and other potential attendees and participants.</p> <p><b>Cymal:</b> The charitable object of the National Museum, as stated in the Royal Charter, is the advancement of the education of the public:</p> <p>(i) primarily, by the comprehensive representation of science, art, industry, history and culture of, or relevant to, Wales, and</p> <p>(ii) generally, by the collection, recording, preservation, elucidation and presentation of objects and things and associated knowledge, whether connected or not with Wales, which are calculated to further the enhancement of understanding and the promotion of research.</p> <p>The National Library was also established by Royal Charter. Its key purpose is to collect, preserve and give access to all kinds and forms of recorded knowledge, especially relating to Wales and the Welsh and other Celtic peoples, for the benefit of the public including those engaged in research and learning.</p> <p>The National Museum and the National Library meet these objectives by operating comprehensive education and outreach services, covering formal and informal learning. The National Library has appointed a Digital Learning Resources Officer in September 2013, who will produce a range of curriculum-relevant educational resources for use by the Library's Education Services, and by the Hwb. People's Collection Wales is also involved in discussions with the Hwb team to explore opportunities for increasing alignment and compatibility of digital resources and platforms.</p> <p>The National Museum is a key partner in the delivery of <i>A Museums Strategy for Wales</i>, sitting on the strategy steering group, and working in partnership with organisations across Wales to improve services to the public. It offers the benefit of its skills and experience in the areas of developing professional skills, learning, conservation, and collections knowledge.</p> <p>The National Library will be a key partner in the delivery of the Welsh Government's <i>Libraries Inspire</i> strategic library development framework and is a member of the strategy steering group. The National Library is leading on the procurement and delivery of all-Wales online resources for Welsh libraries.</p>
--	--

**Arts and cultural experiences (and other activities) by Cadw taking place in “community” venues over 2013.**

- Beaumaris Medieval Festival - a group of Welsh Baccalaureate students from Ysgol David Hughes in Menai Bridge gave guided tours around the castle Saturday-Monday after spending time with Gwynedd Archaeological Trust (GAT) and Cadw researching and training to be tour guides.
- Cadw organised displays and activities themed around north east Wales archaeology for the Wednesday at the National Eisteddfod in Denbigh 2013. A craft activity was based around a pair of Iron Age artefacts thought to be divination spoons found in a field near to the Maes.
- Following work with the school, Ysgol Syr Thomas Jones has made a number of trips to local heritage sites including several to Din Lligwy Hut Group. To assist their visit Cadw developed an activity sheet to accompany their visit which is now downloadable from the learning pages on the Cadw website:
- In partnership with Celtic Learners Network, a medieval mysteries day was held in Caerphilly Castle. This day was a mixture of lectures, tours, living history and writing, art & costume workshops, with a medieval buffet lunch for participants to try.
- The Royal Charter Shipwreck project was finished for 2013 with a celebration event at RNLi Moelfre where schools involved presented their work and performed plays they had written about the event. An exhibition of their work was on display at the Seawatch centre during the summer months. An education pack highlighting the project and learning activities surrounding shipwrecks is currently in production in-house.
- Dinefwr schools fortnight – a medieval encampment was set up within sight of the castle, and living history activities designed to bring the medieval period to life were enjoyed by Primary pupils and Welsh Baccalaureate students from Pembrokeshire and Carmarthenshire.
- After months of hard work, schools from Powys were guests of honour at the Songs from Stones project premiere at Theatr Hafren in Newtown, showing their animated films about some of Cadw's monuments in Powys. The films are now available to watch on Cadw's Youtube channel. In addition to this, Crossgates Primary school, who were involved with the project inspired by Abbey Cwm Hir, presented their work to the Permanent Secretary and the Minister for Culture and Sport at the Royal Welsh Show.
- The Neolithic education project involved 5 school groups from across Wales, who explored their local Neolithic site in the company of Dylan Adams, and then created, rehearsed and performed their own 'rituals' at the sites – Carreg Coetan Arthur; Tinkinswood; Parc le Breos; St Lythans and Trefnigath burial chambers.
- As part of Llangollen Fringe Ysgol Bryn Collen were inspired by Valle Crucis Abbey and created a film about the abbey's history and the surrounding landscape. Alongside this, Lucy Harvey, the Artist in Residence, ran school workshops and a musical tour of the abbey was organised with Ruth Moore Williams.
- The Hands on Heritage day at Neath Abbey attracted 600 visitors, who enjoyed wide ranging activities including crafts, skills, local history, and where Cadwraeth's stonemasons showcased their conservation work.
- Eight events were organised across Wales as part of the Festival of Heritage Arts and Crafts at Beaumaris, Caerphilly, Denbigh, Laugharne, Plas Mawr, Rhuddlan, Tintern, and Tretower.
- History Chef has been touring Wales again this year and visited Tretower Court during the Abergavenny Food Festival, Valle Crucis Abbey during Llangollen Hamper Food Festival, and Plas Mawr as part of Conwy Feast. History Chef events at 8 Cadw properties were filmed by ITV for a new programme Coast & Country. ITV Cymru Wales.



- As part of the North Wales International Music Festival, pupils from north east Wales visited Basingwerk Abbey and St Winefred's Chapel and Holy Well in Holywell for activities with Cadw, a bard and a composer. After workshops in class, the schools performed poetry and songs inspired by their visits at a special concert as part of the festival at St Asaph cathedral.
- Rug Chapel was visited by Ysgol Caer Drewyn who filmed their visit to the site and worked in school with award-winning company 'Big Heritage' to create poetry about their experience of their visit. A film was then created of the children reading out their poetry over images of the Chapel, filmed by the children themselves. This project is a great example of how Cadw -sites can be used for specific objectives, such as the Welsh Government's Literacy & Numeracy Framework & Curriculum Cymreig. For two weeks, Cadw welcomed Lowri Roberts to the team for work experience.
- The Storytelling & Literacy Project has now completed after work this year inspired by Conwy and Caerphilly castles. Next year it will travel to Cilgerran Castle.
- After spending the early summer months at Coity, Neath Abbey and Caerleon, the 'Play in a Week' project moved north to work at Basingwerk Abbey, Flint Castle and Segontium. Bigfoot Arts Education worked with local Pupil Referral Units, special schools and primary schools to engage the pupils with their local monument and create a short plays, alongside posters, tickets and costumes, in just 5 days.
- Cadw welcomed over 100 Welsh Baccalaureate secondary school pupils who spent a day visiting local historic sites both in Swansea and in Conwy and to participate in workshops to ensure their views on Welsh heritage were heard. The activities were part of the consultation on proposals for the Heritage Bill, The Future of our Past
- In the lead up to Conwy Feast, the Royal Cambrian Academy (RCA), whose gallery is located in the building at the back of Plas Mawr, worked on puppets in the gatehouse inspired by Welsh myths and legends. The RCA education officer gave a talk to visitors to the house about the project twice daily.
- Contractors are now working on a castles school resource which will provide activities for schools which directly link to Science, Technology, Engineering and Mathematics (STEM) and also Literacy. These will be created taking inspiration from the information gathered at the Custodians Conference 2012 and research throughout 2013.
- Resources for other priority sites, such as Segontium and Cae'r Gors, are in production in-house and Cadw is working closely with Gwynedd Council's Community Heritage Officer, who now works for Cadw two days a week.
- The first collection of site-specific learning working-documents are in production in-house and will be circulated for comments from custodians soon.
- Pembrokeshire College and Ysgol Glannau Gwaun (Fishguard) are working on the Charles Holmes shipwreck project – being delivered in partnership with the RCAHMW and supported by their community archaeologist – over the autumn and spring terms.
- North Wales Tourist Guide Association will be working with local young people to train them to become Tour guides at Segontium and Cae'r Gors to increase skills and employability in Caernarfon and surrounding area.
- The Lifelong Learning Team is presenting at this year's Welsh Baccalaureate Qualification Conference in north Wales and will be highlighting the projects Cadw runs and the potential for WBQ learning at Cadw sites.
- Celtic Learners Network is delivering a series of lectures and workshops for adults at Castell Coch, Chepstow, Caerwent and Tintern through the autumn.
- Cadw-funded education projects are currently underway for the Princes of Gwynedd, run by Gwynedd Archaeological Trust. Sites where resources will be developed and visits available for Key Stage 2 and WBQ are Dinas Emrys, Dolwyddelan, Dolbadarn and Castell y Bere.
- Tretower Court's new 'Servant Life' education activity is up and running, with bookings for the autumn term. Pupils are treated as prospective servants, who tour the garden, kitchen/dairy/buttery, servery and hall, and undertake 'skills tests' as part of their visits.
- Cadw-funded education projects are continuing for the World Heritage Sites of Castles and Town Walls of Edwards I in Gwynedd, run by Gwynedd Archaeological Trust. Resources are being developed and visits available for Key Stage 2 and WBQ

