

Introduction

The arts are important for Gwynedd. They are an important and core part of our identity, our communities and our economy. They contribute to our communities and ensure that Gwynedd is a unique place to live and visit. As partners, we are eager to safeguard and develop the arts for the benefit of Gwynedd's residents today and in future.

Gwynedd is home to a vibrant arts scene - from first-rate production companies to creative and enterprising individuals, innovative theatres and arts centres to community centres; from benchmark art galleries to arts activities rooted in our communities.

As the public sector faces an unprecedented period of cuts and prioritisation of services; one of the key aims of this Plan is to identify the role and purpose of the arts sector in addition to its priorities. Some of the aims of this Plan can be achieved without additional resources by changing ways of working; while other priorities are subject to budgets.

The Purpose of the Gwynedd Arts Plan

As Arts partners, by developing this Gwynedd Arts Plan we want to be:

"Collaborating to support the people of Gwynedd to access, enjoy and experience the arts - for the benefit of individuals, society, the economy and community."

The Strategic Context

The national strategic context for Wales has been set out in ['Light Springs through the Dark' - A Vision for Culture in Wales](#). This Strategy defines culture as: *the arts, music, literature and heritage or put another way, all of the creative activities that give people purpose, and a sense of belonging and identity*. The Welsh Government's priority for the Arts is to *encourage excellence in the arts in Wales and ensure that they are accessible to everyone*.

[The Well-being of Future Generations Act \(Wales\) 2015](#) focuses on the social, economic, environmental and cultural well-being of Wales. It also assists the public bodies that are listed in the Act to consider the long term, to work better with people and communities, and with each other, to try to prevent problems and follow a consistent implementation method.

The aim is to create a Wales in which we all wish to live now and in future, and to ensure that we are all working towards the same vision. The Act identifies 7 key wellbeing goals that have also been adopted within the Gwynedd Plan.

In [Inspire...Our Strategy for Creativity and the Arts in Wales](#), the Arts Council of Wales sets out its strategy for the arts, 2015-2020. It focuses on three main objectives - Make - Reach – Sustain, and all the time, the goal is Wales - the creative country.

[Gwynedd Council's Plan](#) outlines the Council's strategic priorities. In keeping with the objectives of the Well-being Act, the Plan includes the principal aim of *'Putting the people of Gwynedd at the centre of everything we do'*. One of the well-being objectives is to ensure that Gwynedd has a vibrant culture where the Welsh language can prosper, by **promoting our culture, heritage and the arts**.

Definition: *“The Arts are activities such as music, painting, literature, cinema, and dance, which people can take part in for enjoyment, or to create works which express serious meanings or ideas of beauty”¹.*

Priorities for Future Actions

In considering the strategic context and the Well-Being of Future Generations Act, Gwynedd Council and its partners are eager to target its resources during the next period on fewer priorities, in order ensure the greatest impact on Gwynedd's residents.

We intend focusing on 4 key themes:

1. Prosperity: education, skills, jobs, economy, volunteering, destination and sense of place
2. Health and wellbeing: arts in health and well being
3. Cohesive Communities: regeneration through the arts, pride of place
4. A Vibrant Language and Culture: high quality, collaboration and the Welsh Language

To support the above priorities, we will also be giving attention to incorporating the following aims in our activities:

- i. Equality: meeting the needs of the people of Gwynedd, gaps, supporting potential
- ii. Sustainability: environmental sustainability and collaborative environmental projects
- iii. Responsible in the world: innovation, pioneering and international partnerships

Delivering the Priorities for the Arts

The priorities for the arts can only be delivered by working in partnership with everyone within the sector.

Despite the challenging financial situation and the possibility of more cuts to budgets, we as partners are determined to enable Gwynedd's residents to continue to access, enjoy and experience the arts.

It will be possible to achieve some priorities and aims by changing ways of working or collaborating more efficiently, while it may be possible that further prioritisation will be required to achieve others aims and priorities that are funding dependent.

By working in partnership, we will target the relevant financial funds to maintain unique partnership projects to deliver our priorities. This can include bids for funds from the National Lottery, the Arts Council of Wales, the Welsh Government, Trusts and private sponsorship.

We will also attempt to make the most effective use of our arts budgets for the benefit of the people of Gwynedd, while also targeting new opportunities such as Visit Wales' Thematic Years and National routes, and specific campaigns run by the Welsh Government or the National Lottery.

The Action Plan in **Appendix 1** outlines how we aim to achieve our priorities.

¹ Collins English Dictionary definition of the arts.

Priorities: action areas

- 1. Prosperity**
 - i. Collaborate with education, skills and training providers on arts projects to raise awareness of their contribution to educational attainment and skills.
 - ii. Ensure that skills and training providers respond to skill and expertise requirements in the sector.
 - iii. Support the creative sector to develop to its full potential by employing local people and by offering opportunities for training, volunteering, work experiences and opportunities.
 - iv. Maximise opportunities to market Gwynedd as a destination with a special sense of place, culture and language for the people of Gwynedd and visitors.
- 2. Health and wellbeing**
 - i. Collaborate with Betsi Cadwaladr Health Board, Social Services and health and well-being providers to make the arts a central part of the experience, care and treatment for patients e.g. arts therapy, preventative work, arts prescriptions and arts in health and well-being projects
 - ii. Promote the health, well-being and happiness benefits that are delivered through the enjoyment of the arts to the people of Gwynedd, through current and new research work, and specific campaigns or events.
- 3. Cohesive Communities**
 - i. Collaborate to embed the arts in social and economic regeneration projects across the County and the use of the arts by communities to regenerate.
 - ii. Support the role of the arts and events in enlivening our communities throughout Gwynedd, to create local pride and a sense of place.
- 4. A vibrant culture and language**
 - i. High quality arts experiences throughout Gwynedd.
 - ii. Identify collaborative projects and alternative funding sources to promote and protect our culture, language and heritage.
 - iii. Ensure a central role for the Welsh language in the Arts

Priority implementation aims

The following aims will be incorporated while implementing our priorities:

- i. Equality**
 - a) Ensure that the arts respond to the needs of all Gwynedd's residents with equality for all - especially under-represented groups.
 - b) Define, identify and respond to gaps in arts provision (linguistic / artistic form / geographic) across Gwynedd.
 - c) Support activities and projects to support the potential of communities of need, and use the arts as a vehicle to overcome poverty. E.g. The Fusion Programme
- ii. Sustainability**
 - a) Respecting the natural environment and taking advantage of opportunities to collaborate with environmental and biodiversity bodies.
- iii. Globally Responsible**

Create new opportunities to work with partners across the world and take advantage of existing connections and ambassadors for the area.

The Role of Partners

Each partner will contribute to delivering Gwynedd's arts priorities. The following can be noted as the main partners and their roles:

Partner	Level	Role
Welsh Government	National	Strategic Direction and Funding
Betsi Cadwaladr University Health Board	Regional	Strategic Direction, partner and commissioning opportunities
Arts Council of Wales	National	Strategic Direction and Funding
Gwynedd Council (Education, Social Services, Economy and Community, Environment)	County	Strategic direction, partner + funder or commissioning of Services
Creative Gwynedd	County	Practical support, networking, advocacy + funding
Storiell Development Trust	County	Practical support and possibly opportunities to increase future funding
Arts Providers	National, County + Local / Community	Implement commissions or priorities, match funding, access and enjoyment of Gwynedd's people
Arts Producers	National, County + Local / Community	Implement commissions or priorities, match funding, access and enjoyment of Gwynedd's people
Gwynedd's Residents and communities	County + Local / Community	Users and participants, organisers, funders and possible producers

Measuring Success

In considering our key purpose of:

"Collaborating to support the people of Gwynedd to access, enjoy and experience the arts - for the benefit of individuals, society, the economy and community."

The following offer themselves as key measures to evaluate and measure the success of activities:

- Number of participatory sessions (1 session = 1/2 a day)
- Number of participatory sessions mainly in the Welsh language
- Number of attendees participating in the arts (= **Total of people who attended across all the sessions**)
- Number of performances (live / film / exhibitions / lectures etc.)
- Number of performances mainly in the Welsh language
- Total of audiences attending live performances (e.g. drama / film / exhibitions / lectures etc.)
- Total of volunteering hours provided
- Number of working hours offered for creative practitioners
- Number of employed staff hours
- % of participants and/or audiences that strongly believe that the arts have supported their **learning and skills development**
- % of participants and/or audiences who strongly believe that their arts participation contributed positively to their **wellbeing**
- % participants and/or audiences believing strongly that their arts participation is beneficial to their **Health**
- % of volunteers that proceeded to **education, training or work**
- % volunteers that strongly believe that their experience contributed positively towards their **wellbeing**
- Total of match funding attracted to Gwynedd due to the grant (£)
- Total of the income raised in Gwynedd due to the grant (£)

The success of this Plan will be measured annually in a meeting of the sector when an action plan and the priorities for that year will be evaluated and measured.

The same meeting will also agree on a work programme and priorities for the following year.