

Priority 1: Culture brings us together

1. To what extent do you agree this priority should feature in our priorities for culture in Wales? Please give a rating from 1-5, with 1 being “Completely disagree” and 5 being “Completely agree”

- 1
- 2
- 3
- 4
- 5

Ambition 1: Culture is inclusive, accessible and diverse

2. Should we include this ambition as part of our Priorities?

- Yes
- No
- No view

Ambition 2: Cultural democracy and cultural rights are central to culture in Wales

3. Should we include this ambition as part of our Priorities?

- Yes
- No
- No view

Ambition 3: Culture takes an inclusive and balanced approach to interpreting, commemorating and presenting our past

4. Should we include this ambition as part of our Priorities?

- Yes
- No
- No view

Ambition 4: Culture is integral to place-making and community well-being

5. Should we include this ambition as part of our Priorities?

- Yes
- No
- No view

Ambition 5: Culture reflects the needs and aspirations of children and young people, and inspires the next generation of cultural participants and leaders

6. Should we include this ambition as part of our Priorities?

- Yes
- No
- No view

Ambition 6: Culture strengthens the connection between generations

7. Should we include this ambition as part of our Priorities?

- Yes
- No
- No view

8. Are there any ambitions missing which could further support this priority?

9. Please use this box to add any further comments you may have regarding Priority 1: Culture brings us together. If you have answered “no” to any question in this section, please explain why here.

The priorities are written as statements and the ambitions are also statements of what in many cases is already happening in the culture sector in Wales. We are concerned about the lack of ambition to grow the culture sector based on these ambitions overall.

Ambition 1: Culture is inclusive, accessible and diverse

Firstly this ambition does not acknowledge that all humans are part of and co-create ‘culture’. Every person is therefore a cultural participant. Culture emerges from, thrives on and celebrates diversity. But we have a ‘Culture’ sector who funds and manages cultural activities and it is this which needs to be inclusive, accessible and diverse.

For cultural provision to be inclusive we need to be very clear about:

Who creates culture? **Who** defines it? **Who** administers it? **Who** funds it?

Therefore this ambition would be improved as:

Cultural provision is co-produced, inclusive, accessible and diverse to reflect the people of Wales.

Ambition 2: Cultural democracy and cultural rights are central to culture in Wales

Cultural rights are human rights, and therefore this ambition needs to put the citizens of Wales at the centre. As well as citizens living in communities, it also needs to include patients in hospitals, criminal justice system, people living in social care settings (care homes, youth residential centres), schools.

Therefore this ambition would be improved as:

Cultural democracy and cultural rights of all citizens are central to culture in Wales.

Ambition 3: Culture takes an inclusive and balanced approach to interpreting, commemorating and presenting our past

Who's past? Are we talking about Wales in the past, and/or the people who live in Wales? If we talk about past, can we talk about present and future?

Therefore this ambition would be improved as:

Culture takes an inclusive approach to framing, interpreting, commemorating and presenting past, present and future narratives of Wales and its people.

Ambition 4: Culture is integral to place-making and community wellbeing

We agree to naming place-making but gives it high priority and we are missing community identity.

As well as being integral to community wellbeing it is also integral to the health of a community.

Therefore this ambition would be improved as:

Culture is integral to place-making, community identity, community health and wellbeing.

Ambition 5: Culture reflects the needs and aspirations of children and young people, and inspires the next generation of cultural participants and leaders

Culture does not just reflect the needs and aspirations of young people - it helps them to express, give voice, understand and create resilient identities. Culture empowers children and young people to become active citizens, and ultimately culture will be shaped by them in the future. Instead of inspiring the next generation of cultural attendees, which is a purely consumerist model, we suggest the following:

Culture empowers children and young people to become active citizens of Wales and inspires them to become actively engaged in creating the culture of the future Wales.

Ambition 6: Culture strengthens the connection between generations

Culture not only strengthens the connection, but it breeds tolerance, understanding, compassion and cohesion.

Therefore this ambition would be improved as:

Culture is essential to grow and strengthen the relationships between generations to create a more connected, tolerant and compassionate Wales.

Priority 2: A Nation of Culture

10. To what extent do you agree this priority should feature in our priorities for culture in Wales? Please give a rating from 1-5, with 1 being "Completely disagree" and 5 being "Completely agree"

- 1
- 2
- 3
- 4
- 5

Ambition 7: Culture supports and promotes the Welsh language and reflects Wales as a bilingual and multilingual nation

11. Should we include this ambition as part of our Priorities?

- Yes
- No
- No view

Ambition 8: Cultural well-being is deeply embedded into policy making across Wales

12. Should we include this ambition as part of our Priorities?

- Yes
- No
- No view

Ambition 9: Cultural engagement supports individual and community well-being

13. Should we include this ambition as part of our Priorities?

- Yes
- No
- No view

Ambition 10: Culture and heritage bodies will work more collaboratively to maximise the full potential of both their specialist teams and their collections, and will work with other sectors to explore and leverage the power of culture

14. Should we include this ambition as part of our Priorities?

- Yes
- No
- No view

Ambition 11: Culture supports tourism; tourism supports culture. Culture has a high profile in how our nation is marketed to visitors

15. Should we include this ambition as part of our Priorities?

- Yes

- No

- No view

Ambition 12: Culture is integrated into how Wales establishes and develops international relationships

16. Should we include this ambition as part of our Priorities?

- Yes

- No

- No view

Ambition 13: The profile of culture in Wales is raised, by celebrating and promoting culture at a local, national and international level

17. Should we include this ambition as part of our Priorities?

- Yes

- No

- No view

18. Are there any ambitions missing which could further support this priority?

Additional ambition:

The profile of culture in Wales is raised, by celebrating and promoting culture across all areas of government and local government, including health, so that everyone feels part of the wider culture.

19. Please use this box to add any further comments you may have regarding Priority 2: A Nation of Culture, If you have answered “no” to any question in this section, please explain why here.

We disagree that the Priority 2 should be called A Nation of Culture- as this is too ambiguous.
We recommend:

A Nation of thriving Culture

Or

A Nation of vibrant Culture

Ambition 7: Culture supports and promotes the Welsh language and reflects Wales as a bilingual and multilingual nation

If Wales is multilingual then why would we also need to say it is bilingual?

Therefore this ambition would be improved as:

Culture celebrates Wales as a multilingual nation in which the Welsh language thrives.

Ambition 8: Cultural well-being is deeply embedded into policy making across Wales

What does cultural wellbeing mean? Are we referring to the wellbeing of our culture? Or the wellbeing of the cultural sector? It's too unclear.

We agree with the core idea, but the only way to make sure it is achievable is to make culture a statutory service, with appropriate financial resources. This would be truly ambitious.

Therefore this ambition would be improved as:

Culture is made a statutory provision across government and local government and is deeply embedded into policy making across Wales.

Ambition 9: Cultural engagement supports individual and community well-being

This is not an ambition, it is already happening. Wales is one of the leading countries in the world for arts, health and wellbeing work. We have a MOU with Welsh NHS Confederation, a Cross Party Group on Arts & Health, and a specific strand of funding from Arts Council for Arts, Health & Wellbeing work. There is extensive evidence around the impact on community health and wellbeing – see www.wahwn.cymru/knowledge-bank .

The World Health Organisation calls on all nations to follow Wales' lead by implementing and embedding the arts within health policy. The Lancet Journal [The arts in public health policy: progress and opportunities - The Lancet Public Health](#) and the Creative Health Review from National Centre for Creative Health and All Party Parliamentary Group for Arts and Health cites Wales as an exemplar.

This has been further enhanced through the Social Prescribing Framework, however the real weakness is that most of the cultural offer and assets/venues are not core-funded, so the sector and its provision is very precarious.

Instead we recommend:

Cultural engagement and cultural assets are well resourced to continue to support individual and community health and well-being now and for future generations.

Ambition 10: Culture and heritage bodies will work more collaboratively to maximise the full potential of both their specialist teams and their collections, and will work with other sectors to explore and leverage the power of culture

Everyone is already working together to maximise the full potential of culture. The culture sector is inherently collaborative, at least on a smaller organisational basis. The increasing cuts that the sector has faced this year has made it untenable to continue to offer the same level of service – it is not a solution to merely work collaboratively. Indeed, smaller organisations simply do not have the staff resource to do this, so this ambition needs to be focused on national organisations who have more resource. Culture needs to be adequately funded in order to work in flexible and innovative ways.

We recommend the following change:

National culture and heritage bodies will work more collaboratively to maximise the full potential of both their specialist teams and their collections, and will work with other sectors to explore and leverage the power of culture.

Ambition 11: Culture supports tourism; tourism supports culture. Culture has a high profile in how our nation is marketed to visitors

This is already true - where is the ambition in this?

For culture to have a high profile its needs to be resourced and maintained to a high level – with the current level of cuts this is not feasible.

We suggest:

Culture supports tourism; tourism supports culture. Culture has a high profile in how our nation is marketed to visitors, reflecting the value we place on it as a nation.

Ambition 12: Culture is integrated into how Wales establishes and develops international relationships

Wales Arts International already do this – is more resource needed?

This is happening in Arts & Health – with professionals from countries around the world visiting us to learn about our work. Recent delegations have come from Hong Kong and Flanders. We are working with colleagues in Finland and Ireland around creative ageing, and there are plans for a delegation from Wales to attend an arts and health symposium in Japan in 2025.

Ambition 13: The profile of culture in Wales is raised, by celebrating and promoting culture at a local, national and international level

Who does it need to be promoted to? Who is doing the promoting?

If Ambition 1 is achieved – and culture truly is more accessible and inclusive, then surely there would not be a need for this ambition, as culture would be part of everyone's lives?

Any financial resource put into this ambition would be much better spent on cultural provision.

Instead of this ambition, we would like to see the following Ambition 13:

Ambition 13: The profile of culture in Wales is raised, by celebrating and promoting culture across all areas of government and local government, including health.

Priority 3: Culture is resilient and sustainable

20. To what extent do you agree this priority should feature in our priorities for culture in Wales? Please give a rating from 1-5, with 1 being “Completely disagree” and 5 being “Completely agree”

- 1

- 2
- 3
- 4
- 5

Ambition 14: Our collections and historic assets are cared for, and used to support learning, creativity, place-making and cultural well-being

21. Should we include this ambition as part of our Priorities?

- Yes
- No
- No view

Ambition 15: Organisations responsible for the protection and care of our cultural collections and historic assets have strategic approaches to recognising significance and collecting

22. Should we include this ambition as part of our Priorities?

- Yes
- No
- No view

Ambition 16: Our intangible cultural heritage is an intrinsic part of our national story - it is recorded, supported to thrive, and shared with others for the benefit of future generations

23. Should we include this ambition as part of our Priorities?

- Yes
- No
- No view

Ambition 17: Culture is supported and enhanced by good digital practice

24. Should we include this ambition as part of our Priorities?

- Yes
- No
- No view

Ambition 18: Culture has a collaborative and long-term approach to research and gathering evidence

25. Should we include this ambition as part of our Priorities?

- Yes
- No

- No view

Ambition 19: The culture sector in Wales is a great place to work and volunteer, with a professional and skilled workforce

26. Should we include this ambition as part of our Priorities?

- Yes
- **No**
- No view

Ambition 20: The culture sector demonstrates leadership and collaboration in its approaches to sustainable development, building resilience, and tackling all aspects of the climate and nature emergencies

27. Should we include this ambition as part of our Priorities?

- Yes
- **No**
- No view

28. Are there any ambitions missing which could further support this priority?

29. Please use this box to add any further comments you have regarding Priority 3: Culture is resilient and sustainable. If you have answered “no” to any question in this section, please explain why here.

Ambition 14: Our collections and historic assets are cared for, and used to support learning, creativity, place-making and cultural wellbeing

This is already happening, but with increasing cuts it is not sustainable – this is purely an issue of resourcing. Therefore the first ambition here needs to be about having sustainable, long-term resourcing and investment for culture. If culture is made statutory then this would be assured.

We suggest:

Our collections and historic assets have appropriate levels of investment to ensure they are cared for, and are used to support learning, creativity, place-making, health and wellbeing

Ambition 15: Organisations responsible for the protection and care of our cultural collections and historic assets have strategic approaches to recognising significance and collecting

Surely this is someone's' Job Description? And not an aim of a national strategy. There is no ambition here.

This could be about an ambition about access - that the collections of Wales are more accessible and better shared, so that culture and heritage is more accessible, embedded, helps us to understand ourselves, our place in the world our past, present and future.

We suggest the following:

Organisations responsible for the protection and care of our cultural collections and historic assets take an inclusive approach to ensure that our collections in Wales help us to understand ourselves and our place in the world, our past, present and future.

Ambition 17: Culture is supported and enhanced by good digital practice

Where is the ambition in using 'good' digital practice? Can we aim for innovative digital practice?

This ambition also needs to acknowledge the importance of equity of digital access in Wales as there are areas of Wales still underserved by adequate wi-fi provision.

We suggest:

Culture is supported and enhanced by innovative digital practice, which is considered in an equitable way across Wales.

Ambition 19: The culture sector in Wales is a great place to work and volunteer, with a professional and skilled workforce

This is very ambitious because the high number of professionals who have had to leave the sector since covid is very significant. The cultural sector relies heavily on freelancers, and yet freelance work is always precarious, often under-paid, with little or no employment rights. This has led to a high number of freelancers experiencing stress and mental health issues. We have led an initial response to this through our How Ya Doing? artist wellbeing programme, but more needs to be done.

There is also a lack of diversity in the cultural workforce especially at a leadership level. WAHWN is piloting a 'Stepping In' programme aimed at freelancers with protected characteristics but for this to be sustainable we need long term funding to roll this out.

Therefore we suggest:

The culture sector in Wales is a great place to work and volunteer, with a professional, diverse and skilled workforce that is fairly paid and supported by employers, and where wellbeing support for employees, volunteers and freelancers is embedded and valued.

Ambition 20: The culture sector demonstrates leadership and collaboration in its approaches to sustainable development, building resilience, and tackling all aspects of the climate and nature emergencies

It's impossible that the culture sector can tackle 'all aspects' of climate and nature emergencies. Also, there are many examples of existing cultural practices and artists who are making work around climate justice.

Therefore we suggest:

The culture sector demonstrates leadership and collaboration in its approaches to sustainable development, building resilience, and responding appropriately and creatively to the climate and nature emergencies.

Questions relating to the Welsh Language

30. What, in your opinion, would be the likely effects of the proposed Priorities for Culture on the Welsh language? We are particularly interested in any likely effects on opportunities to use the Welsh language and on not treating the Welsh language less favourably than English.

- **Do you think that there are opportunities to promote any positive effects?**
- **Do you think that there are opportunities to mitigate any adverse effects?**

If Wales is a Nation of Culture, then there would naturally be a celebration of Welsh language, heritage and identity.

A vibrant culture needs to celebrate all languages and cultures. A multi-lingual Wales would include English and Welsh amongst other languages.

Improving access to culture benefits the Welsh language and every other protected characteristic.

Increasing the training, mentoring and support for Welsh language cultural programmes would also increase the number of people who could experience the Welsh language in more interesting and captivating ways, which in turn could inspire more people to learn/speak/sing Welsh.

31. In your opinion, could the Priorities for Culture be formulated or changed so as to:

- **have positive effects or more positive effects on using the Welsh language and on not treating the Welsh language less favourably than English or**
- **mitigate any negative effects on using the Welsh language and on not treating the Welsh language less favourably than English?**

32. We have asked a number of specific questions. If you have any related issues which we have not specifically addressed, please use this space to report them: