



Ein cyf/Our ref: MA-P/DET/0963/18

Dr Phil George
Chair
Arts Council of Wales
Bute Place
Cardiff
CF10 5AL

22 March 2018

Dear Phil

Our national institutions play a key role in Welsh life, in providing access to culture for everyone in Wales, and as an important part of our economy. The Arts Council of Wales is part of an exciting, creative and inspirational cultural community.

I would like to start by congratulating you on a successful year for the Arts Council of Wales in 2017-18. Your achievements, and those of the organisations you support, included:

- The ongoing success of the *Creative Learning through the Arts* programme
- Your excellent *Arts in Health in Wales Mapping Study*
- The sector's input into the *Fusion: creating opportunities through culture* programme
- Wales Arts International's work including its input into the *Wales in India* programme and its coordination of our programme of *cultural collaboration with China*
- Productions like *The Revlon Girl* by Pontardawe Arts Centre, *'We're Still Here'* by National Theatre Wales, *'From the House of the Dead'* by Welsh National Opera and *P.A.R.A.D.E* by National Dance Company Wales and Marc Rees
- James Richards *'Music for the gift'* that has represented Wales at the 2017 Venice Biennale.

I look forward to such work continuing in the next financial year.

I respect your charitable and Royal Charter status and the need for the Arts Council of Wales to act independently on a day-to-day basis and in the individual funding decisions that Council takes. However, as a Welsh Government Sponsored Body, the Arts Council's aims should reflect Welsh Government policies.

This letter sets out a number of priorities and expectations for the Arts Council that I would like you to consider when preparing your Operational Plan for 2018-19.

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Rydym yn croesawu derbyn gohebiaeth yn Gymraeg. Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd gohebu yn Gymraeg yn arwain at oedi.

We welcome receiving correspondence in Welsh. Any correspondence received in Welsh will be answered in Welsh and corresponding in Welsh will not lead to a delay in responding.

In addition to its core work, as laid out in its Charter, my priority areas for you in the coming year are set out in Annex 1. Annex 2 confirms the level of Grant-in-Aid funding that the Welsh Government will provide to you in 2018-19, and indicative figures for 2019-20.

There are several clear drivers for all our work. *Prosperity for All*, supported by the Cabinet Secretary for Economy and Transport's Economic Action Plan, sets out the key function of culture within community development throughout Wales. I am especially keen to see our cultural organisations representing and celebrating the diversity of Wales' communities; welcoming people from all backgrounds; improving health and well-being; assisting individuals to develop skills and experiences for employment and providing opportunities for participation in cultural activities across social and geographic boundaries. Indeed, I hope that cultural organisations will appreciate that it is self-evidently important that the widest possible cross-section of the Welsh public has the opportunity to enjoy the benefits of public investment in the arts. This approach is also reflected in '*Light Springs through the Dark*' which encourages our cultural organisations to increase participation in, and engagement with, cultural activities by people from all backgrounds.

Underpinning everything we do are the aims and wellbeing goals identified within the *Wellbeing of Future Generations (Wales) Act*. The five ways of working should be integrated within your strategic plan and you should demonstrate how you are delivering the well-being objectives that you have set in response to the requirements of the Act on public bodies.

The above should be reflected within your draft Operational Plan for 2018-19, which the Welsh Government should receive from you by 3 April 2018, in order for the relevant goals, targets and performance indicators within the plan to be approved.

It is my intention that our relationship will be based on mutual trust and respect, and open and honest communication. I look forward to receiving your operational plan and to hearing more about your work during the coming year.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'I. Elis-Thomas'.

Yr Arglwydd Elis-Thomas AC/AM

Y Gweinidog Diwylliant, Twristiaeth a Chwaraeon / Minister for Culture, Tourism and Sport

Annex 1: Key Deliverables

1. United and Connected

“Our aim is to build a nation where people take pride in their communities, in the Welsh identity and language, and our place in the world.”

Our cultural institutions have the ability to help and empower people from all backgrounds to participate in cultural life in Wales, and to support the creation of cohesive communities. I would like the Arts Council to:

- Continue to ensure that our investment enables even more people to actively participate in the arts, and tackle the barriers that inhibit this.
- Continue to support open access to cultural opportunities for young people.
- Continue and where possible enhance the arts sector’s contribution to the ‘Fusion’ programme, which uses culture to address poverty and disadvantage.
- Encourage local authorities to maintain their support for local arts services, projects and venues, and for national initiatives like the national youth ensembles.
- Continue to develop and promote the arts in and through the Welsh language.
- Promote the role of the arts in supporting place-based regeneration - including opportunities to support major projects such as the Cardiff Capital and Swansea Bay city regions.

The Arts Council has a key role in helping Wales to become an even more creatively active nation, by providing access to cultural opportunities for people from all backgrounds. I would like you to:

- Encourage and increase participation in arts activities from the broadest range of diverse audiences, and encourage arts organisations to increase the level of engagement in their work by minority communities and by disadvantaged groups.
- Help take forward the recommendations of the Literature and Publishing Review in partnership with the Welsh Government, Literature Wales, The Welsh Books Council, and other relevant bodies.

The Arts Council also has an important role to play in showcasing Wales’ vibrant culture, heritage and language to an international audience, helping to promote our nation worldwide. I would like you to:

- Maintain and develop your existing international links, including those within the EU, in China, and in India; help us to ensure that Wales is properly represented in relevant UK-wide cultural initiatives overseas.
- Continue to collaborate with Visit Wales to promote Wales including through your support for the ‘Year of the Sea’ in 2018 and the ‘Year of Discovery’ in 2019.

- Facilitate the provision of high quality digital content, services and resources to reach national and international audiences.

2. Ambitious and Learning

“Our aim is to instil in everyone a passion to learn throughout their lives”

Cultural institutions can widen people’s horizons and lift their aspirations, offering both formal and informal learning opportunities. You have an important role in supporting young people to make the most of their potential and to encourage ‘learning for life’. I would like you to:

- Continue to lead the *Creative Learning through the Arts* initiative, by ensuring that the ‘All-Wales Arts and Education and ‘Lead Creative Schools’ programmes are delivered effectively, throughout the country.
- Continue to support the development of ‘Anthem – Music Fund Wales’, to help this new organisation to become effective, during its first full year of operation.

3. Prosperous and Secure

“Our aim is a Welsh economy which delivers individual and national prosperity while spreading opportunity and tackling inequality...”

The arts have a significant role to play in supporting people and businesses to drive prosperity. Therefore I would encourage you to work with other organisations, including Careers Wales and Creative and Cultural Skills to improve career pathways and address specialist skills requirements within the arts sector. I would like you to:

- Collaborate with relevant partners to promote the careers available in the arts, and to develop more apprenticeships, traineeships and mentoring opportunities.

The Arts Council is a named body under the Wellbeing of Future Generations (Wales) Act. Principles of sustainability and long term thinking should underpin your organisational planning. I would like you to:

- Continue to develop your tailored advice services, to help your clients to improve their business and marketing skills, and good practice in governance.
- Continue work to increase funding from external sources to reduce the arts sector’s reliance on public subsidy, including Grant-in-Aid from the Welsh Government.

4. Healthy and Active

“Our aim is to improve health and wellbeing in Wales, for individuals, families and communities... and to shift our approach from wellbeing to prevention”.

The arts sector can support wider efforts to create the right conditions for better health, well-being and greater physical activity and increase social inclusion by offering opportunities for older people and people with physical and mental health conditions to engage in cultural activities. I would like the Arts Council to:

- Build on its *Arts in Health in Wales Mapping Study*, by working in partnership with Welsh Government, Public Health Wales and the arts sector to (i) improve the evidence base for ‘arts in health’ interventions, and (ii) scale-up those interventions that are proven to be effective in improving people’s health and wellbeing.
- Contribute towards the cross-cutting priority of ‘*better mental health*’ by supporting Welsh Government and Health Boards with social prescribing and other relevant initiatives.

Annex 2: Financial support

The Welsh Government will provide the following Grant-in-Aid funding to the Arts Council of Wales in 2018-19 to deliver the priorities outlined in this letter. Planned figures are also provided for 2019-20. Funding levels for future years will be confirmed during the Welsh Government's usual annual Budget process.

Expenditure

THE ARTS COUNCIL	2018/19 Budget £000s	2019/20 Plans £000s
Current Expenditure / Running Costs	31,227	31,227
Depreciation*	119	119
Current Receipts		
Capital Expenditure**	355	355
Total	31,701	31,701

The breakdown between expenditure and running costs is to be confirmed.

* This is a non cash item and is not available for draw down in the course of the year

** Ring-fenced within Capital Expenditure: £300,000 for the Wales Millennium Centre

TOTAL Grant-In-Aid 2018/19

£ 31,701,000

Terms and Conditions of Grant-in-Aid funding:

The Arts Council of Wales' funding agreement with the Welsh Government (the Framework Document) sets out the details of the sponsorship relationship and the terms and conditions under which the Welsh Government provides Grant-in-Aid funding to the Arts Council as a Welsh Government Sponsored Body. Grant-in-Aid funding is provided to the Arts Council under Section 61 of the Government of Wales Act 2006.

The Framework Document also sets out various operational requirements and refers to government guidance and policies with which the Arts Council of Wales needs to comply, in addition to its own duties and responsibilities as a Charter body, Registered Charity and public institution in Wales. As stated in the Framework Document, the Welsh Government's Culture, Sport and Tourism Departments (Arts Branch) is the sponsor department for the Arts Council of Wales and monitors its progress against key targets and milestones through quarterly meetings.