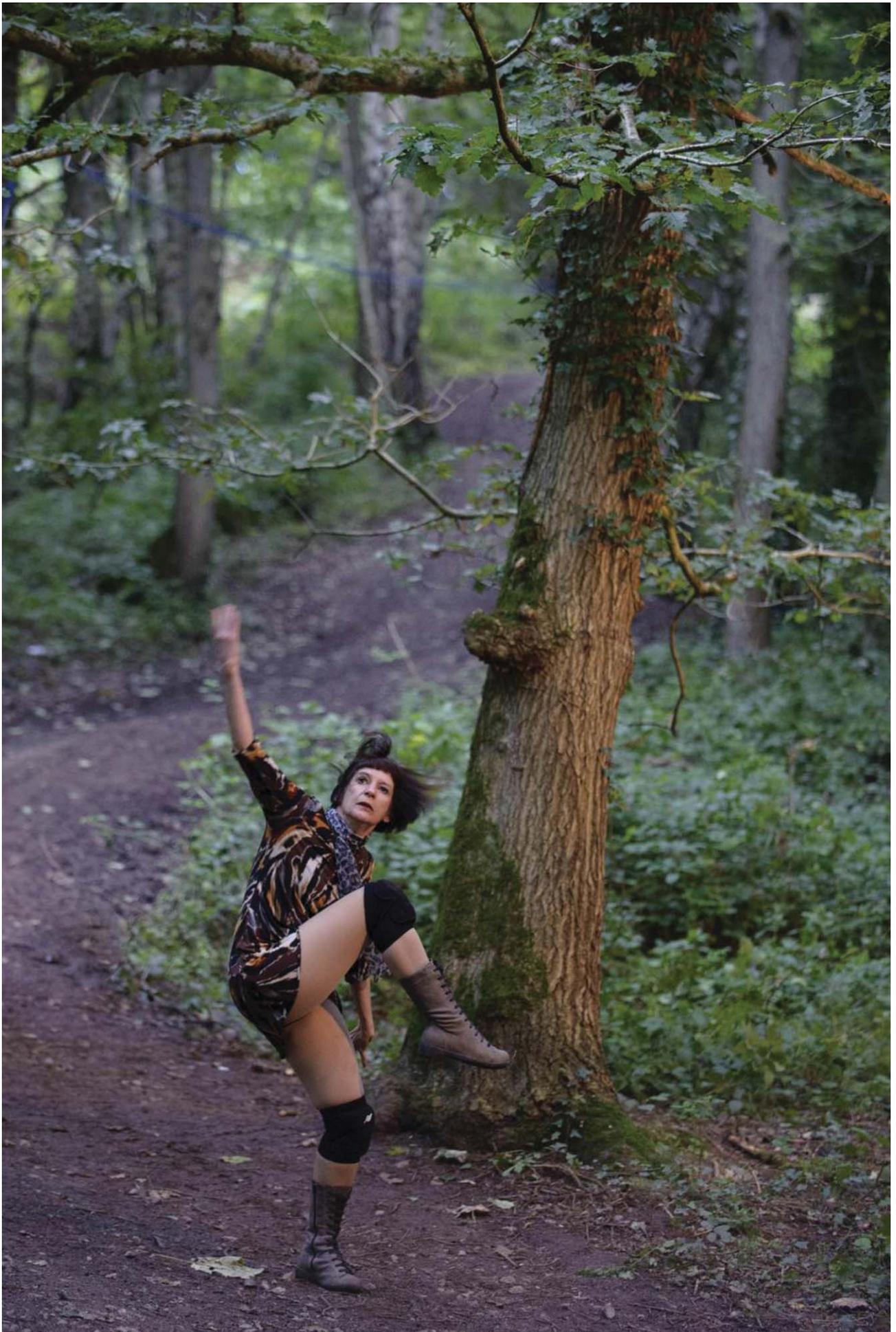


# Public Value Partnership between Arts Council of Wales and BBC Cymru Wales





*Branches: The Nature of Crisis* - National Theatre Wales. The Space (image: Joel Fildes)

# 1 Introduction

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Arts Council of Wales and BBC Cymru Wales are the two largest investors in publicly funded creativity in Wales. We share a strong commitment to deepening and widening audiences for the arts. And we're both engaged in national advocacy on behalf of arts and culture in support of the ethos of publicly funded arts and broadcasting.

Together we share a commitment to public engagement in the arts. We're also passionate about developing and supporting the best creative talent. Through our joint endeavours we work to make Wales more vibrant, inclusive and economically dynamic.

There's nothing new in BBC Cymru Wales and the Arts Council of Wales working together. Both are engaged in national advocacy on behalf of arts and culture in support of the ethos of publicly funded arts and broadcasting. And our joint funding of the BBC National Orchestra of Wales – a unique partnership across the UK – exemplifies how our organisations have brought cultural excellence to the many across the years.

But by working together more closely, we believe that we can create more opportunities to support and nurture creativity – commissioning new work, backing innovation and risk taking, and growing technical and craft skills within the creative sector. To achieve these goals, we're committed to working across the platforms between the 'live' and broadcast sectors. This Public Value Partnership explains how we intend to do this.

## 2 Our vision for creative collaboration

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Arts, culture and public service broadcasting matter to the people of Wales. Public surveys consistently reveal significant participation in arts, a strong interest in cultural activity and high level of recognition for the value of public service broadcasting. However, it's a world that's rapidly changing.

The developing digital economy presents the cultural sector with new opportunities relating to public engagement, creativity and global markets. At the same time, as the public service broadcasting landscape changes, there's a greater need to ensure plurality of supply of high quality original content across art forms, genres and platforms together with greater public participation and interactivity.

Artists and creative individuals reflect, question and shape the way that culture and society develop. It is, after all, the creative individual, addressing the world around them, who reinvents cultural expression appropriate for the times.

By working together we want to find new ways of creating an environment which:

- identifies and nurtures creative talent in Wales
- supports and celebrates imagination, innovation and ambition in Wales' arts and creative industries
- nurtures creativity through the medium of Welsh and English
- enables creative individuals to develop a professional career in Wales, and creative organisations to exploit new markets

- increases impact and reach by offering a range of creative experiences for audiences to enjoy and take part in across a variety of different platforms
- develops the creative traditions and identity of Wales and reinterprets them with contemporary relevance
- is international in outlook

The way culture is provided is changing and, as it does, so do the expectations placed on 'patron' organisations such as BBC Cymru Wales and the Arts Council of Wales. New digital opportunities are lowering the barriers to distribution and with it the potential to allow new audiences across Wales and the rest of the UK to enjoy the arts.

New technology will allow cultural experiences to be made, shared and discussed irrespective of an individual's economic status – a real life experience held in trust for a whole nation. And as this new digital space is forged, opportunities and challenges are developing and, with them, a new responsibility on some of the main cultural organisations in Wales. This public value partnership seeks to address those challenges and to set out a creative covenant for what both organisations can do together.

# 3 Strategic context

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The strategic context for the partnership is shaped by the public purposes that underpin the Arts Council of Wales and the BBC.

For the BBC, these are the commitments to:

- Stimulate creativity and cultural excellence
- Help deliver to the public the benefit of emerging communication technologies and services
- Sustain citizenship and civil society
- Promote education and learning
- Represent the UK – its nations, communities and regions

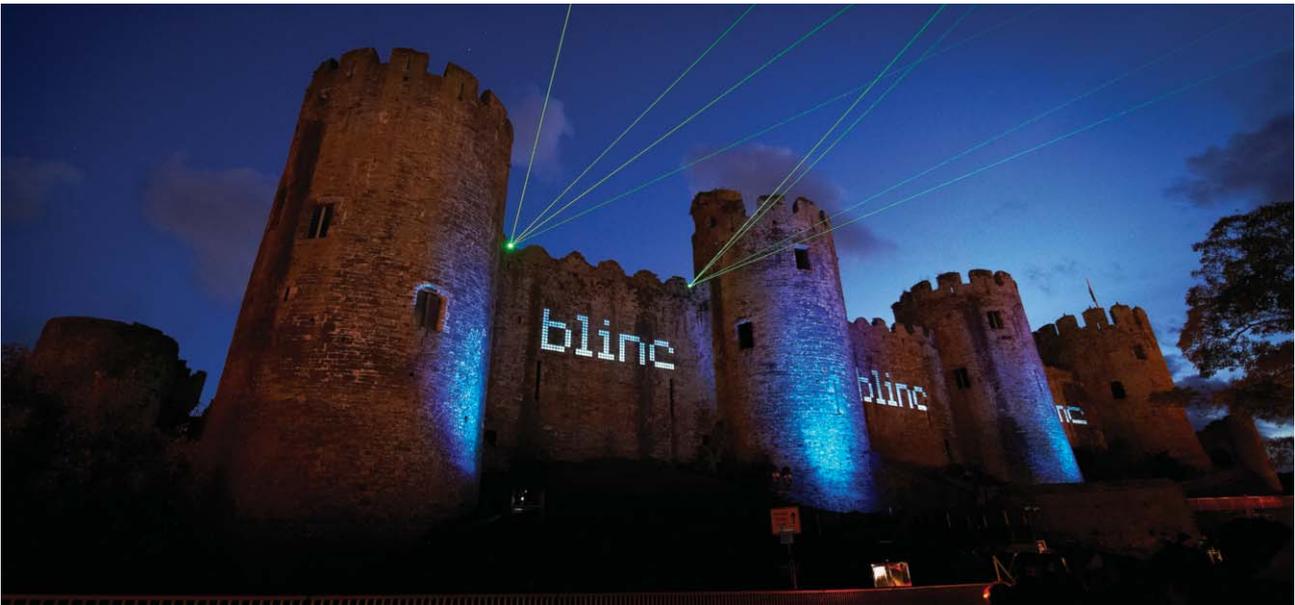
The BBC also has a stated aim to create and foster a trusted public space for civic debate and for cultural enterprise – what has become known as the ‘digital public space’ – delivered through a common technical architecture used across the UK, and a legislative and rights framework that supports greater public access to material held by public organisations. In Wales, the BBC will do so through both languages.

For the Arts Council of Wales, its key objective is to nurture a creative Wales where the Arts are central to the life of the nation. It seeks to develop an environment for the Arts which identifies and nurtures creative talent, wherever it’s found in Wales, to its full potential. It also aims develop the creative traditions of Wales and reinterprets them with contemporary relevance in both languages whilst international in outlook.

The Arts Council of Wales’ priorities are:

- supporting the creation of the best in great art
- encouraging more people to enjoy and take part in the arts
- growing the arts economy
- making the Arts Council of Wales an effective and efficient business





## 4 Partnership Framework

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This Public Value Partnership is made between BBC Cymru Wales and the Arts Council of Wales, and encompasses both on and off air collaboration and partnership working. It provides a framework for collaborative planning and for work to be developed and delivered.

Through this partnership we aim to provide a stronger and more effective interface between BBC Cymru Wales, the Arts Council of Wales, arts organisations, artists, museums and libraries throughout Wales, encouraging new public service partnerships and collaborations across the arts and cultural sector, independent production sector and BBC Cymru Wales.

We will share expertise, knowledge, research and ideas in delivery of our partnership in order to develop new programmes, initiatives and activities that will benefit the broader creative economy.

This partnership framework does not constitute a legal agreement by either the Arts Council of Wales or BBC Cymru Wales - and is not intended to be legally binding. However, we commit jointly to co-operation, fairness and transparency in all our future ventures.

This partnership framework also acknowledges that both BBC Cymru Wales and the Arts Council of Wales will develop a range of partnerships relating to other parts of the arts and cultural ecology in Wales.

Both BBC Cymru Wales and the Arts Council of Wales acknowledge their respective editorial and artistic independence - and understand that the partnership will not prejudice the freedom of both parties to make editorial comment.

The BBC and the Arts Council of Wales will better achieve their objectives on the basis of a strong partnership whilst recognising the freedom of each other to execute their respective corporate plans independently.

# 5 Aims and objectives

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## 5.1 Our partnership aims are:

- To increase the public value and impact of our shared investment in arts and culture – both Arts Council of Wales funded arts and cultural organisations and BBC Cymru Wales’ investment in arts, culture and broadcasting - across a range of live and digital platforms.
  - To provide a stronger and more effective interface between BBC Cymru Wales, Arts Council of Wales, arts organisations and artists throughout Wales.
  - To use new technologies to better connect publicly funded arts and cultural content with audiences through BBC services and platforms.
  - To support and enable the creation, distribution and reach of new creative media content and experiences from the arts and cultural sectors.
- We will support the development of media production skills across the publicly- funded arts and cultural sectors.
  - We will work with the BBC Academy to support a programme of workshops, courses and mentoring opportunities for arts and cultural bodies that are responsive to need and opportunity.
  - We will work together to develop a clear framework to capture and preserve major cultural performance, promoting consistent, capture, storage and metadata protocols.

## 5.2 Partnership Objectives

Our partnership objectives include the following **five** areas:

### 5.2.1 Building Capacity

We believe that there’s potential for greater knowledge exchange and experience from both organisations to be deployed to support across organisations.

- We will work to develop talent and skills exchange programmes between BBC Cymru Wales, Arts Council of Wales and other cultural bodies to promote on-going learning and collaboration across our sectors. This should assist in building capacity and increase the possibility of further collaboration.

### 5.2.2 Increasing public value

- We will conduct a joint biennial research study to assess audience awareness and participation in cultural activity, and will share research studies undertaken by either partner that assist audience and cultural development.
- We will use appropriate opportunities to plan cultural activity collaboratively (e.g. Dylan Thomas celebrations in 2014) in order to support wider cultural benefits. In addition, we will hold regular long-term planning sessions to identify joint opportunities.
- We will collaborate to promote, maximise and review the BBC National Orchestra of Wales’ national role.
- We will forge closer collaboration with Wales’s other national arts companies – National Theatre Wales, Theatr Genedlaethol, National Dance Company Wales, Literature Wales, Welsh National Opera and the Wales Millennium Centre.

### 5.2.3 Supporting new artistic talent

- We will explore the possibilities of joint commissioning between the Arts Council and BBC Wales, working to ease current restrictions around branding and co-funding, and finding ways to work together to support mutually beneficial larger scale ambitions (creating links between on-the-ground initiatives and broadcasting opportunities where possible and appropriate).
- We will work together to maximise the impact of key talent and cultural initiatives (e.g. Wales BBC Drama Award, BBC Radio Cymru's Brwydr y Bandiau, BBC National Orchestra of Wales residencies, BBC Radio Wales Music Days and BBC Cardiff Singer of the World).
- We will improve the way in which we share, explore and identify opportunities and initiatives that support children and young peoples' development.
- We will work more closely to identify new talent and provide new commissions for writers and performers for the Space and potentially other joint digital platforms.

### 5.2.4 Supporting and enabling new forms of digital distribution and curation

- The BBC is committed to supporting digital distribution in the cultural sector through deploying its expertise in engineering and technology to help facilitate a range of arts and cultural media 'services' - including the development of 'The Space'.
- The Arts Council of Wales is also dedicated to offering a range of creative experiences for audiences to enjoy and take part across a variety of different platforms.
- The BBC and the Arts Council of England are already committed to developing a longer term vision for the Space and an extension of the current Space pilot will continue until end March 2013 to allow discussions to

continue. Under the terms of this partnership, we will work to ensure that Wales becomes a partner in a new service, contributing substantially to its launch. Where appropriate, we would hope to reflect solutions for Wales only whilst in other areas we will aim to draw upon the scale of the wider Space to maximise the impact of our initiatives.

- We will work together to develop capacity-building components and commissions that assist arts and cultural organisations to:
  - develop and create new work for digital platforms,
  - promote greater public interaction
  - harness social media capacity
  - fully exploit a BBC-engineered technology platform.

### 5.2.5 Working together to open up our archives

We're committed to work with other partner organisations to deliver a universal approach to the storage, cataloguing and sharing of archive in order to deliver greater public access to the nation's archives (under the Digital Public Space endeavour).

We'll work together on a number of areas including shared standards, meta-data, archive protocols and platform opportunities. We will also work together and with the arts and cultural sector to review existing rights models across art forms and genres and identify where new models may be more appropriate for the digital environment, supporting both the growing creative economy and public appetite for greater access to the work they have funded through taxation and the licence fee.

## 6 Duration and scope of partnership

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The duration of this Public Value Partnership is April 2013 – March 2016. The partnership framework will be signed in March 2013.

An accompanying action plan will then be developed from March 2013 and agreed by the partners by May 2013.

The partnership refers to joint-development activities undertaken by BBC Cymru Wales and the Arts Council of Wales. The Arts Council of Wales where appropriate and agreed with BBC Cymru Wales, will broker partnerships between the BBC, funded organisations and the wider cultural sector.



*Ghost Parade* - Stefan Caddick, Adain Avion  
Part of Artists Taking the Lead – a project at the heart of the London 2012 Cultural Olympiad  
The Space (image: Warren Orchard)

## 7 Roles and responsibilities

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The Director of BBC Cymru Wales and the Chief Executive of the Arts Council of Wales are responsible for the partnership agreement and will meet annually to review progress.

A **Partnership Governance group** comprising senior Arts Council of Wales and BBC Cymru Wales staff will be established to oversee the delivery of the partnership and associated programmes of work - meeting three times per year to monitor the delivery of the programme and to direct communications and work programmes as required.

The Partnership Governance group will also meet with its counterpart BBC-Arts Council of England Partnership Governance group on an annual basis to review the performance of the Space 2 initiative in its totality.

A representative from both BBC Cymru Wales and the Arts Council of Wales will be responsible for the day-to-day management of the partnership and will submit relevant progress reports and evaluation to the Welsh Governance group and senior BBC Cymru Wales/Arts Council of Wales management as required.

- For BBC Cymru Wales: Aled Rowlands
- For Arts Council of Wales: Lisa Matthews

Either party may terminate this memorandum; in this event the terminating party will endeavour to give not less than six months' notice.

In addition, the Arts Council of Wales and BBC Cymru Wales will establish a joint communications plan relating to the partnership. Key individuals to be nominated within both BBC Cymru Wales and the Arts Council of Wales will have responsibility for delivering the communications strategy related to the PVP.



BBC National Orchestra of Wales, BBC Hoddinott Hall  
(image: Geraint Tellem)

## 8 Principles

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Both Arts Council of Wales and BBC Cymru Wales shall do their utmost to comply with the spirit of this Public Value Partnership agreement, subject to relevant regulatory constraints and the obtaining of any necessary approvals.

For the avoidance of doubt, such regulatory constraints include State Aid considerations and the BBC's relevant guidelines (including the Producer's Guidelines and Fair Trading Guidelines).

The Arts Council of Wales and BBC Cymru Wales will also share arts-related research and statistics, particularly in relation to public engagement – always respecting commercial sensitivities and consistent with the BBC's Fair Trading guidelines where relevant.

While the contracts governing the partnership in respect of individual projects will necessarily contain provisions for termination of those projects, in the interests of maintaining a high degree of overall co-operation, a process for evaluating the operation of the partnership shall be initiated.

The provisions of this public value partnership will also be consistent with the respective Welsh Language Schemes of both organisations. This partnership will also be consistent with the application of any future relevant statutory Welsh language standards as they apply to the respective organisations.

## 9 Heads of agreement

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Both the Arts Council of Wales and BBC Cymru Wales acknowledge that this Public Value Partnership and its schedules comprise heads of agreement which are non-binding in all respects save for the confidentiality and announcement requirements set out below.

Where appropriate, individual initiatives will be carried out under mutually agreed signed contractual terms which will set out the aims and structure of each project, BBC Cymru Wales and the Arts Council of Wales' respective obligations and liabilities and the circumstances in which a project may be terminated and any applicable redress.

# 10 Confidentiality / Announcements

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The Arts Council of Wales and BBC Cymru Wales shall keep any confidential information relating to the business affairs of the other party secure and protected against theft, damage, loss or unauthorised access.

Neither party will disclose any such information to any third party other than employees, agents or professional advisers of the disclosing party who need to know such information for the purposes of working on the development of the partnership proposals and who are made aware of and have agreed to comply with this confidentiality requirement.

These confidentiality obligations shall not apply to any disclosure of information which is required by law or by a competent regulatory authority, and shall cease to apply to any information which has come into the public domain through no fault of the recipient.

The Arts Council of Wales and BBC Cymru Wales agree that they shall not make any announcement of the fact that these partnership discussions are taking place or about the partnership unless agreed in advance in writing by both the Arts Council of Wales and BBC Cymru Wales.

This Public Value Partnership will come into effect on signature by both parties on the date set out below.

Signed by



Nick Capaldi  
Chief Executive, Arts Council of Wales  
Date: 2<sup>nd</sup> May 2013



Rhodri Talfan Davies  
Director, BBC Cymru Wales  
Date: 2<sup>nd</sup> May 2013