Cyngor Celfyddydau Cymru
Arts Council of Wales

Easy Read

Inspire

Our plan for making Wales a creative place 2014 - 2019

This is an Easy Read version of **'Inspire . . . Our strategy for Creativity and the Arts in Wales'**

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How to use this document

This is an Easy Read version. The words and their meaning are easy to read and understand.

You may need support to read and understand this document. Ask someone you know to help you.

Some words may be difficult to understand. These are in **bold blue** and have been explained in a box beneath the word.

Where the document says ‘we’, this means Arts Council of Wales.

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front cover
‘Y Bont’, Theatr Genedlaethol Cymru, Aberystwyth (photo by Keith Morris)

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Catlin, Eddie Ladd and Gwyn Emberton. Directed by Deborah Light (photo by Warren Orchard)

Introduction

This document is about our plan for the next 5 years.

It says what we will do to help:

- artists in Wales make great art
- make Wales a place where the arts are a big part of our lives
- get art made in Wales to more people – in Wales, the UK, and all over the world.

The arts can be:

Theatre

Craft – such as sculpture

Music

Performance – such as dance

Visual arts – such as painting

Circus and carnival arts

Our plan is to make Wales a **creative** place.

Creative means using our imagination and our own ideas to make something.

Imagination is when we use our mind to think of new ideas.

Creativity is what makes the arts so exciting. Artists are very good at using their creativity to make great art. We will all benefit if we have a creative Wales.

To make Wales a creative place we will need to support:

- artists, and
- arts organisations.

We will need to help them use their creativity to make great art.

The Government is spending less money on the arts than it used to. This will mean our work in the next 5 years will be difficult.

So we have to think of new ways of working.

Our ‘Inspire’ plan says what we are going to do.

About the Arts Council of Wales

We:

- support artists in Wales to make great art
- work to get art to as many people in Wales as possible
- work to get art made in Wales to people from all over the world.

We are a **Public Body**.

Public Bodies in Wales have money from Welsh Government to provide services.

An Invitation, Jo Fong in association with Chapter (photo by John Collingswood)

Important things we need to think about

Working together

The ideas for this plan have come from what people have told us.

We have listened and used our own knowledge to work out what we should do.

We want to be easier to work with, so we will be more **flexible**.

> **Flexible** means we will change the way we work to suit different artists and organisations to support them better.

We want the people and organisations we work with to share our goal to make Wales a creative place.

Instead of telling people what they should do, we're asking them what they can do to help with our goal.

We want artists to take risks, and try out new ways of making art.

But artists also have to make sure they take care of the money we give them.

The Starry Messenger, Bedwyr Williams (photo by Anna Arca)

Helping artists to do their best

We are really interested in new types of art that reaches lots of different people.

We want to try new ways of doing things. We want to push ourselves further. And achieve more by taking risks.

We want artists and organisations we support to do the same.

We want to help them to use their creativity and imagination more than they have done before.

This will help us find art that is:

- different
- more interesting
- **challenging.**

To be **challenged** means being tested.

Art that is challenging makes you think harder – about what it means, and how it makes you feel.

The Welsh language

Wales has 2 main languages – English and Welsh. It makes Wales special. And we are proud of it.

We think new ideas for art should be made and shared in Welsh and English.

We want to share art throughout the world in Welsh and English.

We will stand up for people's right to take part in the arts through whatever language they chose.

Mordaith Anhygoel Madog, Arad Goch (photo by Keith Morris)

‘Inspire’ – our plan for making Wales a creative place

We have 3 main aims to make Wales a creative place:

1. Make

   We want to help artists and art organisations make great art.

2. Reach

   We want to get art made in Wales to more people than ever before.

3. **Sustain**

   Sustain means helping something last a long time.

   We want to support the arts in Wales so they have a secure future. For example, artists have long careers. And art galleries are run properly.

Make - how we will help people make great art

- We will make sure supporting artists is at the centre of everything we do.
- We will do more to help artists and organisations earn money from their art.
- We will keep on supporting the best organisations and events in Wales so they can make exciting new work.
- We will support new and different ideas for projects that get people to take part in more types of arts.
- We will help artists and organisations to work well together.
- We will work better with schools to help young people be creative.
- We will help bring art made in other countries to Wales for people to see and learn from.
- We will help artists and organisations in Wales work in other places by building good relationships with organisations from across the UK.
- We will help different people from different backgrounds get involved in making art.

Reach - how we will help art reach more people

- We will work at making the arts **inclusive**. So everyone can take part in the arts.

> **Inclusive** means everyone is involved.

- We will work hard to make creativity just as important as reading and writing in schools.
- We will help young people who do not have a job and are not in school. We will help them to take part in the arts to give them better chances.
- We will put on a young person's event to show off their creativity.
- We will help **community** organisations.

> A **community** is a group of people living in the same place.

- We will help find new ways of using **technology** to show art.

> **Technology** is things like computers, laptops, mobile phones, tablets, and video cameras.

- We will work with organisations to help them get more people involved in their work.

- We will look for new projects that help get more people involved in the arts.
- We will make sure we spend our time money and effort fairly so everyone in Wales can benefit.
- We will work with other organisations to reach more people.
- We will work on projects in Europe.
- We will help national organisations.

To this I put my name, Claire Curneen and Ruthin Craft Centre (photo by Dewi Tannant Lloyd)

Sustain - how we will make our work last

- We will support organisations to make plans that will help them deal well with changes.
- We will support projects and organisations that can last a long time.
- We will support projects that help us meet our aims.
- We want people and organisations working in the arts to look after the **environment**.

> The **environment** is where we live. It includes the land, the sea, the air, and everything that lives in and on it.

- We will work together with other organisations to share resources. This will help us save money.
- We will promote the use of the Welsh language in the arts.
- We will work with councils to keep local arts services and arts buildings going.
- We will support ideas that give artists new ways of earning money from their art.
- We will speak up for the arts to make sure people know how important they are.
- We will take part in projects on health and well-being. And getting the community involved in new things.

Gwymon (Seaweed) Kate Lawrence and Lisa Spaull, Galeri Caernarfon (photo by Chloe Rafferty)

Important things we will need to work at

To make Wales a creative place, there are 10 big things we have to do.

1. Make Wales a place where artists can do well

We want to keep artists in Wales by making Wales a place where artists want to be.

We want artists to be able to have a job in Wales. Wales will gain a lot from having good artists stay here.

Under Milk Wood: an opera, Taliesin Arts Centre (photo by Kirsten McTernan)

2. Help important arts organisations

We give money to important arts organisations so they can keep doing their work.

We need them to set a good example.They need to work together to make and show their art.

3. Help national arts organisations

Wales has a lot of very good national arts organisations. They are important because they are good at working all over Wales. And with lots of different people.

We want them to work harder at making art that different people from all over Wales can enjoy. They should be a good example to other organisations and artists.

4. Make the most of our arts buildings

We have lots of great arts buildings in Wales. Arts buildings are places to see art, like art galleries, theatres, and concert venues.

They have good links with their local communities.

They are the places used by people the most to see art.

They can help artists to grow and develop their work. We need to make sure these buildings are the best they can be.

5. Show the world art from Wales

We want art from Wales to be seen all over the world. We want to show our **culture** through art.

> **Culture** is the language, history and ideas that we share.

We want good art made outside of Wales to be seen here.

We want to have events and festivals in Wales so that more people know about Wales and Welsh art.

We must support artists to make art that is good enough to be seen all over the world.

6. Help more people make art and enjoy the arts

We want more people in Wales to take part in the arts. But there are things that can stop this.

Some people feel that the arts are not for them. They say the arts do not include them. Or talk about the things that are important to them.

We need to make sure that artists and arts organisations are more inclusive in their work.

7. Support chances for young people

Art can help children and young people learn about the world around them. Art can give them:

- **ambition** – this means they want to achieve something for themselves
- self-respect
- **inspiration** – it can make them want to do something creative
- confidence.

More schools need to bring art into the classroom.

We want young people to have the chance to be an artist.

Above all we want them to have the chance to enjoy and take part in the arts.

Community Music Wales

8. Support communities

The arts can give people the power to be confident. And to get what they want from life. We want to support arts projects that are good at this.

We will support projects for beginners and that look after volunteers.

We want to work together with other organisations and councils so we can **Reach** everyone in Wales.

We need to work together so we can find new ways to make our work last.

9. Make planning creative

We want things like town planning, education and **tourism** in Wales to be creative.

> **Tourism** is making money from people coming on holiday to Wales.

We think more people will support changes in Wales if they are well thought out and creative.

10. Use technology to get the most of art

We want to make the most out of technology.

Technology gives us lots of new ways to make and show art. We need to make sure we use technology in the best way we can.

The next 5 years

The arts are important to Wales. And they deserve the money that they get from the Government.

So we must make the best use out of the money we get from the Government, and the National Lottery.

We will keep checking that we are doing the things in this plan.

We will keep checking that artists and organisations we support are also doing the things in this plan.

The arts organisations we give money to must be well run. We will keep checking that they should still get that money.

Flights of Fancy, Parc and Dare Theatre Centenary Project (photo by Roy Campbell Moore)

There is less money to go round. So it is very important that arts organisations do not rely too much on money from the Government.

We all need to be creative and find new ways to keep doing the work we want to do with less money.

And we would like arts organisations to find ways of making money from the work they do.

We think that organisations that help **Make**, **Reach** and **Sustain** will be able to do this.

We are going to work hard to make Wales a place where the arts brings us all together.

We will all benefit if we have a creative Wales.

Veg Patch, Swansea (photo by Warren Orchard)

Hard words

Ambition

This means you want to achieve something for yourself.

Challenged

To be challenged means being tested. Art that is challenging makes you think harder – about what it means, and how it makes you feel.

Community

A community is a group of people living in the same place.

Creative

Creative means using our imagination and our own ideas to make something.

Culture

Culture is the language, history and ideas that we share.

Environment

The environment is where we live. It includes the land, the sea, the air, and everything that lives in and on it.

Flexible

Flexible means we will change the way we work to suit different artists and organisations to support them better.

Imagination

Imagination is when we use our mind to think of new ideas.

Inclusive

Inclusive means everyone is involved.

Inspiration

Inspiration can make you want to do something creative.

Public Body

Public Bodies in Wales have money from Welsh Government to provide services.

Sustain

Sustain means helping something last a long time.

Technology

Technology is things like computers, laptops, mobile phones, tablets, and video cameras.

Tourism

Tourism is making money from people coming on holiday to Wales.

Emergence Summit 2012: Land Journey by Simon Whitehead

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